



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 24th December, 2020 - 12 noon only.**
2. Students must write their internal atkt project in their own handwriting on A4 size foolscap 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
BBI (SEM. 1 and 2)	namrata.pdlc@gmail.com
BBI (SEM. 3 and 4)	mohini.pdlc@gmail.com
BMS (SEM. 1 and 2)	aarti.s@dalmialionscollege.ac.in
BMS (SEM. 3 and 4)	nirav.pdlc@gmail.com
BBI and BMS (SEM. 6)	durgesh.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

Date: 18th December, 2020.

Prof. Subhashini Naikar

Vice Principal, SFC

Dr. Kiran Mane

I/c Principal

DI/N-STD/GEN/00

BMS INTERNAL QUESTION
December 2020 (2019-2020 BATCH)

SEM – I

FHS

1042

- 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:
Classical conditioning
Personality
- 4) Explain the following concepts in brief:
Motivation
- 5) Personality
- 6) Explain different kinds of intelligence.

ECONOMICS

1164

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

1107

- 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
 - i) 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.

1149

1. Importance of business economics.
2. Income elasticity of demand.

3. Short run and long run production function.
4. International price discrimination.
5. Features of oligopoly.

LAW

1149

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

1149

Write short notes on

- a) Tribal characteristics
- b) Status of women in the vedic period.
- c) Linguistic conflicts in india.
- d) Fundamental duties of Indian Citizens.
- e) Political party system in India.

STATISTICS

1121

1. Explain sample ,Population ,mean ,mode median .
2. Draw the histogram and Frequency Polygon of the data given below

Height	150-155	155-160	160-165	165-170	170-175	175-180
People	7	15	37	29	10	2

3. Find the Median of the data given below

Wages	0-50	50-100	100-150	150-200	200-250	250-300
No.of employees	15	60	70	90	50	30

4. Describe types of graphs and ogives in detail.

5. Find Mode of the data given below.

Age Group	20-30	30-40	40-50	50-60
Mobile Users	24	38	23	15

1119

Write short notes on.

- 1 . Histogram
- 2.Functions of statistics
3. Merits and Demerits of mean

4. Absolute and relative measures of Dispersion
5. Primary and secondary Data.

1107

1. Draw the histogram and Frequency Polygon of the data given below.

Height	150-155	155-160	160-165	165-170	170-175	175-180
People	7	15	37	29	10	2

2. Find the Median of the data given below.

Wages	0-50	50-100	100-150	150-200	200-250	250-300
No. of employees	10	70	80	100	150	90

3. Find the Quartile Deviation and its Coefficient for the marks out Of 100 obtained 80 students

Marks	10	20	30	40	50	60
No. of students	4	7	15	8	7	2

4. Write Merits and Demerits of Quartiles.

5. Discuss on Skewness and Kurtosis.

SEM – II

MATHEMATICS

1162

	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 $\begin{vmatrix} 3 & 5 & 7 \\ 7 & 9 & 31 \\ 9 & 15 & 4X+1 \end{vmatrix} = 0$

1005

1. Solve the linear equations using Cramer's Rule

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

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

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.

1090

1 .Explain Stage I of INPUT AND OUTPUT analysis .

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.

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.
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LAW

1089

- 1) Explain the doctrine of assumed risk and common employment
- 2) Establishments covered under Payment of Bonus Act
- 3) Employees covered under Payment of Gratuity Act
- 4) Explain strikes, lockouts and layoffs
- 5) Role of trade union relating to industrial disputes

SEM – III (2019-2020 BATCH)

FC – ENVIRONMENTAL MARKETING

2132

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.

2174

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.

2062

Write short notes on:

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

CONSUMER BEHAVIOUR

2132

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

Roll no 2132

Q.1) Distinguish between owners fund and owed fund

Q.2) The following items 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 Common size statement and Comparative Statement

STRATEGIC MANAGEMENT

2132

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.

COSTING (cost Accounting)

2045

- 1) The relevant monthly data for the components are as given below:

	A	B	C
Normal usage	200 units	150 units	180 units
Minimum usage	100 "	100 "	90 "
Maximum usage	300 "	250 "	270 "
Reorder Quantity	750 "	900 "	720 "
Reorder period (in month)	2 to 3	3 to 4	2 to 3

Calculate for each component:

- a) Re-order level
 - b) Minimum level
 - c) Maximum level
 - d) Average stock level
- 2) What are the reasons for disagreement in profit as per Cost and Financial Accounts.
 - 3) Explain Target costing in detail.
 - 4) What is job costing?
 - 5) Write a note on FIFO method.

