

Question Paper Set of

F.Y.B.M.S. – Sem-II

Regular Exam

University of Mumbai

April, 2024

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

SEM ENDEXAM - MARCH, 2024

26/03/24

PROGRAM: BMS	SEMESTER: II
CLASS: FY	COURSE/ SUBJECT: Principles of Management (SET 1)
MARKS: 75	TIME: 02 HOURS AND 30 MINS

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

Q. 1 (A) Fill in the blanks choosing the correct alternatives: (Any 8)

(08)

- 1) The process of management is _____ in nature. (constant, continuous, random, one time)
- 2) _____ skills refer to problem solving skills. (Technical, Conceptual, Administrative, Design)
- 3) _____ is the relation between returns and costs. (Relativity, Efficiency, Productivity, Effectiveness)
- 4) A _____ is a time table for activities. (rule, schedule, budget, policy)
- 5) A _____ decision is used for repetitive activities. (rational, irrational, programmed, non-programmed)
- 6) Division of work is based on the principle of _____. (equality, specialization, authority, equity)
- 7) _____ is the power to make the right decisions. (Responsibility, Delegation, Authority, Decentralization)
- 8) _____ is considered as an essence of management. (Coordination, Leadership, Controlling, Directing)
- 9) _____ is an integration or synchronization of group efforts in an organization. (Controlling, organizing, Leading, Coordination)
- 10) _____ was developed by Du Pont Company for the purpose of scheduling. (CPM, MBO, PERT, Management audit)

Q. 1 (B) State whether the following statements are true or false: (Any 7)

(07)

- 1) The managers operate from their own independent office.
- 2) Communication skills are referred to as inter-personal skills.
- 3) Directing is not the function of lower-level management.
- 4) Planning increases the element of risk in the organization.
- 5) A plan can be easily implemented even if not accepted by the subordinates.
- 6) Coordination multiplies individual contribution.
- 7) The managers should follow absolute decentralization.
- 8) Directing function is all pervasive.
- 9) Sociocratic leadership style is more followed in government departments.
- 10) Nowadays, in most well managed organizations, the managers follow situational leadership style.

Q 2. Answer the following :

- A) What is the level of management? Discuss the levels of management.
- B) Discuss the elements of Scientific management.

(08)

(07)

OR

- C) Explain the features of the contingency approach.
- D) Explain the managerial Grid.

(08)

(07)

Q 3. Answer the following :

- A) What is planning? Explain the advantages of Planning.
- B) Explain departmentation and its importance in the organization.

(08)

(07)

OR

- C) Define planning. Discuss the steps in managerial planning.
- D) Decision making is the primary task of a manager. Comment.

(08)

(07)

Q 4. Answer the following :

- A) Distinguish between Delegation of Authority and Decentralization.
- B) Discuss the steps of direction.

(08)

(07)

OR

- C) State the factors determining span of control.
- D) What is delegation? Explain the difficulties for promoting delegation in an organization.

(08)

(07)

Q 5. Answer the following :

- A) What is leadership? State its necessity in an organization.
- B) Define green management. Enumerate its need and importance in an organization

(08)

(07)

OR

C) Answer the following : (Any 3)

(15)

1. Critical Evaluation of Administrative management
2. Matrix organization
3. Need for CSR
4. Management by objectives
5. Importance of controlling



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TERM END SEMESTER- II MARCH, 2024

20/03/2024

PROGRAM: BMS	SEMESTER: I
CLASS: FYBMS	COURSE/ SUBJECT: Principles of Marketing (SET 3)
MARKS: 75	TIME: 2 HRS 30 MINS.

