

Question Paper Set of

S.Y.B.M.S. – Sem-IV

Regular College Exam

April, 2018

Total Marks : 75

Duration: 2.5 hrs

NB 1. All questions are compulsory

2. All questions carry equal marks

3. Figures to the right indicate maximum marks

Q1 A) Fill in the blanks with correct alternative (answer any 8)

(08 marks)

- _____ is an unsecured instrument issued in the form of promissory note. (equity shares, commercial paper, RRB, demand draft)
- _____ is the regulator for capital markets in India. (SEBI, AMC, RBI, IRDA)
- _____ is a body set up with an aim to regulate the pension sector in India (NABARD, PPF, PFRDA, SEBI)
- A _____ is a group of five to twenty people from same income category formed for the purpose of availing microfinance facility. (ASSOCHAM, SHG, BPL, IPO)
- In the _____ market, there are no standardized rules and regulations governing their financial dealings. (fresh issue, unorganized, derivative, secondary)
- The _____ bank is an apex development bank which primarily gives financial assistance for developing the agricultural sector in India. (NABARD, RBI, SIDC, IDBI)
- Financial _____ refers to the financial system's capacity to adjust to severe economic shocks (inclusion, slowdown, stability, policy)
- A put option contains the right to _____ a futures contract (buy, sell, limit, default)
- _____ funds are those, which invest exclusively in a specified industry or various segments of the industry (open-ended, close-ended, interval, sectoral)
- The principle of _____ ensures that an insured does not profit by insuring with multiple insurers (subrogation, insurable interest, caveat emptor, indemnity)

Q1 B) Say whether True or False (answer any 7)

(07 marks)

- An open ended mutual fund is the one whose units can be freely sold and repurchased by the investors.
- Excluded peril policy is a policy that will cover all possible perils.
- The custodian is appointed by the board of trustees for safeguarding of physical securities.
- If a person is a "bull" in the stock market, he expects prices to rise.
- Secondary market is also called as new issue market.
- The BSE Sensex consists of a basket of 50 shares.
- The "BOLT" is a on-line trading system introduced by the National stock exchange.
- Call money are short term loans in which two parties agree to sell and repurchase the same security.
- SEBI helps in prohibiting insider trading activities in securities.
- Bill discounting is the purchase of exporter's receivables at a discounted price by paying cash.

Q2 A) Explain the characteristics of financial services.

(08 marks)

Q2 B) What are the various fee-based financial services?

(07 marks)

OR

Q2 C) Explain the regulatory functions of RBI and SEBI.

(08 marks)

Q2 D) What are the functions of the departments of the Ministry of Finance? (07 marks)

Q3 A) Explain the various micro-finance models in India.

(08 marks)

Q3 B) What are the advantages and disadvantages of microfinance?

(07 marks)

OR

Q3 C) What is merchant banking? Explain the various services offered by merchant bankers in India.

(08 marks)

Q3 D) Explain the functions performed by commercial banks.

(07 marks)

Q4 A) What are the features and functions of primary markets?

(08 marks)

Q4 B) What are the characteristics and benefits of stock exchanges?

(07 marks)

OR

Q4 C) Explain the structure of mutual funds in India.

(08 marks)

Q4 D) What are the different types of mutual funds in India?

(07 marks)

Q5 A) What are depository receipts? Explain the different types of depository receipts.

(08 marks)

Q5 B) What are derivative contracts? Explain the functions of derivatives. (07 marks)

OR

Q5 C) Write short notes on (any three)

(15 marks)

1. Life Insurance Corporation of India
2. NABARD
3. Money Market
4. NSE
5. Types of conflicts in financial system designs.

Time: 2:30 Hours

Marks: 75

Instruction to students:

- 1) Write your answer in detail with suitable points.
- 2) Please support your answers with examples.
- 3) Kindly maintain neatness and continuity.
- 4) Figures to the right indicate full marks.

Q1. A) Attempt **any eight** from the following.

