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

PROGRAM: BMS	SEMESTER: II SET -I REG APRIL 2023
CLASS: FVBMS	COURSE/ SUBJECT: Principles of Marketing
MARKS: 75	TIME: 2.5 HRS.

- NOTE: 1. All questions are compulsory
2. Figures to the right indicate marks

Q.1 (A) Fill in the Blanks (Any 8 out of 10)

(08)

1. When agreement is reached, we say a _____ has been taken place
2. In 1990, proposed a model of 4Cs of marketing.
3. _____ differences involve goodwill of the producer, brand name, brand personality, logo etc
4. Cadbury's Dairy Milk "Shubb Aarambh" campaign is based on the concepts of positioning by _____
5. Market segmentation is the _____ activity of a marketer
6. In _____ pricing method, the price is calculated as a percentage of selling price
7. _____ is a form of customer - oriented promotion techniques
8. _____ refers to all those forces or factors that influences marketing decisions
9. _____ is the impression, which one forms about a certain situation or object
10. _____ research covers studying consumer profile and their buying pattern

Q.1 (B) Match the Following (Any 7 out of 10)

(07)

1. Situational Factors	a. Five
2. Product Concept	b. Usage Rate
3. Societal Concepts	c. 4 p's
4. Psychographic Segmentation	d. Perception of Brands in the minds of customer
5. Market Research	e. Physical Surroundings
6. Behavioural Segmentation	f. Good quality goods
7. Brand Image	g. Customer Loyalty
8. Levels of Product	h. Personality
9. Jerome Mc Carthy	i. Solves Specific Problem
10. CRM	j. Green Goods

c. Vertically

d. Systematically

9. An Organization is basically group of _____

a. Society
c. Persons

b. Workers
d. Officers

Q2. (A). What is Marketing? Explain the nature and function of marketing? (15)

OR

Q2. (B) Discuss the evolution of marketing concepts and core concepts of marketing with reference to needs, wants, demands and transactions with suitable marketing examples (15)

Q3. (A) What is marketing mix and explain the components of marketing environment (15)

OR

Q3. (B) What is consumer behaviour and explain the factors of consumer behaviour with suitable marketing examples? (15)

Q4. (A) What do you mean by pricing of marketing mix? Explain the different pricing strategies along with a suitable examples ? (15)

OR

Q4. (B) What is physical distribution along with different types of distribution channels? Explain the different tools of promotions which helps in selling the product in market? (15)

Q5. (A) Explain market segmentation and limitation of market segmentation? (08)

(B) What is positioning and importance of it ? (07)

OR

Q5. (C) Short notes (Attempt any 3) (15)

1. Direct Marketing
2. Social Media Marketing with examples
3. Types of targeting
4. Packaging
5. Product line with suitable example of any brand



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TERM END SEMESTER II APRIL, 2023 (SET-I)

PROGRAM: BMS	SEMESTER: II SET-I
CLASS: FVBMS	COURSE/ SUBJECT: BUSINESS MATHEMATICS
MARKS: 75	TIME: 2 HRS 30 MINS.

NOTE: 1. All questions are compulsory
2. Figures to the right indicate marks.

Q-1 (A) Write the appropriate answer (Any eight) (8)

(1) Differentiate of $4x^2$ is

(a) $8x$ (b) $-8x$ (c) $4x$ (d) none of these

(2) The simple interest on ₹ 15,000 for 8 months at 10% p.a. is

(a) ₹1,500 (b) ₹1,000 (c) ₹1,050 (d) None of these

(3) Find the value of determinates. $\begin{vmatrix} 2 & -2 \\ 3 & 0 \end{vmatrix}$

(a) 6 (b) -6 (c) 9 (d) -9

(4) If transpose of a matrix is same as the matrix, it is called

(a) Scalar matrix (b) Symmetric matrix (c) Identity matrix (d) None of these

(5) $\nabla f(x) =$

(a) $f(x-h)-f(x)$ (b) $f(x)-f(x-h)$ (c) $f(x)+f(x-h)$ (d) none of these

(6) Supply is a _____ function of price.

(a) increasing (b) decreasing (c) constant (d) none of these

(7) The value of ${}^{13}C_4$ is

(a) 7771 (b) 517 (c) 551 (d) 715

(8) An annuity and life insurance are _____

(a) Same (b) different (c) dependent (d) none of these

(9) For the function $f(x) = 5x-3$, the value of $f(0)$ is _____.

