



**PRAHLADRAI DALMIA LIONS COLLEGE
OF COMMERCE & ECONOMICS**

ISO 9001: 2015 Certified

PROGRAM: BMS	SEMESTER: IV
CLASS: SYBMS	COURSE/ SUBJECT: BUSINESS RESEARCH METHODS (SET I)
MARKS: 75	TIME: 2hrs 30mins

Q.1 (A) Fill in the blanks with correct option: (Any 8)

(8)

- _____ is a systematic investigation to search for new facts in any branch of knowledge.
(Research design, Sampling, Research, Survey)
- The main goal of _____ research is to expand man's knowledge.
(Basic, Applied, Quantitative, Historical)
- _____ research involves interpreting past events to predict future ones.
(Historical, Exploratory, Descriptive, Basic)
- The _____ method of data collection is mostly used in the case of scientific study research.
(Interview, survey, observation, experimentation)
- There is a need to appoint field staff to collect data in case of _____ data collection method.
(Primary, secondary, ancillary, experimentation)
- _____ is the process of grouping of collected data into different categories.
(Editing, Coding, Classification, Tabulation)
- The probability of committing a type I error is called the _____.
(Significance level, beta, sample, alpha)
- The concept of data analysis and _____ are interwoven.
(Data collection, data organization, data processing, data interpretation)
- A _____ is a statement of facts and figures, prepared for the purpose of information and action.
(Report, footnote, bibliography, literature survey)
- _____ is designed for publication in a professional journal.
(Interim report, Summary report, Research article, Popular report)

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

(7)

- Research findings should not be applied to larger population.
- Research may be undertaken to verify and test existing laws or theories.
- Stratified sampling is a type of non-probability sampling method.
- There is possibility of interviewer biasness in case of primary data collection.
- Data processing is the intermediary stage between data collection and data analysis.
- Editing undertaken at the time of field survey is called as central editing.
- T-test is used when the sample size is above 30.
- Secondary sources of data refer to first-hand information which is collected to solve a specific problem.
- The last phase of the journey of research activity is writing of the report.
- Technical report is designed for executives.

Q2. Answer the following in brief:

(15)

- What is research? Explain its nature and characteristics.
- Explain the essential features of a good research design.

(08)

(07)

OR

- What are the types of research design?
- Explain the significance of hypothesis.

(08)

(07)

Q3. Answer the following in brief:

- a) What do you mean by primary sources of data? Explain its features. (08)
- b) Explain the experimental method along with its types? (07)

OR

- c) Explain the advantages of primary data in research study. (08)
- d) State and explain the types of questions (07)

Q4. Answer the following in brief:

- a) State the meaning of data processing. Explain significance of editing in data processing (08)
- b) Discuss the purpose of data analysis. (07)

OR

- c) Explain the concept of hypothesis testing? (08)
- d) Discuss the importance of Data processing. (07)

Q5. A) Explain the meaning and importance of Report Writing. (08)

Q5. B) What are the essentials of a good report? (07)

OR

Q.5) Write Short Notes on: (Any 3 out of 5) (15)

- a) Qualitative Research
- b) Interview Method
- c) Chi- Square Test
- d) Plagiarism
- e) Confidentiality



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PROGRAM: BMS	SEMESTER: IV
CLASS: SYBMS	COURSE/ SUBJECT: INFORMATION TECHNOLOGY (SET I)
MARKS: 75	TIME: 2hrs 30mins

Q1A) Fill in the Blanks (any 8)

(8)

- _____ physical components of a computer system composed computer hardware.
- _____ are presented in pre-determined format at specific interval of time.
- _____ are the answers provided by system to queries raised by decision makers.
- _____ monitor and control the flow of materials to and from the store.
- _____ provide interface between user and information systems.
- Procurement of raw material is the feature of _____.
- The full form of OLAP is _____.
- Business Intelligence is included in _____.
- The primary key having two or more attributes is called as _____.
- Hub and spoke model is a model of _____.

Q1B) True or false (any 7)

(7)

- Privacy is the most sensitive issue of customer relationship management (CRM).
- BPO industry is developed sector.
- Large pool of talented professionals in central hub is called as BPO.
- Service level improvements are direct advantage of E CRM.
- Primary key is uniquely identifying each row in a table.
- Outsourcing eliminates risk management part completely.
- Redundancy refers to accuracy of data.
- Data mining can derive actionable information from large volumes data.
- Data cleansing refers to removal of dirty data from warehouse.
- Internet bots are examples of workflow representation.