(8 marks)

- 1) The ultimate goal of IMC is to affect the behaviour of _____.
a) Employee b) Target audience c) Shareholder
- 2) The basic tools used to achieve organisation's communication objectives is known as _____.
a) Marketing b) Promotional c) Communication
- 3) _____ creates a short term increase in sales by motivating trial use and encouraging larger purchases.
a) sales promotion b) marketing mix c) sampling
- 4) Firm uses the _____ strategy when they target final consumer with promotion.
a) Pull b) Push c) Advertising
- 5) _____ is the practice of managing the spread of information between an organisation and the public.
a) Customer care b) Public Relation c) Publicity
- 6) _____ marketing is an effective way to connect with customers in an environment where they are comfortable with receiving a promotional message.
a) Event b) Campaign c) Trade
- 7) _____ advertising can help the company attract funds if they are planning to grow business or make a major investment.
a) Financial b) Public c) Political
- 8) An _____ appeal is related to an individual's psychological and social needs for purchasing certain products and services.
a) Moral b) Emotional c) Logical
- 9) _____ advertising is false advertising and it is illegal according to Federal Trade Commission. It is also unethical.
a) Receptive b) Deceptive c) Puffery
- 10) Most stereotypes tend to convey a _____ impression.
a) Negative b) Positive c) Inappropriate

Q1 B. State whether the following statement are True or False (**any 7**)

(7 marks)

- 1) Publicity refers to non-personal communication
- 2) DAGMAR is a model of sales process.
- 3) Direct marketing plays a minor role in the Integrated Communication process
- 4) Billboards are long banners tied to a low-flying plane.
- 5) Transit advertising is a form of out of home advertising
- 6) Personal selling is the first area of marketing communication that adopted an integrated marketing approach.
- 7) Advertising results in actual sales.
- 8) When institutional advertising is presented in an aggressive manner it is known Advocacy advertising.
- 9) The most common form of advertising on the web is Facebook.
- 10) Radio is a vehicle through which advertisers can reach children easily

- Q2. a) Define Integrated Marketing Communication and explain its features (8 marks)
b) Explain different promotional tools for IMC (7 marks)
- OR**
- c) Write a detailed note on different types of advertising. (8 marks)
d) How would you evaluate the effectiveness of sales promotion campaign (7 marks)
- Q3. a) What is personal selling? State its features & importance. (8 marks)
b) Explain in detail the role of Direct Marketing in IMC as well as its benefits and contribution. (7 marks)
- OR**
- c) PR as a tool has been very effective in IMC. Define the concept of Public Relations and explain the different tools used for PR. (8 marks)
d) In the field of communication Internet is observed as a fast growing medium. Write a note on the growth and increasing importance of Internet as medium of communication and support your answers with suitable examples of advertising in via social media. (7 marks)
- Q4. a) State the various unethical practices in marketing communication with suitable examples and illustrations. (8 marks)
b) Explain broad categories of evaluation tools that can be used to evaluate the behavioural evaluation in IMC. (7 marks)
- OR**
- c) Explain in brief the methods of message evaluation in IMC (8 marks)
d) Write in detail about the future trends in IMC (7 marks)
- Q5. a) Design an online promotional campaign for the product launch of green tea by Herbal Tree Tea and suggest the best possible use of media selection to attract the consumers. Suggest methods of improving awareness about the product with the help of online media resources and design a social media campaign. (15 marks)
- OR** (15 Marks)
- Q5 b) Short Notes : (Any three)
- 1) QR Codes
 - 2) Push Strategy
 - 3) Alternative Response Hierarchies Model by Michael Ray
 - 4) Event sponsorship
 - 5) Innovation Adoption Model

All Questions are Compulsory Carrying 15 Marks Each

Q 1

A] State following statements are true or false (attempt any 8 from the following) [8Marks]

1. Strategic cost management ensures continuous improvement.
2. Value engineering does not reduce cost.
3. Waste can be reduced by 'Just In Time'.
4. Cost driver is an activity that generates cost.
5. Kaizen considers employees as liability.
6. Transfer pricing is an internal pricing system.
7. Marginal cost includes variable cost.
8. Management audit is performance audit.
9. Cost data is used for managerial decision making.
10. All controllable costs are direct cost.