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

Q1. (A) Fill in the blanks: (any 8)

1. Brand _____ is tendency of customer to buy a product again and again. (8)
2. _____ is an information system used for decision-making, and for the coordination, control, analysis, and visualization of information in an organization.
3. _____ consists of how the consumer's emotions, attitudes, and preferences affect buying behaviour.
4. The buying motives, perception of the product and attitudes towards the product is a _____ Factor.
5. '4P,s' of Marketin Mix are Product, Price, _____, Place of Distribution.
6. "A _____ is anything that can be offered to a market for attention, acquisition, use, or consumption and might satisfy a want or need."
7. _____ stage is the stage where the market has reached saturation.
8. To offer new goods and meet the needs of its customers, a company must participate in the New Product _____ Process.
9. A _____ programme is a marketing channel through which a company provides free products or services in exchange for repeat consumer engagement.
10. New Product Development first stage is Idea _____.

B) True or False (any 7)

1. Internet is the only medium that is able to cross geographic and national boundaries. (7)
2. Full Market coverage is defined as which targets the complete market with offerings.
3. Above the line promotions includes TV, radio, newspaper.
4. Product is also one of the most flexible elements in Marketing Mix.
5. The S element of PEST is Service.
6. Technological factors include stages of business cycle, impact of globalization, labour cost etc
7. The formal structure of the Management is the hierarchial arrangement of task and people.
8. The Product packaging should include eye catching appearance and good design, colour and appearance.
9. Web Marketing includes E Commerce website and online advertisement.
10. Negative Marketing is an excellent way to communicate sophistication, class and value.

Q.2. (A) What are needs, wants and demands?

Q.2. (B) What are advantages and disadvantages of Internet Marketing (07)
OR (08)

Q2. (C) Give 5 brand names and elaborate about them.

Q2. (D) What is Physical Distribution as per material handling and Inventory Planning? (07)
(08)

Q.3. (A) How does a new product fail

Q.3. (B) What is Marketing Information System? (07)
OR (08)

Q3 (C) Mention 10 organizations/institutions where MIS is used.

Q3 (D) What is product Life Cycle. Mention the 8 steps. (07)
(08)

Q.4. (A) What are the different orientations of the Firm with respect to Production, Product, Selling and Marketing? (15)
OR

Q.4. (B) Write about a new product of your choice, mention all 4 Ps and challenges faced to launch. (15)

Q.5. (A) What are the factors influencing Pricing policies? (07)

Q5 (B) What is the importance of Consumer Behaviour? (08)

C. Short Notes: (Any3) OR

1. Promotional Tools (15)
2. Surveys
3. Political Factors
4. Stake Holders
5. Marketing



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SEMESTER END EXAM, MARCH- 2024

28/03/24

SET-3

DEPARTMENT: BMS	SEMESTER: II
CLASS: FYBMS	SUBJECT: Industrial Law
Duration- 2.30hrs	Marks- 75

- 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)

(8)

- 1) _____ is a person having ultimate control over affairs of factory. (Employer, Safety Officer, Occupier)
- 2) Notice of change of amalgamation must be signed by _____ of Trade Union. (Secretary, Secretary & 7 members, Secretary & all members)
- 3) In _____ no employment relationship remains. (Lay off, Lock Out, Retrenchment)
- 4) An employee will be admissible for compensation only if the injury result in total or partial disablement for a period exceeding _____ days. (14, 7, 3)
- 5) _____ is basically a retirement benefit scheme. (Bonus, Compensation, Provident Fund)
- 6) Which of the provision do not come under the health provisions of Section 11-20 of the factories Act? (Drinking water, Spittoons, First Aid Kit)
- 7) A wage period shall not exceed _____. (Fifteen days, one month, three months)
- 8) Time limit for payment of bonus is _____ months from the expiry of the accounting year. (6, 8, 9)
- 9) The contribution of employee is for _____. (EPF, EPS, EDLI)
- 10) In ESI Corporation representatives of Employer hold office for _____ years. (2, 4, 5)

Q.1 (B) Match the Column: (Any 7)

(7)