(a) 5 (b) -5 (c) -3 (d) 3

(10) The value of 6P_6 is

(a) 720 (b) 725 (c) 270 (d) 275

(B) State whether the following are True or False (Any Seven) (7)

- (1) The value of $7! = 520$.
- (2) All square matrices are diagonal matrices.
- (3) Present value is always greater than maturity amount.
- (4) The point where there is no profit, no loss, it is called Zero point.
- (5) Principal amount is also known as present value.
- (6) Determinate can be solved for square Matrix only.
- (7) The forward difference operator is denoted by Δ .
- (8) If any two rows of a matrix are interchanged, then the value of the changes is sign only.
- (9) The sum of two null matrices is a null matrix.
- (10) The derivative of a derivative is called second order derivatives.

Q-2 Attempt either (A), (B) OR (P), (Q)

(A) Mr Thomas invested an amount of ₹ 13,900 divided in two difference scheme A and B at the simple interest rate of 14% p.a. and 11% p.a. respectively. If the total amount of simple interest earned in 2 years be ₹ 3,508, what was the amount invested in scheme B? (8)

(B) If $f(x) = 3x^2 - 2x + 4$, find x for which $f(x) = f(x-1)$ (7)

OR

(P) A person wants to set up an education account for his child and would like to have ₹ 75000 after 15 years. He get an account that pays 5.6% interest compound half yearly, and he would like to deposit money in the account every 6 months. How large must each deposit be in order to reach his goal? (8)

(Q) A committee of 5 persons is to be formed from 6 doctors and 5 nurses. Find the total number of ways if committee can be selected of

(i) All doctors (ii) 3 doctors and 2 nurses. (7)

Q-3 Attempt either (A), (B) OR (P), (Q)

(A) Solve the following system of equation using Cramer's Rule.

$$5x + 3y - 2z = 6$$

$$3x + 3y - 4z = 2$$

$$8x + 2y - 3z = 7$$

(8)

(B) If $A = \begin{bmatrix} 1 & 3 & 2 \\ 0 & 1 & 2 \end{bmatrix}$, $B = \begin{bmatrix} -2 & 1 & 1 \\ 1 & 2 & -1 \end{bmatrix}$

Find (i) $A^T + B^T$ (ii) $(2A - B)^T$

(7)

OR

(P) For the following input-output table.

(8)

Industry	Consumption by Industry		Final Demand	Total Output
	X	Y		
X	20	15	65	100
Y	25	20	75	120

(i) Find technology matrix. (ii) Find Leontief matrix.

(Q) Solve the following using the method of reduction.

(7)

$$A = \begin{bmatrix} 5 & 3 \\ 3 & -5 \end{bmatrix}$$

Q-4 Attempt either (A), (B) OR (P), (Q)

(A) Differentiate the following w.r.t x

(8)

(i) $y = 8 \log x - 9x^5 + 3(9^x)$ (ii) $y = (3^x + x^2)(e^x + \log x)$

(B) If $f(x) = x^3 - 3x + 5$ and $h=1$ be the interval of differencing.

Find $\nabla f(3)$ and $\nabla^2 f(3)$.

(7)

OR

(P) For a function $f(x)$, $f(0) = 4$, $f(2) = 6$, $f(4) = 56$, $f(6) = 202$, $f(8) = 492$. Find $f(3)$ by using Newton's forward difference interpolation formula.

(8)

(Q) Find $\frac{d^2y}{dx^2}$ (Second order Derivatives)

(i) $y = x^4 - 6x^3 + 4x^2 - 7$

(ii) $y = a^x + \log x + x^5$

(7)

Q-5 Attempt either (A), (B) OR (P)

(A) Liza intends to take a loan of ₹ 2 lakhs and she want to repay it in 5 years, with interest. ICICI Bank offers her the loan amount at 9% is p.a. on monthly reducing balance. Bank of HDFC offers the loan at 7 % p.a.flat interest rate. Decide the choice of bank Liza should make by comparing the EMI's.

(8)

(7)

(B) Find the value without expanding

(i) $\begin{vmatrix} a & b & a+b \\ c & d & c+d \\ e & f & e+f \end{vmatrix}$

(ii) $\begin{vmatrix} 12 & 13 & 14 \\ 16 & 17 & 18 \\ 19 & 20 & 21 \end{vmatrix}$

OR

(15)

(P) Short Notes (Attempt any three)

- (1) Explain the terms break-even point and equilibrium point.
- (2) Bring out the difference between simple Interest and compound Interest.
- (3) Types of matrices (Any five)
- (4) Distinguish between permutation and combination.
- (5) What is determinate explain with helps of example.



