**BACHELOR OF MANAGEMENT STUDIES**

**OLD ATKT SEM III & IV INTERNAL QUESTIONS**

**SEM III**

**ACCOUNTS FOR MANAGERIAL DECISIONS**

**2036**

1. Factors affecting working capital.
2. Explain tangible and intangible asset with example
3. Explain any 3 balance sheet ratio with example
4. Explain any 3 Income Statement ratio with example
5. Users of financial statement

**BASICS OF FINANCIAL SERVICES**

**92**

1. Features of financial services.
2. Money market.
3. Secondary functions of commercial banks.
4. Role &amp; functions of RBI.
5. Functions of reinsurance.

**INFORMATION TECHNOLOGY**

**2036**

1. Write the steps for editing document in MS Office.
2. Write short note on database.
3. Write and explain the steps for creating spreadsheet.
4. Write down the steps for creating slides.
5. Explain major areas of IT application in management

**STRATEGIC MANAGEMENT**

**2036**

1. Corporate level strategy in detail
2. Strategic intent
3. SBU – concept and importance
4. BCG Matrix
5. Porter’s 5 forces and 7s framework

**SEM IV**

**BUSINESS PLANNING AND ENTREPRENEURSHIP MANAGEMENT**

**2193**

1. Explain nature and characteristics of entrepreneurship
2. Explain characteristics of intrapreneurial environment
3. Distinguish between traditional v/s modern marketing concept
4. Explain various aspects of project appraisal
5. Explain the steps in stating a new venture.

**BUSINESS RESEARCH METHODS**

**2193**

1. Types of research report
2. F test
3. Primary data collection
4. Probability methods of sampling
5. Qualitative and quantitative methods of research.

**DIRECT TAX**

**2193**

1. Gift Income
2. Person
3. Residential status
4. Deduction under section 80C
5. Capital GAIN

**PTQM**

**2193**

1. ISO 9000
2. Lean Thinking
3. Servqual Model
4. Quality circles
5. ISO 14000

**184**

1. Total Quality Management
2. Product Design
3. Malcom Baldridge awards
4. Fish Bone diagram
5. Reorder stock

**92**

1. DMAIC
2. Six Sigma
3. Economic Order Quantity
4. Plant Selection
5. Material handling

**ADVANCED COSTING AND AUDITING**

**92**

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?

**EQUITY AND DEBT MARKET**

**92**

1. What do you mean by equity market? And state its functions.
2. Meaning of debt market. What are the advantages of debt market?
3. What are the instruments included in debt market?
4. Distinguish between equity market and debt market.
5. How equity market helps in economic development?

**INTEGRATED MARKETING COMMUNICATION**

**2193**

1. What are the advantages and disadvantages of Direct Marketing?
2. What is the role of Advertising in IMC?
3. What role does communication play in IMC?
4. Banner, Standee,Flex etc.play an important part in marketing.Do you agree? Give reasons for your answer.
5. How important is PR in business communication?

**2055**

1. What are the latest trends in IMC?
2. What is the difference between PR and Marketing?
3. If you start a business tomorrow, what steps you have to take to make the venture successful?
4. What do you mean by direct sales? Give example.
5. What are the various tools of Marketing?

**RURAL MARKETING**

**2193**

1. Explain the social and cultural factors influencing buying behavior in rural marketing.
2. What is branding and explain the importance of branding.
3. Explain the consumer problem with packaging.
4. Write a note on promotional mechanism in rural area.
5. Explain the kind of pricing in rural market