1) Membership of Trade Union	a) where 500 workers are employed
2) Maximum bonus	b) Commissioner
3) First Aid Box	c) eighteen years of age
4) Employer contribution towards Employees' Pension Scheme	d) termination of service by employer
5) Ambulance room	e) 20%
6) Administration of Employees Compensation	f) dependent
7) Office bearers of trade union	g) 8.33%
8) Lay Off	h) fifteen years of age
9) Minor legitimate son	i) where 150 workers are employed
10) Retrenchment	j) inability of employer to provide employment

Q.2(A) Define Lock-Out. Discuss the prohibitions of Lock-Out specified under the Industrial Disputes Act, 1947. (8)

(B) What is an Award? What are the provisions relating to an Award? (7)

OR

(C) Explain the constitution & term of Medical Benefit Council. (8)

(D) Describe the features of Employees' Pension Scheme. (7)

Q.3(A) Describe the "Welfare provisions" in the Factories Act. (8)

(B) Examine the objects of the Employees Compensation Act. What were the defences available to the Employer before passing of this Act? (7)

OR

(C) Mention the provisions of fine regarding imposition of fines under the Payment of Wages Act. (8)

(D) Who is responsible for payment of wages? Also explain the time, period & form of payment of wages. (7)

Q.4(A) Define Retrenchment. What are the rules governing Retrenchment in industries employing more than 100 workmen? (8)

(B) Write a note on Appointment of Registrar and Mode of Registration under Section 4 of Trade Unions Act? (7)

OR

(C) Discuss the appointment, disqualifications, powers & duties of Certifying Surgeons under the Factories Act, 1948. (8)

(D) When is an employer liable to pay compensation under the Employees Compensation Act? (7)

Q.5(A) What are the features of Employees Deposit Linked Assurance Scheme? (8)

(B) What are the rules related to payment of bonus under the Payment of Bonus Act? (7)

C). Short Notes: (Any 3) (15)

1. Importance of Payment of Wages Act, 1936
2. Bangalore Water Supply v/s A Rajappa
3. Gratuity Calculation
4. Types of Strike
5. Arising out of & in course of employment



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03/04/24

SEM II EXAM - MARCH, 2024

PROGRAM: BBA BMS	SEMESTER: II
CLASS: FYBBA BMS	COURSE/ SUBJECT: Business Environment (Set 1)
MARKS: 75	TIME: 02 HOURS AND 30 MINS

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

Q.1 (a) Match the Columns: (Any eight)

8

Column A	Column B
1. Wholesale Trade	a. Interpretation of law
2. Internal and External Factors Analysis	b. You may have the body
3. Micro Environment	c. Public and private sector
4. Judiciary	d. Buying in bulk
5. Habeas Corpus	e. Voluntary
6. Mixed Economy	f. Through internet
7. Social Audit	g. Protection of Intellectual Property Rights
8. E-Business	h. Channel Intermediaries
9. Market Challengers	i. Aggressive and attack strategy
10. TRIPs	j. SWOT

Q.1 (b) State whether the following statements are true or false: (Any seven)

7

1. Transportation removes the hindrance of place.
2. Opportunities and threats are often internal to an organization.
3. A firm's micro environment includes study of economic, political and legal factors.
4. Political environment means government actions which affects the operations of business.
5. Business exist in context of society.
6. Technology is certain, inexpensive and low-risk activity.
7. The market followers attack the leader and other competitors in a bid to increase their market share.
8. GATT is simple extension of WTO.
9. FERA was replaced by FEMA.
10. MNCs have branches in other countries.