Q2A) Answer the Following:

- Explain MIS and various characteristics of MIS? (8)
 - Factors contributing to success & failure of MIS? (7)
- OR
- What is DSS and Characteristics of DSS? (8)
 - Explain in detail structure of MIS? (7)

Q3) Answer the Following:

- Concept of CRM and ECRM and Difference between CRM and ECRM. (8)
 - Explain data mining in CRM (7)
- OR
- Concept of ERP and Advantages and disadvantage of ERP. (8)
 - Short note of outsourcing and different BPO business models. (7)

Q4) Answer the Following:

1. What is Data Warehouse and Importance of Data warehouse in an Organisation? (8)
2. Explain marketing MIS. (7)

OR

1. How does BPO work and Benefits of BPO? (8)
2. Introduction to ERP (7)

Q5) Answer the Following:

1. Explain data warehouse architecture and Business use for data warehouse? (8)
2. Explain Risk and control in ERP (7)

OR

Q5) Short Notes on the following (any 3)

(15)

1. What is Integrity Constraints?
2. Short notes on cloud computing?
3. Comparison between KPO and BPO.
4. Customer life cycle
5. CRM and workflow automation



**PRAHLADAI BALMIA COLLEGE
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180 BUILT 2013 CHURCH

EXTERNAL EXAM MARCH 2024

PROGRAM: BBA	SEMESTER: IV
CLASS: SYBAIS	COURSE: BUSINESS ETHICS (FROM COURSE: IV SEM I)
MARKS: 75	TIME: 300 MINUTES

Q1. A. Fill in the blanks and rewrite with correct options. (Any 8)

8m

1. _____ is based on the notion that ethics should deliver the greatest number of people. (Utilitarian view, Individualism view, Moral Right view, Justice view)
2. _____ ethics aims at writing a thesis on the nature of the perception in moral judgements. (Business, Meta, Professional, Applied)
3. The word ethics comes from the word _____. (Ethos, Ethnicity, Eternity, Ethically)
4. _____ is a voluntary, self-regulatory council, which seeks to ensure that advertisements conform to its code of conduct. (IRDA, SEBI, ASCI, PETA)
5. Emphasis on _____ term results in one of the primary reasons which have led to downfall of many companies. (Short, Medium, Long, Very short)
6. Ashtanga Marga was given by _____. (Buddha, Mahavir, Krishna, Patanjali)
7. The word 'governance' comes from the _____ root 'gubernare' to steer. (Latin, Italian, Indian, American)
8. _____ theory shows the importance of social contractors, not just business contractors. (Agency, Stakeholders, Stewardship, Shareholders)
9. The obligation of any business to protect and serve public interest is known as _____ responsibility of business. (Social, Economical, Governmental, NGO)
10. Global reporting initiative (GRI) A 1000 was launched in the year _____. (1999, 2004, 2006, 2008)

Q1. B. State whether the following statements are True or False: (Any 7)

7m

1. The CSR activity shall have proximity and budget best fit for the company.
2. The CSR principles are fundamental guidelines to redefine corporate social responsibility.
3. The first generation CSR is called evolving business considering social factors.
4. Custodian of investor interests in India is SEBI.
5. Corporate governance can be viewed from an agency perspective.
6. Corporate governance is an instrument for benefiting all stakeholders of a corporate entity.
7. Integrate ethics management with other management practices is the need of the hour.
8. Inadequacy means showing a better position than what really is.
9. Under webilining Low- value consumers would probably pay the most for the least.
10. Codes of ethics are statements of value and principles that determines the purpose of the company.

Q2. Answer the following (Any 2)

- a) Distinguish between Morality and Ethics
- b) Explain the various importance of ethics.

8m

7m

OR

- c) Discuss the various needs and essential objectives for business ethics.
- d) Why should a company have a code of ethics? Explain them.

8m

7m

Q3. Answer the following (Any 2)

- a) Which are the various ethical issues in the marketing mix related to Product?
- b) Discuss various unethical marketing practices techniques in detail.

8m

7m

OR

- c) Write a note on Ethics in Taxation.
- d) Mention various tools for ethical management in an organization.

8m

7m

Q4. Answer the following (Any 2)

- a) Explain in detail the importance of corporate governance.
- b) Mention the regulatory framework on corporate governance.

8m

7m

OR

- c) Write about the emerging trends seen in corporate governance.
- d) Explain the role and function of Board and senior executives in corporate governance.

8m

7m

Q5. Answer the following (Any 2)

- a) Why is there a need for increasing focus on CSR activities? Explain.
- b) Explain the various benefits of CSR

8m

7m

OR

Q5. Write short notes on: (Any 3)

15m

1. Factors influencing CSR approach
2. Shareholders responsibility
3. Ethical issues faced by Individual employees
4. Indian whistleblowers protection act
5. Eastern culture vs Western culture in ethics.