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TERM END SEMESTER- II APRIL, 2023

PROGRAM: BMS	SEMESTER: II SET-I REG APRIL 2023
CLASS: FYBMS	COURSE/ SUBJECT: FOUNDATION COURSE-II
MARKS: 75	TIME: 2 HRS 30 MINS.

NOTE: 1. All questions are compulsory
2. Figures to the right indicate marks

D. I. A) Select the appropriate answer and fill in the blanks: (Any 8 out of 10).

8 marks

- 1) According to the New Industrial Policy, only _____ industries require licensing.
(K, S, G, T)
- 2) _____ needs include appreciation and search for beauty, art and architect forms as per Maslow's theory.
(Cognitive, Survival, Aesthetic, Transcendence)
- 3) A positive stress is also known as _____.
(Distress, PO-stress, P-Stress, Eustress)
- 4) According to _____, people should have social equality along with equal access to public areas.
(Article 12, Article 15, Article 17, Article 19)
- 5) _____ is a situation wherein two parties are in complete disagreement with each other.
(Frustration, anger, conflict, stress)
- 6) Human rights have become more specific and well defined after the signing of _____ in 1215.
(UDHR, Theology, Magna Carta, Articles)
- 7) _____ is the solid, rocky crust covering entire planet.
(Atmosphere, Geosphere, Lithosphere, Hydrosphere)
- 8) _____ refers to the concept where farmers work with corporate firms and share the rewards.
(Contract farming, co-operative farming, corporate farming, customised farming)
- 9) The UDHR consists of a Preamble and _____ articles.
(13, 30, 28, 25)
- 10) The flow of energy in an ecosystem has 3 main components- Primary producers, Consumers and _____.
(Secondary producers, Depleters, Decomposers, Primary consumers)
(Distress, Po-stress, Eustress, P-Stress)

7 marks

D. I. B) Match the given Columns: (Any 7 out of 10)

Column "A"		Column "B"	
1	Aggression	A	Act of aggression
2	Emissions	B	Surface of the land is worn/washed away.
3	Family and teachers	C	Behaviour intended to cause harm or pain.
4	Anthrosphere	D	Universally applicable
5	Sustainable Development	E	Exception to freedom of speech
6	Violence	F	Reflect character
7	Human rights	G	Man-made environment
8	Erosions	H	Society, Environment and Economy
9	Values and Ethics	I	Releasing chemicals into the environment
10	Defamation	J	Agents of socialization

Q.II .A) Explain the concept of liberalization and some major elements under liberalization in India. (8 marks)

Q.II. B) Write about a few reasons that lead to farmer's suicide in India. (7 marks)

OR

Q.II (C) What is Migration? Explain the causes of Migration along with its impact/effects. (15 marks)

Q.III .A) What are human rights? State a few characteristics of Human rights. (8 marks)

Q.III. B) Explain "Right against Exploitation". (7 marks)

OR

Q.III (C) Explain in brief about the different Fundamental rights as per the Constitution of India. . (15 marks)

Q.IV .A) What is Environment Degradation? What are the various forms in which Environment is degraded? (15 marks)

OR

Q.IV. B) Explain the Components of Environment in brief. (15 marks)

Q.V .A) What is Stress? Elaborate a few measures to cope up with stress. (8 marks)

Q.V .B) Write a note on some of the Conflict resolving strategies. (7 marks)

OR

Q.V. C) Write Short Notes on the following (Any 3 out of 5): (15 marks)

- 1) Causes of Environment Degradation.
- 2) Sustainable Development
- 3) Impact of Globalization.
- 4) Maslow's Need Hierarchical Theory
- 5) Conflict and types of Conflict



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PROGRAM: BMS	SEMESTER: II SET -I REG APRIL 2023
CLASS: FYBMS	COURSE/ SUBJECT: INDUSTRIAL LAW
MARKS: 75	TIME: 2.5 HRS.