- Q.2 (a)** Explain the meaning of business. Explain its features. **8**
- (b)** Define business environment give the characteristics of the same? **7**
- OR**
- Q.2 (c)** Explain the important factors of internal environment. **8**
- (d)** What are the limitations of business environment analysis. **7**
-
- Q.3 (a)** Discuss the sunrise sector of Indian economy? **8**
- (b)** Define Corporate Governance. State the objectives of Corporate Governance. **7**
- OR**
- Q.3 (c)** State the merits of MNC's? **8**
- (d)** What is a mixed economy give an example of the same and state the advantages of a mixed economic system. **7**
-
- Q.4 (a)** Discuss the factors influencing FDI? **8**
- (b)** Explain any seven disadvantages of TNCs. **7**
- OR**
- Q.4 (c)** Explain the various features of globalization? **8**
- (d)** Why is there a need of FDI in a country? **7**
-
- Q.5 (a)** Explain what is LPG. State and explain the main characteristics of new economic policy 1991. **8**
- (b)** What are the challenges faced by international business. **7**
- OR**
- c) Write short notes on: (Any three) **15****
- (a) Liberalization
- (b) Franchising
- (c) SWOT analysis
- (d) Macro environment
- (e) Demographic environment



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01/04/2024

SEMESTER EXAM – MARCH, 2024.

PROGRAM; BMS	SEMESTER: II
CLASS: FY	COURSE/SUBJECT: BUSINESS COMMUNICATION (SET 1)
MARKS: 75	TIME: 02 HOURS AND 30 MINS

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

Q. 1 (A) Multiple Choice Questions (Any 8) (08)

- 1) A-structured Interview ----- (pre-planned ,unplanned ,planned on the spot)
- 2) -----are based on the findings of a business report .(recommendations ,terms of reference ,summary)
- 3) The primary objective of an -----Interview is to select the best candidate for the job .(exit ,selection ,appraisal)
- 4) Conference provide a valuable base for ----- (seminars ,committees ,symposia)
- 5) Business meetings have an -----agenda .(indefinite ,dynamic ,fixed)
- 6) A group interview is similar to a ----- (group discussion ,panel interview ,structured interview)
- 7) Suggestions schemes are an example of -----communication .(upward ,downward ,zigzag)
- 8) Conference should be ----- (need based ,choice based ,quality based)
- 9) Catalogue ,priced list and product literature are sent by a seller in response to a letter of ----- (order,complaint ,inquiry)
- 10) An -----provides written intimation about the date ,time and venue of a business meeting .(notice ,resolution ,agenda)

Q. 1 (B) MATCH THE FOLLOWING : (Any 7) (07)

- | | |
|----------------------------|--------------------------|
| 1) Motion | vote of thanks |
| 2) Conference | review of performance |
| 3) Promote sales | open house |
| 4) Last item in the agenda | outgoing employee |
| 5) Exit interview | give latest developments |
| 6) Bulletins | proposal |
| 7) Appraisal | exchange of views |
| 8) Skype | discounts |
| 9) Group communication | group discussion |
| 10) External PR | video chat |

Q 2.

- A) What is a Grievance Interview ?Why should it be conducted ? (08)
- B) Define Public Relations.Explain any.five measures to promote the promote the external public relations of an organisation (07)

OR

- C) An eduactional institution requires one hundred and fifty desks for its classrooms .Draft a letter of inquiry addressed to famous furniture mart asking for a price list and cataalogue .Use the complete block layout . (08)
- D) Mr.Gupta bought two dozen fruit drink cans from super bazar ,on checking the cans at home Mr.Gupta realised that the cans sold to him were 20 days past their expiry date ..Draft a letter of complaint on his behalf .Use the modified block layout . (07)

Q 3.

- A) Draft an Investigate report with recommendations about the unhygienic conditions in the canteen of wonder works pvt.ltd,Chembur ,Mumbai (08)
- B) Prepare the Notice and Agenda for the Annual General meeting pf Computech computers ,Worli ,Mumbai . (07)

OR

- C) Draft a Sales Letter to promote a Vedic Maths and Abacus Center .Use the semi block layout . (08)
- D) Draft a letter on his behalf addressed to the consumer redressal forum seeking compensation for the harassment and immediate restoration of the connection .Use the complete block layout . (07)

Q 4.