B] Match the columns (Attempt any 7)

[7 Marks]

Column 'A'	Column 'B'
1) Rework	a) Control Over Cost
2) TQM	b) Profitability Accounting
3) Prevention Cost	c) Creates Quality Awareness
4) Breakdown Maintenance	d) Quality Cost
5) Cost Audit Report	e) Originated in Motorola
6) Maintenance of Cost Records	f) Strategic Cost management Technique
7) ABC	g) As per CRA rules 2014
8) Six Sigma	h) In Form CRA 3
9) Responsibility Accounting	i) Appraisal Cost
10) Cost Centre	j) Maintenance Cost

Q 2. Arrowhead Ltd manufacturing two products furnishes the following data for the year:

[15 Marks]

Products	Annual Output(Units)	Total Machine Hours	Total Number of Purchase orders	Total Number of Set ups
T 84	5000	20,000	160	20
T 85	60,000	1,20,000	384	44

The annual overheads are as follows:

Particulars	Rs
Volume Related Activity Costs	5,50,000
Set Up related Costs	8,20,000
Purchase Related Costs	6,18,000

You are required to calculate the overhead charge per unit of each product T84 and T85 based on:

1. Traditional method of charging overheads
2. Activity based costing method.

OR

A] Write a Note on Kaizen Costing

[8Marks]

B] The following details are given for Unit A and For Unit B of Star Ltd

[7Marks]

Expected monthly sales to Unit B: 5000 units

Variable Cost per unit: Rs 5

Monthly Fixed Cost Assigned to the Product: Rs 20,000

Investment in working capital and other facilities: Rs 1,20,000

Return on investment: 10% per annum.

You are required to calculate the transfer price.

[15Marks]

Q 3 Falcon Equipment Ltd manufactures four components

The cost structure of which is given below:

Particulars	J(Rs)	V(Rs)	L(Rs)	R(Rs)
Direct Material	80	100	100	120
Direct Labor	20	25	25	30
Variable Overheads	10	12	15	10
Fixed Overheads	15	23	20	20
Total	125	160	160	180
Output Per Machine Hour (Unit)	4	2	3	3

The key factor is machine capacity

You are required to advise the management whether to make or buy them from a supplier who quotes following prices:

J: Rs 115, V: Rs 175, L: Rs 135, R: Rs 185

OR

A] Write a Note on SIX SIGMA

[7marks]

B] Following is the data of Leopard Ltd

[8Marks]

The turnover and profit level during last 2 periods were as follows:

Particulars	Sales (Rs)	Profit(Rs)
Period I	40,00,000	4,00,000
Period II	60,00,000	8,00,000

Assuming that the cost structure and selling price remains the same in two periods

Calculate:

1. Profit Volume Ratio
2. Break Even Point Sales
3. The Sales required to earn profit of Rs 10,00,000.
4. Margin of Safety in Period II.

Q 4 Calculate Material & Labour Variances from the following data

[15 Marks]

Standard per Unit

Material: 6kg @Rs 4 per Kg

Labour: 4 Hours @Rs 4 per Hour

Actual Production for the month: 1250 Units

Actual Material Price per KG: Rs 4.50

Material used during the month: 7800 Kgs

Direct Labour Hours Worked: 4800 Hours

Actual Wages rate per Hour: Rs 3.50

OR

A] Write a note on Cost Centre

[7marks]

B] Following Information is extracted from the records of Vulture Ltd.

[8Marks]

Sales	Rs 80,00,000
Net Book Value of Assets	Rs 25,00,000
Net Income	Rs 6,40,000
Minimum Rate of Return	12%

Required:

1 Calculate Rate of Return on Investment and return on sales.

2 Calculate Residual Income.

Q 5 A] What is strategic cost management? What are its objectives?

[7Marks]

B] Explain in details: Factors affecting transfer pricing.

[8Marks]

OR

Write any 3 short notes from the following

[15Marks]