(204)



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PROGRAM: BMS	SEMESTER: IV
CLASS: SYBMS	COURSE/ SUBJECT: PRODUCTION AND TOTAL QUALITY MANAGEMENT (SET 1)
MARKS: 75	TIME: 2hrs 30mins

Q1. A. State whether the following statements are True or False (any 8) (08)

1. Continuous Production is more complex than Intermittent Production.
2. Location of plant near the market helps in reducing the transportation costs.
3. The main objective of Materials Management is to minimize material cost.
4. In VED Analysis, V stands for Vital items.
5. Quality is the key parameter for business success.
6. In TQM, Q stands for Quantity.
7. Reduction of waste is a key part of lean thinking.
8. Six Sigma is a process of control technique.
9. Consumer goods are the goods used by common people.
10. Aesthetic design describes the technicalities of a product.

Q1. B. Match the following (any 7) (07)

A	B
Specialization of labour in manufacturing	Service Quality Model
Production	Toyota Motor Company
Continuous Production System	9000-9001
Intermittent Production System	Inventory Control Techniques
MBO	Economic Order Quantity
EOQ	Management By Objectives
GOLF classification	Job Production
ISO	Mass Production
Lean Thinking	Input Process Output
SERVQUAL	Adam Smith

Q2. What is Product Development? Explain the Advantages and Disadvantages of Product Development in detail. (15)

OR

Q2. What is Plant Location? Explain the Steps of Plant Location and Factors affecting Plant Location in detail. (15)

Q3. Explain the various Material Handling Equipments in detail. (15)

OR

Q3. Explain Deming's 14 Principles of Management in detail. (15)

Q4. Explain the concept of Kaizen in detail. (15)

OR

Q4. Explain Ishikawa Fishbone in detail. (15)

Q5 (a). Explain Six Sigma Methodologies in detail. (07)

Q5 (b). Explain the Dimensions of Service Quality. (08)

OR

Q5. Short Notes (any 3) (15)

1. Six Sigma
2. ISO 9000
3. Modes of calculating Productivity
4. Juran's Quality Trilogy
5. Quality Circle



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PROGRAM: BMS	SEMESTER: IV
CLASS: SYBMS	COURSE/ SUBJECT: TRAINING & DEVELOPMENT IN HRM (SET 1)
MARKS: 75	TIME: 2hrs 30mins

Q.1.(A) State whether the following statements are True or False : (Any 8) (08)

- a) During apprenticeship training period, a trainee is paid less than a fully qualified worker.
- b) Seminar is Off the Job training method.
- c) The emotions are associated with fear, respect, insult, anxiety, guilty, hostility etc.
- d) The Self-development plan is also called as Personal Development plan.
- e) Data after collection need not be analysed.
- f) Management development is a one time process.
- g) Organization development programmes can be designed considering such issues like employees motivation, habits, age, mix, pattern of conflict.
- h) Lone wolves are workaholics.
- i) Corporate strategy is the natural starting point for thinking about talent management.
- j) Ascertaining Development Needs is a second step of MDP.

Q 1(B) Match the following : (Any 7) (07)

- | | |
|----------------------------------|-------------------------|
| a) Checklist | 1) Steps in training |
| b) Establish specific objectives | 2) Process of training |
| c) Selecting the target group | 3) Off the Job method |
| d) Simulation training | 4) One to one training |
| e) E-learning | 5) Quantifiable data |
| f) Coaching | 6) On the Job method |
| g) Mentoring | 7) Sensitivity training |
| h) T-group training | 8) Senior managers |
| i) Apprenticeship program | 9) Bank employees |
| j) Job rotation | 10) Carpenter |

Q2A. Define training. Explain its scope and importance. (8)

B. What are the steps involved in making the training programme effective. (7)

OR

Q2C. Enumerate in detail On-the-Job & Off-the-Job training methods . (15)

Q3A. Define Organisation Development. Explain its features. (8)

B. Explain the essential requirements of Effective Counselling. (7)

OR

Q3C. What is Succession planning? Explain its steps. (8)

D. Explain in brief Human Performance Improvement. (7)

- Q4A. Explain the steps in the process of Management development. (8)
B. What are the methods of MDP? (7)
OR
Q4C. Bring out different performance measurement indicators. (8)
D. What are the different traditional methods of performance appraisal. (7)
- Q5A. What Knowledge management. Explain its elements. (8)
B. Explain in detail concept of talent management. (7)
OR
Q5C. Write short notes. (Any Three): (11)
a. Training and development program.
b. Career development
c. Techniques of MDP.
d. Assessment Centres
e. Global talent management.



