



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

NOTICE

Self – Finance Programs

ATKT Internal Examination December, 2020.

BMS & BBI (SEM. 1 TO 6)

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS

1. **Date of Submission of the Projects- upto 16th April, 2021 - 12 noon only.**
2. Students must write their internal Atkt project in their own handwriting on A4 size fullscape paper. On top of every page student has to write his Complete Name, Program (Dept.), Semester, Roll no. Class and Contact No.
3. Student has 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	Email id
BMS (SEM. 1)	aarti.s@dalmialionscollege.ac.in
BMS (SEM. 2)	jinals@dalmialionscollege.ac.in
BMS (SEM. 3)	manisha.j@dalmialionscollege.ac.in
BMS (SEM 4)	nirav.pdlc@gmail.com

5. After submission of his project, there may be a viva voce for which student has to present himself, failing which he may lose marks for the same.
6. **Any Submissions after the above mentioned date and time will not be accepted and entertained under any circumstance.**

Durgesh Kenkre
Exam Convenor

Prof. Subhashini Naikar Dr.
Vice Principal, SFC

Kiran Mane
I/c Principal

Date: 9th April, 2021.

DI/N-STD/GEN/00

BMS INTERNAL QUESTION

April 2021 (2020-2021 BATCH)

SEM – I

FHS

1020

- 1) Define persuasion. Discuss in detail the characteristics of the source.
- 2) What are the various thinking skills involved in thinking process.
- 3) Write notes on: Personality traits importance in Organization
- 4) Explain the following concepts in brief: Motivation
- 5) Write a note of Educated Personality

1049

- 1) Define Motivation. State the qualities needed by Motivators ?
- 2) Explain the various thinking Process
- 3) Define Persuasion. Discuss in details the nature of source of Persuasion.
- 4) Write a note on Factors affecting individual differences
- 5) Explain the various ways of changing attitude of an individual

ECONOMICS

1001

- 1) Define 'Demand' concept. Highlight various determinants of demand. Show demand function for all determinants.
- 2) Define 'Demand forecasting. State and explain steps involved in demand forecasting.
- 3) Explain the short run equilibrium of a firm under monopoly.
- 4) Discuss the characteristics of monopolistic competition
- 5) Explain difference between multiple product pricing and transfer pricing

1019

- 1) Define 'price elasticity of demand' concept. Discuss factors affecting price elasticity of demand
- 2) Calculate the price elasticity of demand with the help of following information
 - a. If price falls from Rs. 110 to Rs. 100 and consequently demand increases from 200 units to 280 units.
- 3) Explain the equilibrium of price and output under oligopoly market.
- 4) "Advertisement as an important instrument to promote the goods and services' Comment
- 5) State and explain the meaning and conditions for price discrimination.

LAW

1049

1. Discuss the essential characteristics of a promissory Note?
2. Explain the objects of Consumer Protection Act, 1986.
3. What is Corporate Veil? When can the veil be lifted?
4. Explain Memorandum of Association. Explain the clauses.
5. Who is member? When can Membership be terminated in a company?

FC

1001

Write short notes on

- 1) Tribal characteristics
- 2) Status of women in the vedic period.
- 3) Linguistic conflicts in india.
- 4) Fundamental duties of Indian Citizens.
- 5) Political party system in India.

1011

- 1) Write the features of rural characteristics as per regional Variation
- 2) Explore the disparities arising out of gender with special reference to violence against women.
- 3) Explain conflicts arising out of communalism.
- 4) Explain Fundamental Duties of the Indian Citizen.
- 5) Write a short notes on Linguistic conflicts in India.

1050

- 1) Explain The party system in Indian politics with reference to Rural Area.
- 2) Explain the issues of people with physical and mental disabilities.
- 3) What do you Understand from the concept of diversity as difference.
- 4) Write a short notes on Linguistic conflicts in India.
- 5) Write a note on women female foeticide as a reason for population declining.

1069

- 1) Write the features of urban characteristics as per regional Variation
- 2) Explain the concept of disparity as arising out of stratification and inequality.
- 3) Explain the inter-group conflicts arising out of communalism.
- 4) Explain Fundamental Duties of the Indian Citizen.
- 5) Write Basic features of the Constitution

1121

- 1) Explain Tribal characteristics
- 2) Write Status of women in the vedic period.
- 3) Explain in details the Linguistic conflicts in india.
- 4) Write the Right of Indian Citizens.
- 5) Explain Political party system in India.