1. Total Quality Management
2. Life Cycle Costing
3. Learning Curve
4. Standard Costing
5. Responsibility Centre

Total Marks: 75

Duration: 2 ½ hrs

N. B. : 1. All Questions are compulsory

2. All Questions carry equal marks

3. Figures to the right indicate full marks

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

1. _____ is the customer groups who form the focus of events. -
i. Target audience ii. Customer iii. Buyers iv. Segment
2. _____ can be measured by using the circulation figures of newspaper and promotion on television and radio.
i. External reach ii. Internal reach iii. Direct reach iv. Indirect reach.
3. _____ are those designated areas of venue along with particular time slots, where the interaction is to take place.
i. Internal points ii. Interaction points iii. External points iv. Exchange points.
4. _____ means the event should be organised very formally to meet the purpose of an event.
i. Core event level ii. Augmented event level iii. Expected Event level
iv. Generic event level.
5. _____ creates memorable experiences for attendees.
i. Concept based Events ii. Cause based event iii. Profit based event
iv. Location based event.
6. Understanding how your attendees are feeling about your brands or event is essential when improving user experience for the future and will lead to _____.
i. Positive feedback ii. Negative feedback iii. No feedback iv. Constructive feedback.
7. When the event manager reviews the requirements with the client and then presents the price it is called a _____.
i. Fee ii. Flat fee iii. Less fee iv. Premium fee
8. Instead of paying cash to sponsor a cause or organization, a business may donate goods or services. It is called _____.
i. In-kind ii. On-kind iii. Off-kind iv. Any-kind.
9. A good _____ plan starts with assessing the risks that might occur based on the probability that they will occur and the consequences if they do occur.
i. Crisis management ii. Event management iii. Image management
iv. Customer management.
10. _____ is a in form of promotion, often considered PR, where a firm provides support for an event, venture, organization, person or charity by providing money or other resources in order to obtain positive publicity.
i. Discount ii. Premium iii. Sponsorship iv. Advertising.

Q1 B. State whether the following statements are true or false: (any 7) (7)

1. A successful event marketing campaign provide values to attendees with limited information about a product or service.
2. Involvement of all senses in experiencing the event is one of the greatest advantages that events can offer.
3. The greater the number of interaction points, the better for the clients.
4. Psychographic segmentation is the study of age, gender or marital status.

5. According to Philip Kotler, it is important to create an image and correct positioning for customers that creates similarity between products.
6. Charitable events and fund raising events are one and the same.
7. Running a successful event requires an active audience.
8. Sponsorship is a form of welfare activity.
9. Virtual events are primarily a mode of physical interaction with clients.
10. Print hand-outs are the best example of green marketing.

Q2a. Define Event Marketing. Explain key elements of an Event.

(08)

Q2b. Write a note on Event creativity.

(07)

OR

Q2c. Explain the varied marketing needs addressed by events.

(08)

Q2d. "Events are the excellent Marketing tool." comment.

(07)

Q3a. Discuss different bases of event variations in brief.

(08)

Q3b. Write a detailed note on charitable events.

(07)

OR

Q3c. Describe the client industry based events.

(08)

Q3d. Write a detailed note on Segmentation of the markets for events.

(07)

Q4a. Bring out the factors to be considered while pricing events.

(08)

Q4b. What are the key strategies to identify potential sponsors?

(07)

OR

Q4c. Explain the Networking component concept for events.

(08)

Q4d. What is Impact Measurement? Explain steps involved in it.

(07)

Q5a. Write a note on Virtual Event.

(08)

Q5b. State and explain the safety and security of events.

(07)

OR

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

(15)

1. 5 C's of Events
2. Event Sponsorship
3. Career in Event Marketing
4. Positioning of Events
5. Crisis Management of Events

N.B.

1. All Questions are Compulsory.
2. Figures to the right indicate full marks.
3. Draw diagrams wherever necessary.

Q. 1. A) Select the best answer from the given options and rewrite the statements (Any 8) (08)

1. National income is the flow of goods and services produced in an economy in course of
 - a) A Year
 - b) A month
 - c) Six month
 - d) None of the above
2. Green accounting can play a crucial role in the
 - a) Sustainable development
 - b) Economic development
 - c) Rural development
 - d) Urban development
3. At peak
 - a) Prosperity begins
 - b) Recession ends
 - c) Prosperity ends
 - d) Depression ends
4. What is the value of multiplier if MPC is $\frac{1}{2}$?
 - a) 1
 - b) 2
 - c) 3
 - d) 4
5. Money supply M_3 includes
 - a) $M_3 = C + DD + OD$
 - b) $M_3 = C + DD + \text{Deposits with post office}$
 - c) $M_3 = M_1 + \text{Time deposits with the banks}$
 - d) None of the above
6. The Keynesian theory of money demand emphasizes the importance of
 - a) A constant velocity
 - b) Irrational behaviour on the part of some economic agents.
 - c) Interest rate on the demand for money
 - d) All the above
7. The chief proponent of the concept of functional finance is
 - a) A.P.Lernner
 - b) J.M.Keynes
 - c) Hugh Dalton
 - d) None of the above