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PROGRAM: BMS	SEMESTER: IV
CLASS: SYBMS	COURSE/ SUBJECT: AUDITING (SET I)
MARKS: 75	TIME: 2hrs 30mins

Q1. Objective type Questions:

A) State whether true or false: (attempt any 8 out of 10)

(8)

1. Auditing is a systematic examination of books.
2. Auditors' duty is to detect and prevent frauds.
3. Auditing begins where accounting ends.
4. Internal Auditor is appointed by Management.
5. Continuous Audit is Very Costly.
6. Statutory audit is voluntary.
7. Vouching is an important procedure for obtaining audit evidences.
8. Developing the internal control system is auditor's responsibility.
9. Auditor can give suggestions for improvement of internal control system.
10. SA 500 defines verification as per ICAI.

B) Fill in the blanks: (attempt any 7 out of 10)

(7)

1. Working papers are the property of the _____.
2. Standard on Auditing _____ deals with Audit Planning.
3. Trial balance of the current year will be filed in _____ audit file.
4. Routine checking is highly _____ process.
5. In test checking client's staff becomes _____.
6. _____ is said to be the essence of auditing.
7. _____ Audit is compulsory under law.
8. The main objective of _____ is to avoid or reduce the tax liability.
9. _____ is done for assets or liabilities as on the balance sheet date.
10. _____ means observing or witnessing the inspection of assets done by the auditor.

Q2A. Explain the term audit and explain different users of financial statements?

(8)

B. Explain advantages of Auditing.

(7)

OR

Q2C. Explain different Types of Error and Auditor's Duty and Responsibility?

(15)

Q3A. What is Interim Audit? What are its Advantages and Disadvantages?

(15)

OR

Q3B. What is Concurrent Audit? What are its scope?

(8)

C. Which are the factors an auditor should consider while doing audit planning?

(7)

Q4A. What is test check? Give the advantages and disadvantages of test check? (8)
B. What is routine check? Give the difference between test and routine check. (7)

OR

Q4C. Explains the stages in evaluation of internal control system. (8)
D. What is internal audit? Explain the scope of internal audit. (7)

Q5A. If you are an auditor how would you vouch cash sales? (8)
B. How would you verify Bills payable? (7)

OR

Q5 C. Write short notes: (attempt any three) (15)
1. Window Dressing.
2. Audit notebook
3. Advantages of Internal Check
4. Explain basic principles of internal audit.
5. Vouching vs Verification



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PROGRAM: BMS	SEMESTER: IV
CLASS: SYBMS	COURSE/ SUBJECT: EVENT MARKETING (SET I)
MARKS: 75	TIME: 2hrs 30mins

Q1 A. Multiple choice question (Any 8)

(08)

1. Event marketing is a _____.
a. service b. product c. tangible d. goods
2. _____ is the main creator, who undertakes the risky thankless job of managing the event
a. sponsor b. client c. audience d. organiser
3. _____ can be measured by using the circulation figures of newspapers & promotion on television & radio.
a. Reach b. Indirect interaction c. Direct interaction d. Feedback
4. _____ product represents all the qualities of the product.
a. expected b. augmented c. potential d. generic
5. Ganapati celebration, Christmas celebration Eid Celebrations are example of _____ event.
a. cultural b. artistic c. fundraising d. sports
6. Event management companies are _____.
a. facilitators b. fantastic c. facilities d. felicitation
7. _____ can be used to create urgency.
a. feedback b. event c. discounts d. sponsorship
8. When the event manager review the requirements with the client and then presents the price it is called a _____.
a. flat fee b. hourly rate c. commission d. salary
9. Tsunami, storms are examples of _____.
a. mechanical problem b. act of God c. human error d. management issue
10. We need to _____ people to actually attend sports events.
a. instigate b. investigate c. incentivise d. Insult

Q1 B. State True or False (Any 7)

(07)

1. Events help in brand building.
2. TRP & DART are examples of opportunities.
3. Canvassing stage refers stage when idea is put in place
4. Venue is an element of an event.
5. An event allows you to reach an ideal target audience.
6. A market is segmented on basis of demographic behaviour only.
7. Events organised within the boundaries of the country are called rural events.
8. Charitable events are popular form of fundraising.
9. FOMO means First out market out.
10. Before the event you can market it by offering early bird deadline.