A) Draft an RTI letter seeking information regarding your application for a driving license that has not been processed in spite of having passed the driving test and having submitted the required documents three months ago. (08)

B) The staff of a certain company have complained about the unhygienic conditions of their canteen .A committee has been formed to look into the matter and report .Draft the committee's report . (07)

OR

C) Mulchandani purchased goods worth Rs.50000 through e-commerce website and made advance payment of the entire amount .But he failed to get the merchandise in spite of repeated requests and reminders.Draft a letter to the consumer redressal forum seeking either the merchandise or the amount along with compensation. (08)

D) Draft a letter to Messrs D'Souza & Co ,firmly requesting payment of a bill of Rs.25000. for goods bought some months ago .Make it clear that unless the bill is paid within a week ,legal action might be the only solution .This letter should be written in the modified block form. (07)

Q 5.

A) Prepare a press release for a company ,announcing the company's entry into the capital market . (08)

B) Summarise the following passage . (07)

The educational philosophy of Swami Vivekananda is a harmonious synthesis between the ancient Indian ideals and modern western beliefs .from a naturalist view point ,he emphasised that real education is possible only through nature and natural propensities. In short ,first he emphasised spiritual development , then natural propensity, after that safety of life and then solving the problems of food and clothing of the masses. Swami Vivekananda considered women to be the incarnation of power .He rightly pointed out that unless Indian women secure a respectable place in this country the nation can never move forward.

OR

C) Answer the following : (Any 3) (15)

- A) Disadvantages of Conferences
- B) Role of a chairperson in a Business meeting .
- C) Appraisal interview
- D) Videoconferencing
- E) Functions of the Public Relations Department of an Organisation .



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22/03/2024

PROGRAM: BMS	SEMESTER:II
CLASS: FY	COURSE/ SUBJECT: FOUNDATION COURSE- II (SET 1)
MARKS: 75	TIME: 2Hrs 30 Mins.

NOTE: 1) All questions are compulsory.

2) All questions carry equal marks.

Q1. A. Choose the correct alternatives: - (Any Eight) (08)

1. _____ is that part of the environment made or modified by humans and used for their activities.
(Lithosphere, Hydrosphere, Biosphere, Anthro sphere)
2. The _____ can have a profound influence on the personality development of individuals.
(Organization, Ethics, Mass Media, Values)
3. _____ occurs when the person does not know what he is supposed to do on the job.
(Role Ambiguity, Role Conflict, Rotating Shifts, Organizational Structure)
4. _____ conflict takes place within an individual, as a result of competing roles performed in an organization.
(Interpersonal, Intrapersonal, Intergroup, Intragroup)
5. _____ proposed Hierarchy of Needs model.
(Abraham Lincoln, Abraham Maslow, Carl Rogers, Fred Luthans)
6. _____ may cause exchange and interaction of cultural traits such as food habits, language, dressing pattern, etc.
(Contract farming, corporate farming, ICT, Migration)
7. _____ is helping to bridge the technological gap and provide solutions to problems with the help of developed countries.
(Environment, Brain Drain, Globalization, Liberalization)
8. _____ is a landmark for protecting the rights and dignity of people and the beginning of a system where human beings can live peacefully.
(Theory of Natural Law, UDHR, Magna Carta, The Natural Rights Theory)
9. Abolition of _____ is provided under Article 17 of the Indian Constitution.
(Caste, Child Labour, Untouchability, Titles)
10. _____ is the integrated study of biotic and abiotic components of the ecosystem and their interaction within an ecosystem framework.
(Ecology, Environment, Ecosystem, Economics)

Q1.B. State whether the following statements are true or false: - (07)

1. Liberalization implies free flow of goods and services, capital, technology and labour across national borders.
2. Corporate farming is undertaken by large corporate firms either by buying the land or taking land on lease basis.
3. The fundamental rights are enforceable by the courts, subject to certain restrictions.