8. Incidence of taxation means
 - a) Initial burden
 - b) Shifting
 - c) Final burden
 - d) None of the above
9. The classical theory of international trade is based on assumption of
 - a) Money cost differences
 - b) Law of returns
 - c) Elasticity of demand
 - d) Labour cost of production
10. Portfolio investments are included in
 - a) Trade balances
 - b) Current account balance
 - c) Capital account balance
 - d) All the above

Q. 1. B) State whether the following statements are True or False (Any 7)**(07)**

1. In a closed economy, GNP is always greater than GDP.
2. Macroeconomics analyses the behaviour of individual firms.
3. Recession, if not controlled will lead to depression.
4. During depression, velocity of circulation of money will be high.
5. Demand for active cash balances depends upon the level of income.
6. A mild inflation is good for the economy.
7. Fiscal policy relies on the use of taxes and spending by the government to influence aggregate demand.
8. Protectionism is adopted only by developing countries.
9. Arbitrage helps to equalise the exchange rate.
10. All countries adopt a flexible exchange rate mechanism at present.

Q. 2. Attempt A and B or C and D

- A. Discuss the scope of Macroeconomics. **(08)**
 - B. Explain the circular flow of income in a two sector closed economy. **(07)**
- OR**
- C. What is Trade cycle? Explain various phases of trade cycles. **(08)**
 - D. Explain the concept and working of multiplier. **(07)**

Q. 3. Attempt A and B or C and D

- A. What are the various determinations of money supply? **(08)**
 - B. Discuss the demand pull and cost push inflation. **(07)**
- OR**
- C. Discuss the Keynesian liquidity preference theory of interest. **(08)**
 - D. Explain various instruments of monetary policy. **(07)**

Q. 4. Attempt A and B or C and D

- A. Define public good. What are the characteristics of public good? (08)
- B. Explain the objectives of fiscal policy. (07)
- OR**
- C. Discuss the various factors influencing incidence of taxation. (08)
- D. Write a note on FRBM Act 2003. (07)

Q. 5. Attempt A and B or C and D

- A. Examine Ricardian theory of comparative difference in cost. (08)
- B. Explain structure of Balance of payment. (07)

OR**Write short note on (Any 3)**

1. Green GNP concept
2. Fisher's Equation of Exchange
3. Fiscal deficit and Primary deficit
4. Types of disequilibrium in Balance of Payment
5. Arbitrage and Hedging concepts

(15)

Total Marks: 75

Duration: 2 ½ hrs

N. B. : 1. All Questions are compulsory

2. All Questions carry equal marks

3. Figures to the right indicate full marks

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

1. Researcher uses _____ sampling method when the sample for the study is very rare or limited.
(Convenient, Judgement, Snowball)
2. _____ is the blue print for the collection, measurement and analysis of the data.
(Research Design, Research Process, Research Hypothesis)
3. There is no commercial angle in _____ research.
(Social science, Fundamental, Historical)
4. _____ data should be used after careful scrutiny and should not be accepted at its face value.
(Primary, Secondary, Raw)
5. In _____ interview, the set of questions to be asked are predefined and the techniques used to record the information are standardized.
(Structured, Unstructured, Semi-Structured)
6. _____ scale refers to a collection of rating scales using bipolar adjectives like active-lazy, strong-weak, etc.
(Likert, Semantic Differential, Nominal)
7. _____ of data refers to arranging the data in different groups according to common characteristics.
(Editing, Coding, Classification)
8. _____ is the measure of aggregate discrepancies between actual and expected frequencies.
(Chi-square, ANOVA, T-distribution)
9. _____ is designed for publication in a professional journal.
(Report, Research abstract, Research article)
10. Bibliography is included in the _____ of the report.
(Preliminary contents, Main body, Concluding part)

Q1 B. State whether the following statements are true or false: (any 7) (7)

1. Age, income and temperature are continuous variables & number of children and gender are discrete variables.
2. Causal research describes the "who, what, when, where and how" of a situation.
3. Qualitative researchers aim to gather an in depth understanding of human behaviour.
4. In case of census survey, the entire universe is contacted to collect the data.
5. Rensis Likert scale refers to a collection of rating scales using bipolar adjectives like active-lazy, strong-weak, etc.
6. Social Media Listening is also known as Social Media Monitoring.