Q2A. Define event marketing. Explain key elements of an event. (08)

Q2B. Explain the communication process in event marketing. (07)

Or

Q2C. Define Event marketing. Discuss the advantage of event marketing. (15)

Q3A. What is a product? Discuss the five product levels. (08)

Q3B. Explain the different variations in events. (07)

Or

Q3C. Discuss the STP process and write a detailed note on segmentation, targeting & positioning the market for events (15)

Q4A. What are the different skills required while negotiating best price to carry out an event. (08)

Q4B. Explain the selection criteria that sponsors of event generally consider. (07)

Or

Q4C. Explain the various networking components used in event marketing. (15)

Q5A. Discuss the 3 stages in which event can be marketed. (08)

Q5B. Discuss the skill sets required for an event manager. (07)

Or

Q5 C. Short Notes (any 3) (15)

1. Event Infrastructure
2. Green event
3. Types of feedback
4. Fund raising event
5. Brand building



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PROGRAM: BMS	SEMESTER: IV
COURSE: S.Y.B.M.S	COURSE/ SUBJECT: TOURISM MARKETING (SET 1)
MARKS: 75	TIME: 2 Hours & 30 Minutes

Q.1(A) State whether the following statements are True or False : (Any 8) (08)

- Student in boarding is not a tourist.
- A person travelling for business purpose is a tourist.
- Mauritius is predominantly a holiday destination for beach resort tourism.
- Drifter and explorer tourist type fall under institutionalized types according to Cohen.
- Most travel products are first sold and then produced and consumed at the same time.
- Fluctuations in currency rates do not affect tourism industry.
- Blueprinting is a tool that depicts the service process.
- Physical evidence is the material part of a service.
- Incredible India campaign was launched in the year 2001.
- Destination images do not change and are static in nature.

Q 1(B) Match the following : (Any 7) (07)

1.Economic impact	a)Established in 1945
2.Atithi Devo Bhava campaign	b) image created through unbiased sources
3.Explore rural India campaign	c) launched in 2004
4.Organic image	d) aggressive marketing activities to develop a carefully structured and desired impression and image
5.Induced image	e) launched in 2008
6.Indian Tourism Development Corporation	f) Established in 1966
7.Indian Association of Tour Operators	g) Pollution Prevention and waste minimization
8.Indian Civil Aviation Organization	h) Established in 1945
9.International Air Transport Association	i) established in 1947
10.Environmental factors	j) Established in 1982

Q.2(A) Discuss Positive and Negative Economic Effects of Tourism. (8)
(B) Discuss the objectives/purpose of tourism marketing. (7)

OR

Q.2.(A) What are the factors influencing growth of tourism. (8)
(B) Explain the various steps involved in tourism planning process. (7)

Q.3.(A) What are the benefits and limitations of market segmentation in tourism ? (8)
(B) Discuss at length 4 A's of tourism. (7)

OR

Q.3. (A) Explain different product levels considering any example in Tourism Industry (8)
(B) State the need and importance of segmentation in tourism. (7)

Q.4.(A) Discuss General Pricing Strategies. (8)
(B) Discuss various factors influencing tourism distributions. (7)

OR

Q.4.(A) Discuss various tools used in promoting tourism products. (8)
(B) Discuss service Marketing Triangle. (7)

Q.5. (A) Discuss Ten Principles for pursuing poverty alleviation through tourism. (8)
(B) Discuss positive and negative images of India in the minds of foreign tourists. (7)

OR

Q.5. Write short notes on Any three :

(15)

- a. Health Tourism
- b. Historical Approach to tourism study
- c. Types of Packages
- d. Elements of tourism Industry
- e. Services cape



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PROGRAM: BMS	SEMESTER: IV
CLASS: SYBMS	COURSE/ SUBJECT: CONFLICT & NEGOTIATION (SET I)
MARKS: 75	TIME: 2hrs 30mins

Q1 A. Multiple choice (Any 8)

(98)

- _____ is a 3D negotiation.
a. Getup b. Setup c. Metup d. Tactics
- _____ negotiation consider negotiation as collaborative, problem solving process.
a. Win-lose b. Lose-lose c. Lose-win d. Win-win
- _____ profoundly affect the way people think, communicate & behave.
a. Negotiation b. Culture c. Communication d. Decision making
- _____ involves the ability to read body language as well as verbal communication.
a. Emotional Control b. Active Listening c. Problem analysis d. Teamwork
- _____ refers to the acceptance of authority difference between people .
a. power distance b. personal stylec. communication d. negotiation
- _____ communication include vocal cues, facial expression, body movement etc.
a. nonverbal b. verbal c. posture d. gesture
- _____ involves an objective third party.
a. Mediation b. Arbitrator c. Conciliation d. Adjudication
- _____ technique follows the rule "I win you lose".
a. Competing b. Collaboration c. Compromising d. Avoiding
- Lack of information can be another source of _____ conflict.
a. intrapersonal b. interpersonal c. self d. intra sender
- Closure is the _____ in the process of negotiation.
a. stage1 b. stage 2 c. stage 4 d.stage3