- Note: 1) All questions are compulsory carrying 15 marks each
2) Figures to the right indicate full marks
3) Mention relevant case laws where necessary

Q1 (A) True or False: (Any 8)

(08)

1. Conciliation officer has an authority to pass an award.
2. Amalgamation of 2 or more trade unions is possible after recording 60% of votes in favor of proposal for amalgamation.
3. In a factory there should be at least one first aid box for every 100 workers.
4. Temporary partial disablement reduces the earning capacity of an employee in every employment which he was capable of undertaking at the time of accident leading to disablement.
5. In ESI Act, an employer's contribution is 3.05%.
6. EDLI is an insurance to give life cover to the employees of organized sector.
7. In Employees Pension Scheme, an employee is not required to contribute separately under the Employees' Pension Scheme.
8. Under Payment of Wages Act, maximum fine that can be imposed is 5% of wages payable to an employed person.
9. The term Gratuity is not defined in Payment of Gratuity Act.
10. Under Bonus Act, the excess amount carried forward in the next year is called as Set-off.

Q.1 (B) Multiple choice questions: (Any 7)

(07)

1. Precautions against dangerous fumes is an example of _____ under Factories Act, 1948. (Health Provisions, Safety Provisions, Welfare Provisions, Medical Provisions)
2. Works committee is constituted by _____. (central government, state government appropriate government, employer)
3. Any person who has attained the age of _____ years may be a member of a registered trade union. (15, 18, 21, 30)

4. An unregistered trade union is _____. (unlawful, not unlawful, illegal, separate legal entity)
5. Safety Officers are employed in a factory having _____ or more workers. (100, 200, 1000, 2000)
6. The maximum amount of bonus payable to an employee is _____ % of salary or wage.
(10, 15, 20, 25)
7. The Standing Committee is the _____ of ESI Corporation. (Main body, Important body, Executive body, Apex body)
8. Maximum amount of Gratuity payable is Rs _____. (10 lakh, 15 lakh, 20lakh, 25lakh)
9. Excess allocable surplus carried forward to next year is called _____. (Bonus, Set-On, Set-Off, Gratuity)
10. Which of the following is not included under definition of Wages as per Wages Act?
(Basic Wage, dearness allowance, incentive, gratuity)

Q.2(A) Explain the concept of Lay-Off in detail. (15)

OR

Q.2(B) What is a trade union? What are the benefits of registering a trade union? (08)
(C) What are the provisions of Labour Court? (07)

Q.3(A) Define a factory. What are the objectives of Factories Act? Explain the rules related to Safety mentioned under Factories Act. (15)

OR

Q.3 (B) Explain the concept of employer's liability to pay compensation in detail. (15)

Q.4(A) What are the provisions of ESI Corporation under Sections 3, 4 and 5 related to establishment, constitution and term of ESI Corporation under ESI Act? (15)

OR

Q.4(B) What are the provisions of Employees Pension Scheme as per Employees pension Scheme, 1995? (15)

Q.5(A) What are the conditions under which an employer can deduct the wages of his employee in case of fine and damage? (08)

(B) What are the rules related to rate of gratuity and forfeiture of gratuity? (07)

OR

Q.5. Short Notes: (Any 3) (15)

1. Award
2. Doctrine of assumed risk
3. Certifying Surgeon
4. Contracting & Contracting Out
5. Set On & Set Off



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TERM END SEMESTER- II APRIL, 2023

PROGRAM: BMS	SEMESTER: II SET-I
CLASS: FYBMS	COURSE/ SUBJECT: PRINCIPLES OF MANAGEMENT
MARKS: 75	TIME: 2 HRS 30 MINS.

Note: 1) All questions are compulsory carrying 15 marks each

2) Figures to the right indicate full marks

Q.1 (A) Multiple choice questions (Any 8)

(8)

- _____ have high concern for people, but no or little concern for production.
a. Country Club Management b. Middle of the road management
c. Task Management d. Team Management
- The _____ plans are meant for repeated use.
e. Standing f. Single use
g. Realistic h. Time bound
- Centralization implies concentration of the authority at the _____ level of the organization.
a. Top b. Middle
c. Lower d. Non of above
- _____ organization structure is developed spontaneously and automatically out of interactions between persons..
a. Formal b. Informal
c. Matrix d. All of above
- One who guides and direct other people by his own examples, he pulls rather than push is known as _____.
a. Leader b. Motivator
c. Head d. Subordinate.
- _____ is the process of monitoring actual performance and taking corrective measure if required.
a. Coordination b. Controlling
c. Leadership d. Directing
- Superior can delegate the _____ to subordinate _____.
a. Responsibility b. Authority
c. Accountability d. All of above
- According to V.A. Graicunas, as the number of subordinates increases arithmetically the number of relationships which the superior has to control also rises almost _____.
a. Horizontally b. Geometrically
c. Vertically d. Systematically
- An Organization is basically group of _____.
a. Society b. Workers
c. Persons d. Officers