7. Classification of data refers to transferring data in a tabular format for the purpose of analysis and interpretation.
8. Data processing means a critical examination of the assembled and grouped data for studying the characteristics of the object under study.
9. The report must be drafted in an impersonal style and format.
10. Self-Plagiarism includes using your own material which was used earlier in some research paper without citing yourself.

Q 2A. Define Research. Discuss the objectives of Research. (8)

Q 2B. State and explain the sources of hypothesis. (7)

OR

Q 2C. What is Primary data? Explain its advantages and disadvantages. (15)

Q 3A. State and explain the importance of questionnaire. (8)

Q 3B. What are the different types of observation method in primary data collection? (7)

OR

Q 3C. Describe the stages of research process in detail. (15)

Q 4A. What is data processing? Explain the essentials of editing (8)

Q 4B. What is data analysis? Explain its characteristics. (7)

OR

Q 4C. What is research report? Explain the Layout of report writing. (15)

Q 5A. What is Data processing? Explain the significance of Tabulation and Graphic presentation of data. (8)

Q 5B. State and explain the different types of research report. (7)

OR

Q 5C. Write short notes on: (any 3) (15)

1. Qualitative Research
2. Interview method
3. Chi-square test
4. Plagiarism
5. Objectivity, Confidentiality & Anonymity

Maximum Marks: 75

Duration: 2 Hours & 30 Minutes

Note: 1) All questions are compulsory, Subject to internal choice.
2) Figures to the right indicate full marks.

Q 1 A) State Whether the Following Statements are True or False: (Any 8) **08**

- 1) The location decision falls under long term planning.
- 2) Construction of Metro rail is project type production.
- 3) Simplification is opposite to that of diversification.
- 4) Line layout is also called as product layout.
- 5) MRP-I is a Materials Planning technique.
- 6) Materials can be stacked in any manner.
- 7) TQM requires management to reject change.
- 8) Productivity and efficiency are same.
- 9) Purchasing is primarily a clerical activity.
- 10) ABC analysis is based on the Pareto principle.

Q 1 B) Match the Column (Any 7) **07**

Group A		Group B	
1	Quality Management System	A	Robust Design
2	TQM	B	ISO 9001
3	Environmental Management System	C	Kepner Tregor Methodology
4	Continuous Production	D	Waste of overburden
5	Productivity	E	Customer Focused Organization
6	ABC inventory control	F	ISO 14000
7	General Purpose Machines	G	Mass Production
8	Muri	H	70:20:10 Rule
9	Problem Solving	I	Job Production
10	Taguchi	J	Output/ Input

Q 2 A) Explain the qualities essential for a production manager? **08**

B) What is Plant layout and explain the principles of a good layout? **07**

OR

C) What is Product Design? State the requirements of a good product design? **08**

D) Discuss in brief Material handling Equipment's. **07**

Q 3 A) What is Material management and objectives of it in detail? **08**

B) Explain the various Inventory control techniques in brief? **07**

OR

C) Explain Philip Crosby's Philosophy & approach to Quality. **08**

D) Explain the Ishikawa Fish Bone Diagram. **07**

Q 4 A) Write a note on ;

08

1. MBNQA 2. Deming's Application Prize

B) What is TQM and explain the key principles of TQM in detail?

07

OR

C) Explain the concept of ISO 9000 along with its registration process?

08

D) Explain the Concept of Six Sigma along with its features?

07

Q 5 A) ABC Ltd. Purchases computer chips at the rate of Rs. 75 each. The annual consumption of chip is 54,000 units. If the ordering cost is Rs.250 per order & carrying cost is 25%p.a., what would be the EOQ and Total Cost? If the supplier offers a discount of 10% for ordering 9,000 units. Per order, do you accept the discount offer?

08

B) Calculate partial & Total Productivity.