Q1 B. Match the column (Any 7)

(97)

- | | |
|-------------------------------|------------------------------|
| 1. Integrative negotiation | a. exchanging gifts |
| 2. Intragroup conflict | b. integrative bargaining |
| 3. Win win outcome | c. within a team |
| 4. Convener | d. threat to negotiation |
| 5. Competing | e. negative emotion |
| 6. Stimulator | f. assertive & uncooperative |
| 7. Anger | g. role of conciliator |
| 8. Lack of confidence | h. mediator |
| 9. Cross cultural negotiation | i. collaborative approach |
| 10. Protocol | j. avoid stereotyping |

- Q2A. What is Dysfunctional conflict? Discuss aspects of dysfunctional conflict. (08)
Q2B. Discuss the levels of conflict (07)
Or
Q2C. What is organizational conflict? What are the benefits and limitation of conflict to the organisation? (15)
Q3A. Discuss the settlement of conflicts. (08)
Q3B. Explain the need and importance of conflict management. (07)
Or
Q3C. Discuss the conflict resolution strategy along with strategies used to resolve conflict at different levels. (15)
Q4A. What is negotiation? Discuss the process of negotiation. (08)
Q4B. Discuss the personality traits which help in an effective negotiation. (07)
Or
Q4C. Discuss the elements affecting negotiation and challenges for an effective negotiation. (15)
Q5A. Discuss the impact of culture on negotiation. (08)
Q5B. Discuss the skills for effective negotiation. (07)
Or.
Q5 C. Short Notes (Any 3) (15)
1. Role of communication in negotiation
2. Thomas Kilmann conflict resolution strategy
3. Process of conflict
4. 3D negotiation
5. Role of mediator



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NAME: RMS	SEMESTER: IV
SY/MS	COURSE/ SUBJECT: BUSINESS ECONOMICS (SET I)
TS	TIME: 2hrs 30mins

Fill in the blanks: (Any Eight)

- 1) In a two-sector economy, _____ is a leakage in the circular flow and it gets injected back into the circular flow in the form of investment. (8)
- 2) _____ is defined as the value of output less the value of intermediate consumption.
- 3) MPS is the counterpart of _____.
- 4) Value of Multiplier is _____ if MPC is 0.5.
- 5) High Powered Money or Base Money (H)= _____.
- 6) Cambridge version is represented by $M_d =$ _____.
- 7) Two instruments of Macroeconomic policy are _____ and _____.
- 8) Adam Smith gave _____ Canons of Taxation.
- 9) Ricardian Theory assumes perfect mobility of labour _____ the country.
- 10) _____ Exchange Rate is the current Exchange Rate between the two currencies.

State whether the following statements are True or False: (Any seven)

- 1) William Nordhaus and James Tobin introduced their Measures of Economic Welfare (MEW) as an alternative to GDP. (7)
- 2) Recession phase of a Trade Cycle begins at peak.
- 3) According to Keynes, the MPC would decline as income increase.
- 4) Aggregate demand function $= C + I + G$.
- 5) Precautionary Demand for liquidity is determined by income.
- 6) In Fisher's equation, V is changing.
- 7) Public goods are non-rival and non-excludable.
- 8) Fiscal Solvency is same as Fiscal sustainability.
- 9) Spot rate refers to the exchange rate which may change many times during the day.
- 10) According to Ricardo, International trade is beneficial under Absolute Cost.

Define trade cycle. Discuss the features of Trade Cycle. (8)

Critically evaluate Keynesian theory of multiplier. (7)

OR

Explain the concept of consumption function. State the relationship between APC & MPC. (8)

What is Effect Demand? Show that it is determined by Aggregate Demand and Aggregate Supply Curves. (7)

Define Monetary Policy. What are the objectives of Monetary Policy? (8)

Critically evaluate Fishers Equation of Exchange. (7)

OR

Define Inflation. What are its causes? (8)

Discuss the determinants of Money Supply. (7)

Discuss the Principles of Sound Finance. (7)

What are the various Canons of Taxation? (8)

OR

What are the various types of Public Debts? (8)

Explain the Concepts of Deficit. (7)

Bring out the differences between Ricardian and Heckscher-Ohlin theories of Trade. (7)

What are the various types of Foreign Investments? (8)

OR

5C. Short Notes (Any three) (15)

- a) Gross Value Added.
- b) Contracyclical Fiscal Policy.
- c) Public Goods.
- d) Net Barter Terms of Trade.
- e) Types of Disequilibrium.