1135

- 1) Explain The party system in Indian politics with reference to Rural Area.
- 2) Explain the issues of people with physical and mental disabilities.
- 3) What do you Understand from the concept of diversity as difference.
- 4) Write a short notes on Linguistic conflicts in India.
- 5) Write a note on women female foeticide as a reason for population declining.

1136

- 1) Write the features of Tribal characteristics as per regional Variation
- 2) Explain the concept of disparity as arising out of stratification and inequality.
- 3) Explain the conflicts arising out of Regionalism.
- 4) Explain Fundamental Duties of the Indian Citizen.
- 5) Write Basic features of the Constitution

1162

- 1) Write the features of rural characteristics as per regional Variation.
- 2) Explore the disparities arising out of gender with special reference to violence against women.
- 3) Explain conflicts arising out of communalism.
- 4) Explain Fundamental Duties of the Indian Citizen.
- 5) Write a short notes on Linguistic conflicts in India.

1180

- 1) Write the features of Tribal characteristics as per regional Variation
- 2) Explain the concept of disparity as arising out of stratification and inequality.
- 3) Explain the conflicts arising out of Regionalism.
- 4) Explain Fundamental Duties of the Indian Citizen.
- 5) Write Basic features of the Constitution.

BC

1001

- 1) Explain Need and Importance of Meetings.
- 2) What are the Types of Interviews?
- 3) Meaning and Importance of Conference
- 4) Write the function of PR department.
- 5) Write importance of Video tele conference.

IT

- 1) Write in details about Data and Information.
- 2) Write a shortnote on Database.
- 3) Write in details the steps involve in creating Spreadsheet.
- 4) Explain major areas of IT application in Management
- 5) Write down steps in creating slides

SEM – II MATHEMATICS

1162

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
$$\begin{matrix} 3 & 5 & 7 \\ 7 & 9 & 31 \\ 9 & 15 & 4X+1 \end{matrix} = 0$$
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SEM – III (2020-2021 BATCH)

FC – ENVIRONMENTAL MARKETING

F- 2013

1. What do you understand by the term Environment? Discuss briefly about the abiotic components of the environment.
2. Explain the mechanism of Water Cycle.
3. Define the term Ecosystem. Discuss various Trophic Levels of an ecosystem?
4. "Modern society is said to lack sustainability. How can we change it into a sustainable society?"
5. Discuss the issues related with Environmental Degradation.

M -2034

1. What do you mean by Disaster Management? Explain the Disaster Management Cycle with reference to an earthquake.
2. Discuss the role of Central and State Pollution Control Boards under Water Act, 1974 3. Describe the salient features of ISO 14001
4. Write a brief note on Environmental Audit
5. What is Green Marketing.

M-2048

Write short notes on:

1. Green Marketing
2. Solar Energy
3. Carbon Bank
4. Global Warming
5. Food Chain and Food Web

H- 2015

1. Define the term Ecosystem. Discuss various Trophic Levels of an ecosystem?
2. "Modern society is said to lack sustainability. How can we change it into a sustainable society?"
3. Discuss the issues related with Environmental Degradation.
4. Write a brief note on Environmental Audit
5. What is Green Marketing.

CONSUMER BEHAVIOUR

M-2034

1. Explain the family influences on buyer behaviour.
2. Explain the influences of social class on consumers.
3. Discuss the concept of culture and sub-culture and its influences on consumer behaviour
4. Discuss the Howard Sheth Model of consumer decision making
5. Explain in detail the Adoption Process

AMD

F-2058

Q.1) Distinguish between owners fund and owed fund

Q.2) The following item appear in the financial Statement of Ritu Ltd. As on 31st march 2017

Debit	Balance	Credit	Balance
cash	48600	Debenture	280000
Land & Building at cost	800000	Bank loan	520000
Debtors	62000	Equity Share Capital	1000000
Stock	292800	Profit & loss	217000
		Account	
Creditors	405750	O/s Expenses	86250
Share Premium	100000	Trade Investment	30000
Bills Receivable	523000	Advance Tax	100000
Prepaid Expenses	32600	Provision for Taxation	264000
Plant & Machinery	544000	Bills Payable	28000

You are required to prepare the above balance sheet in the form of Vertical Balance sheet

Q.3) Explain the classification of cash flows as per AS 3.