2062

- 1) What is cost plus Contract? What are its advantage & disadvantage?
- 2) What are the features of Process costing?
- 3) Write a short note on Abnormal loss and Abnormal Gain .

- 4) Advantages and disadvantages of Cost Accounting.
- 5) What is the need of auditing?

IT

2132

- 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.

BPEM

Roll no 2132

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

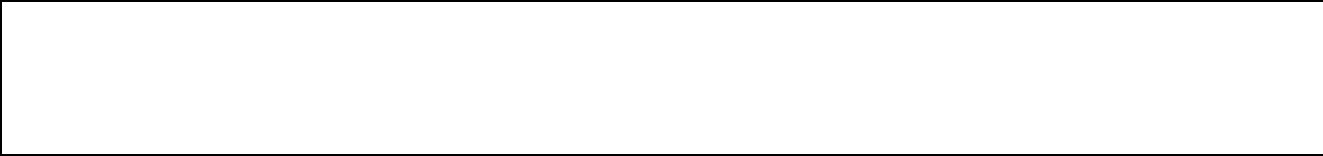
SOCIAL MARKETING

2132

- 1 What is Social Marketing?
- 2 How can Social Marketing help conserve nature?
- 3 What are the marks of an effective social marketing campaign?
- 4 What is the difference between social marketing and advertising?
- 5 If the purpose of social marketing is to benefit society, how do social marketers decide what behaviors need to be changed? Doesn't this raise ethical issues about manipulation?

2174

- 1.What are the 4 P's of Social Marketing?
2. What is social marketing theory?
3. What is segmentation in social marketing?
4. What are the six basic steps of social marketing?
5. What is the difference between social marketing and advertising?



SEM – IV

Strategic Cost Management

2106

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	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

2001

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.

2132

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-

2132

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

2132

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.

FC-IV

2132

1. Explain the need for ethics. What are the features of ethics?
2. What is the importance of ethics in advertising?
3. Explain the importance of ethics in business
4. Explain the role played by government in ensuring business ethics
5. What is need for employee code of conduct?
Explain the importance of ethics at workplace

BRM

2132

Q 1 Define Research. Discuss the objectives of Research. State and explain the sources of hypothesis.

Q 2 What is Primary data? Explain its advantages and disadvantages.

Q 3 State and explain the importance of questionnaire

What are the different types of observation method in primary data collection?

Q 4. Describe the stages of research process in detail

Q5. What is data processing? Explain the essentials of editing

EVENT MARKETING

2132

1. What makes an event successful and how do you measure that success?
2. What was your most successful event planning experience?
3. What is your gameplan for managing event budgets?
4. How would you handle an event going over budget?
5. How do you manage event promotion, including social media outreach and email campaigns?

IMC

2132

- 1) What are the reasons for growth of IMC?
- 2) Role of Sales Promotion as tool of IMC.
- 3) Importance of Public Relations in IMC
- 4) Relationship between internet and IMC
- 5) Disadvantages of personal selling

SEMESTER VI

OPERATIONS RESEARCH

Sanket subhash kanekar

- 1) A production unit has four jobs A, B, C and D which can be manufactured on each of the four machines P, Q, R and S. The processing cost of each job on each machine is given in the table below:

Jobs	Machines			
	P	Q	R	S
A	31	25	33	29
B	25	24	23	21
C	19	21	23	24
D	38	36	34	40

To achieve minimum processing cost, which job will you process on which machine?

- 2) Plants Warehouse
- | | P | Q | R | S | Avail. |
|-------|---------------------|----|----|----|--------|
| | (cost per unit Rs.) | | | | |
| x | 19 | 30 | 50 | 10 | 7 |
| y | 70 | 30 | 40 | 60 | 9 |
| z | 40 | 8 | 70 | 20 | 18 |
| reqd. | 5 | 8 | 7 | 14 | |

Determine the initial feasible solution using NWCR, LCM and VAM.

- 3) A two factory-three warehouses balanced problem on transportation of a company is as under:

Plants	Warehouses			Capacity
	P	Q	R	
1	12	18	14	250
2	13	17	13	100
Demand	150	80	120	

Determine the optimal solution. Use VAM to determine the initial feasible solution.

(ALTERNATE OPTIMAL SOLUTION)

- 4) What do you understand by Critical path? Explain the concept of crashing.