**PRAHLADRAI DALMIA LIONS COLLEGE
OF COMMERCE & ECONOMICS**

ISO 9001: 2015 Certified

GRADE: BMS	SEMESTER: IV
SS: SYBMS	COURSE/ SUBJECT: BUSINESS ECONOMICS (SET I)
SS: 75	TIME: 2hrs 30mins

A) Fill in the blanks: (Any Eight)

- 1) In a two-sector economy, _____ is a leakage in the circular flow and it gets injected back into the circular flow in the form of investment. (8)
- 2) _____ is defined as the value of output less the value of intermediate consumption.
- 3) MPS is the counterpart of _____.
- 4) Value of Multiplier is _____ if MPC is 0.5.
- 5) High Powered Money or Base Money (H)= _____.
- 6) Cambridge version is represented by $M_d =$ _____.
- 7) Two instruments of Macroeconomic policy are _____ and _____.
- 8) Adam Smith gave _____ Canons of Taxation.
- 9) Ricardian Theory assumes perfect mobility of labour _____ the country.
- 10) _____ Exchange Rate is the current Exchange Rate between the two currencies.

State whether the following statements are True or False: (Any seven)

- 1) William Nordhaus and James Tobin introduced their Measures of Economic Welfare (MEW) as an alternative to GDP. (7)
- 2) Recession phase of a Trade Cycle begins at peak.
- 3) According to Keynes, the MPC would decline as income increase.
- 4) Aggregate demand function $= C + I + G$.
- 5) Precautionary Demand for liquidity is determined by income.
- 6) In Fisher's equation, V is changing.
- 7) Public goods are non-rival and non-excludable.
- 8) Fiscal Solvency is same as Fiscal sustainability.
- 9) Spot rate refers to the exchange rate which may change many times during the day.
- 10) According to Ricardo, International trade is beneficial under Absolute Cost.

2A. Define trade cycle. Discuss the features of Trade Cycle. (8)

B. Critically evaluate Keynesian theory of multiplier. (7)

OR

2C. Explain the concept of consumption function. State the relationship between APC & MPC. (8)

D. What is Effect Demand? Show that it is determined by Aggregate Demand and Aggregate Supply Curves. (7)

3A. Define Monetary Policy. What are the objectives of Monetary Policy? (8)

B. Critically evaluate Fisher's Equation of Exchange. (7)

OR

3C. Define Inflation. What are its causes? (8)

D. Discuss the determinants of Money Supply. (7)

4A. Discuss the Principles of Sound Finance. (7)

B. What are the various Canons of Taxation? (8)

OR

4C. What are the various types of Public Debts? (8)

D. Explain the Concepts of Deficit. (7)

A. Bring out the differences between Ricardian and Heckscher-Ohlin theories of Trade. (7)

B. What are the various types of Foreign Investments? (8)

OR

Q5C. Short Notes (Any three) (15)

- a) Gross Value Added.
- b) Contracyclical Fiscal Policy.
- c) Public Goods.
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05/04/23 OC

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

PROGRAM: BMS	SEMESTER: IV
COURSE/ SUBJECT: Strategic Cost Management (SET 1)	
MARKS: 75	TIME: 2Hrs 30 Mins.

Q.1(a): Choose the correct Alternative and Rewrite the Sentence . (Any Eight) (8)

- Standard cost is a _____ costs.
(a) pre-determined (b) post-determined (c) Both a,b (d) determined
- If actual cost is more than the standard cost, the variance is said to be _____.
(a) Unfavourable or adverse. (b) Favourable or adverse. (c) Unfavourable or favourable (d) 50% favourable only
- _____ in variable cost will increase the contribution.
(a) Increase (b) Decrease (c) both a,b (d) does not effect
- If profit is Rs 20,000 and profit volume ratio is 40%, then margin of safety will be Rs _____.
(a) 60,000 (b) 50,000 (c) 40,000 (d) 70,000
- Elements of cost of a product are
(a) Material only (b) Labour only (c) Expenses only (d) Material ,Labour and expenses
- The abbreviation PLC stands for :
(a) Process Life Cycle (b) Product Lifespan Cost (c) Product life Cycle (d) Profit Loss Cycle
- A transfer price can be based on :
(a) Cost plus Margin (b) Standard Cost (c) Negotiated Price (d) All of the above
- Depreciation of factory building is a _____ level cost.
(a) Unit (b) Batch (c) Customer (d) Facility
- Sigma is a letter from which alphabet.
(a) French (b) Japanese (c) Greek (d) Turkish
- The full form of ROI is
(a) Rate of interest (b) Return of interest (c) Return on investment (d) Rate of investment