Q.4) What are the different factors affecting working capital?

Q.5) Write a note on Commonsize statement.

M- 2034

1] The following item appear in the financial Statement of Ritu Ltd. As on 31st march 2017

Debit	Balance	Credit	Balance
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cash	97,200	Debenture	5,60,000
Land & Building at cost	1,60,000	Bank loan	10,40,000
Debtors	1,24,000	Equity Share Capital	20,00,000
Stock	5,85,600	Profit & loss	217000
		Account	
Creditors	8,11,500	O/s Expenses	1,72,500
Share Premium	2,00,000	Trade Investment	60,000
Bills Receivable	10,46,000	Advance Tax	2,00,000
Prepaid Expenses	65,200	Provision for Taxation	5,28,000
Plant & Machinery	10,88,000	Bills Payable	56,000

You are required to prepare the above balance sheet in the form of Vertical Balance sheet

2] From the above Q.1 calculate Current ratio, Liquid Ratio, Stock Working capital ratio, Proprietary ratio, Debt Equity Ratio, Capital Gearing Ratio.

3] Explain the meaning and Importance of Receivable Management.

4]Write a note on AS 3.

5]Limitations of the use of Ratios

M- 2048

1] Q.1 You are required to prepare a statement showing the estimate of working capital requirement to finance the level of activity of 18000 units per year . From the following information obtained from the book of Bajaj Auto Ltd.

PARTICULARS	CPU
Raw material	12
Direct labour	3
Direct overhead	<u>9</u>
Total cost	24
+ Profit	<u>6</u>
Selling Price	<u>30</u>

1. Raw material are in stock on an average for 2 month.
2. Material are in process on an average for half a month
3. Finished goods are in stock on an average for 2 month.

4. Credit allowed by creditors is 2 month.
5. Credit allowed to debtors is 3 month.
6. Lag in payment of wages is half month.
7. Cash in hand & bank is expected to be Rs 7000.

Q.2 Explain the credit Policy Variable in Receivable Management

Q.3 Explain the concept of Trend Analysis

Q.4 Limitations of the use of Ratios.

Q.5 Explain all Balance Sheet Ratio with its meaning and Standard Ratio.

H-2015

Q.1 The mgt of German Collaboration Ltd has called for a statement showing the working capital needed to finance the level of activity of 3,00,000 units. Cost structure is as follow:

PARTICULARS	CPU
Raw material	20
Direct labour	15
Direct overhead	5
Total cost	40
+ Profit	10
Selling Price	50

Additional information:

1. Past trend indicate that raw material are held in stock on average for 2 month.
2. W.I.P will be half a month production.
3. Finished good remains in warehouse on an average for a month.
4. Supplier of material extend a month credit.
5. 2 month credit is normally allowed to debtors.
6. A minimum cash balance of Rs 25,000 is expected to be maintained.
7. 5% margin of safety is expected to be maintained.
8. Production pattern is assumed to be maintained evenly during the year.

Q.2 Explain the need for Receivable Management.

Q.3 Write a format of Cash Flow Statement.

Q.4 Merits of the use of Ratios

Q.5 Explain all Income Statement Ratio with its meaning and Standard Ratio.

STRATEGIC MANAGEMENT

M-2034

- 1) Explain BCG Matrix.
- 2) What is SBU? Describe its importance
- 3) Explain the features of operating level strategy.
- 4) Explain the features of strategic intent.
- 5) Explain the tools of strategic analysis.

H- 2015

- 1) Explain Corporate Level Strategy.
- 2) Explain plan of strategy Intent
- 3) Expalin Models of strategy making
- 4) Explain 7S Frame work
- 5) Describe the importance of BCG Matrix

IT

F-2013

- 1) Explain TPS, DSS AND MIS IN DETAIL.
- 2) Write in detail IT application in business.
- 3) Explain basic and advanced functions in Excel.
- 4) Explain all security measures in IT.
- 5) Write about e-commerce business model in detail.

M -2015

- 1) Explain Office Automation System(OAS)
- 2) Write a Note on Transaction Processing System(TPS)
- 3) Explain Management Information System(MIS)
- 4) Write a short note of Decision Support Systems (DSS)
- 5) Explain Executive Information System(EIS)

M-2034

- 1) Write in detail IT application in business.
- 2) Explain basic and advanced functions in Excel.
- 3) Explain all security measures in IT.
- 4) Write about e-commerce business model in detail.
- 5) Explain Executive Information System(EIS)

BPEM

M-2034

- 1) Enlist the significance of growth of entrepreneurship
- 2) Explain theory of high achievement
- 3) Explain the economic factors that affect the growth of Entrepreneurship
- 4) What is entrepreneurship?
- 5) What is advantage of Proactiveness?

H-2015

- 1) Explain X-Efficiency Theory by Leibenstein
- 2) Explain Role of Entrepreneurial culture in Entrepreneurship Development.
- 3) Explain the economic factors that affect the growth of Entrepreneurship
- 4) What are the qualities of entrepreneur?
- 5) What is Disadvantage of Proactiveness ?

Corporate Finance

F-2031

Q.1 Explain the features of Shares.

Q.2 An analysis of ABC co. is shown below:- It is based on an output(sales) level of 80000 units-

Particulars	Rs
Sales	900000
Variable cost	<u>450000</u>
Revenue before fixed cost	450000
Fixed cost	<u>260000</u>
EBIT	190000
Interest	<u>90000</u>
EBT	100000
Tax	<u>50000</u>
EAT	50000

Calculate the degree of (i) Operating Leverage (ii) Financial Leverage (iii) Combined Leverage.

Q.3 Explain the type of Working Capital.

Q.4 A co. is considering two projects A and B. Initial investment required in both the projects is Rs 500000 with an estimated salvage value of Rs 20000 and a life of 5 years. It requires invest in working capital of Rs 50000. The profits after tax are given as follows:

Year	A	B
1	200000	100000
2	200000	250000
3	200000	200000
4	200000	150000
5	200000	100000

Evaluate the proposal by pay back period

Q.5 A firm has sales of Rs.150 lakhs, variable cost of Rs.84 lakhs and fixed cost of Rs.12 lakhs. It has a debt of Rs.90 lakhs at 9% and equity of Rs.110 lakhs.

- What is the firm's ROI?
- Does it have favourable financial leverage?
- If the firm belongs to an industry whose asset turnover is 2, does it have a high or low asset leverage?

Advertising

M- 2034

- Explain 5M of Advertising.
- State Laws and Regulation in Advertising – CSR.
- Explain functions of Advertising Agency.
- Explain Role of different elements of ads – logo, company signature, slogan, tagline, and jingle.
- Explain essentials of good copy.

Motivation and Leadership

H- 2015

- Explain the concept of Motivation ? state its Importance.
- Explain Z theory
- Explain Work – Life Balance concept in detail
- State difference between Transactional v/s Transformational leaders.
- What is the meaning of Strategic leaders? State its qualities.

OB & HRM

H- 2015

- 1) Explain the Importance of Organizational Behaviour.
- 2) Explain any 2 Time management strategies.
- 3) What are the factors affecting HRP?
- 4) Explain the Method of Performance Appraisal
- 5) Explain Conflict management techniques.

SEM – IV

Strategic Cost Management

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 YEAR	FIRST HALF OF THE YEAR	SECOND HALF OF
SALES	810000	1026000
PROFIT	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 example of Fixed cost

5.Explain the term Marginal costing. And State 2 example of semi variable cost

IT

2042

- 1) Explain all types of DSS.
- 2) Write short note on SCM and E-SCM
- 3) Discuss on customer life cycle.
- 4) Explain Data warehousing Architecture.

- 5) Write short note on BPO and KPO.

BUSINESS ECONOMICS

2042

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

PTQM

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.

FIM

2042

- 1) Draw a chart of Financial System of India
- 2) Explain Role of RBI
- 3) Explain ICICI and GIC Role in Financial System of India
- 4) Types of Mutual Fund Scheme In India
- 5) Explain Model of Japan Financial System in short