Q.1(b): State whether the following statements are true or false after rewriting the same.(any7)

- Standard cost is a planned cost.
- Standard cost help to project financial statement.
- Sales Value Variance = Sales Price Variance + Sales Mix Variance.
- Under Marginal Costing , fixed cost are considered in the valuation of closing stock.
- Increase in selling price will increase Break even point.
- Strategic cost management ensures continuous improvement.
- ABC does not require classification of cost into direct and indirect cost.
- The abbreviation PLC stands for product life cycle.
- Transfer price should reward the transferring unit.
- Six sigma is a registered service mark of Motorola Inc., USA.

Q.2 (A) : Ajay Ltd. Is currently operating at 75% of its opacity. In the past two years, the level of operations were 55% and 65% respectively. Presently, the production is 75,000 units. The company is planning for 85% capacity level during 2020-2021. The cost details are as follows: (15)

Particular	55%(Rs.)	65%(Rs.)	75%(Rs.)
Direct Material	11,00,000	13,00,000	15,00,000
Direct Labour	5,50,000	6,50,000	7,50,000
Factory Overheads	3,10,000	3,30,000	3,50,000
Selling Overheads	3,20,000	3,60,000	4,00,000
Administrative Overheads	1,60,000	1,60,000	1,60,000
Total	24,40,000	28,00,000	31,60,000

Profit is estimated @20% on Sale

The following increase, I cost are expected during the year:

(in percentage)

Direct material

Direct labour

8

5

Fixed Selling overhead
Administrative overhead
Prepare flexible budget for the current year as well as for the period 2020-2021 at 85% of capacity.
OR

Q.2 (B) A Manufacturing company is operating at 75% of normal capacity. It is proposed to offer a price reduction of 5% to 10% depending upon the sales volume desire. Given below are the relevant data. (15)

Capacity	75%	85%	100%
Output (Units)	75,000	85,000	1,00,000
Selling price/unit	Rs. 96	5% off	10% off
Material cost/unit	Rs. 40	10% less	15% less
Wages cost/unit	Rs. 10	Rs. 10	Rs. 10

Fixed Overhead

Production

Rs. 14,00,000

Selling and distribution

Rs. 5,00,000

Variable Overhead

Production

Rs. 14,00,000 @ normal capacity

Selling and Distribution

Rs. 4,40,000 @ normal capacity

Prepare a single statement to show profit/loss at each level of output

Compute unit variable cost, unit fixed cost and unit total cost at different levels of output

Indicate which of the 3 levels is most profitable

Q.3(A): From the following particulars calculate : (15)

- Material cost variance
- Material price variance
- Material usage variance
- Material Mix Variance
- Material Yield Variance

Material	Standard		Actual	
	Units	Price	Units	Price
X	1,000	16	900	16.5
Y	1,100	15	1000	16
Z	950	14	1200	13

OR

Q.3 (B): A manufacturing company furnished you the following information for the month of April, 2021. (15)

Particulars	Standard		Actual	
	Units	Rate Per Unit	Units	Rate Per Unit
P	300	12	310	11.5
Q	210	15	215	16
R	250	10	245	9.5

Calculate all the Sales overhead variances.

Q.4 (A): The XYZ Ltd. furnish the following information:

(15)

	1 st period	2 nd period
Sales	10,00,000	15,00,000
Profit	1,00,000	2,00,000

From the above, calculate the following:

- (1) P/V ratio
- (2) Fixed expenses.
- (3) BEP
- (4) Sales to earn profit Rs 2,50,000
- (5) Profit when sales are Rs 7,50,000.

OR

Q.4(B) The sales turnover and profit of M/s. Anil Ltd. during the two year 2000 and 2001 were as follows:

(10)

Year	Sales	Profit
2000	4,50,000	60,000
2001	5,50,000	75,000

You are required to calculate:

- (i) P/V ratio
- (ii) BEP sales
- (iii) Sales required to earn a profit Rs 1,20,000
- (iv) The profit made sales are Rs 7,50,000.

Q.5 (a): What activity based costing state with example and how product cost are determined. (7)

(8)

(b): What is ABC approach.

OR

Q.5: Write short notes on: (any 3)

(10)

- (a) TQM.
- (b) Profit centres.
- (c) P/V Ratio.
- (d) Break-Evening.
- (e) Fixed Overhead Variance.