07

Output	500,000	Raw Material	190,000
Labour	75,000	Electricity	25,000
Capital	100,000	Other Misc. Exp.	10,000

OR

C) Write a Short Notes : (Any 3)

15

1. Importance of productivity
2. Inventory Management
3. DMAIC
4. Quality Circle
5. Production System

Mks: 75

Note:

1. All questions are compulsory, subject to internal choice.
2. Figures to the right indicate full marks.

Q1. A. State Whether the Following Statements are True or False: (Any 8)

(8)

1. Where law fails, ethics also fails.
2. Ethical marketing nowadays has become less important.
3. Ethics training won't help employees.
4. CSR stands for Corporate Search and Rescue.
5. Law is guided by reality principles.
6. Ethics and morals are often used interchangeably.
7. Integrating ethics management with other management practices is the need of the hour.
8. Corporate Governance is an instrument for benefiting all stakeholders of a corporate entity.
9. Business and ethics don't mix up.
10. The first generation CSR is called evolving business considering social factors.

Q1. B. Match the Column: (Any 7)

(7)

A	B
1. Organization Culture	(a) Transforming products to be more ethical
2. Business Ethics	(b) Customers
3. Personal ethics	(c) Principle 5
4. Organizational Systems	(d) SA 8000
5. Green washing	(e) Desires & Needs
6. External stakeholders	(f) 9 th March, 2005
7. Abolition of Child Labour	(g) Morality in Business Environment
8. Social Accountability	(h) Code of ethics
9. Sachar Committee Report	(i) Founder
10. Karma	(j) Beliefs & Values

Q2.

- a. Define Ethics and State its Nature?
- b. Differentiate between Ethics and Morals?

(8)

(7)

OR

- p. Define Business ethics and Explain its types
- q. What is Business Ethics and State its Need & Objectives?

(8)

(7)

Q3.

- a. Explain the concept Workplace Discrimination in detail?
- b. Explain the Ethical issues in HRM?

(8)

(7)

OR

- p. What is Marketing ethics? Explain the unethical marketing practices techniques?
- q. Explain the 4-V Model of Ethical Leadership?

(8)

(7)

Q4.

a. Explain the benefits of corporate governance to business, organization and to other parties? (8)

b. Explain the (Prohibition of Insider Trading) Regulations, 2015? (7)

OR

p. What is Corporate Governance? Explain the 4P's of Corporate Governance? (8)

q. Explain the Stewardship Theory? (7)

Q5.

a. Explain the steps involved in CSR strategy? (8)

b. Explain the Concept of Triple Bottom Line? (7)

OR

p. Write short notes on (Any 3): (15)

1. Types of Ethics
2. Issues in business ethics
3. Ethics in Advertising
4. RTI Act 2005
5. Scope of CSR

- NOTE :**
- i. All questions are compulsory.
 - ii. Figures to the right indicate full marks.
 - iii. Draw neat and clean diagram whenever necessary.

Q1. Choose correct alternatives. (Any 8)

8 Marks

1. _____ predicts future trends & behaviors, allowing business managers to make proactive, knowledge-driven decisions.
 - a) Data Warehouse
 - b) Data mining
 - c) Datamarts
 - d) Metadata
2. The most important reason for failure of MIS is _____.
 - a) Use of proper tools for design
 - b) Non-involvement of end-user
 - c) Improper Specification
 - d) None of the above
3. An information system that supports the planning and assessment needs of executive management is
 - a) DSS
 - b) TPS
 - c) ERP
 - d) None of the above
4. In _____ type of BPO, customer has to carry out significant part of process in-house
 - a) Transactional BPO
 - b) Niche BPO
 - c) Comprehensive BPO
 - d) None of the above.
5. ERP system is built on a _____ utilising a common computing platform
 - a) Centralised database
 - b) Individual databases
 - c) Modular databases
 - d) Centralised layout
6. The full form of OLAP is _____.
 - a) Online Analytical Processing
 - b) Online Advanced Processing
 - c) Online Advanced Preparation
 - d) Online Analytical Performance
7. The primary key having two or more attributes is called as _____.
 - a) Super Key
 - b) Composite Key
 - c) Candidate Key
 - d) None
8. Data Cleaning is the process of _____.
 - a) Searching through consistent data
 - b) Editing/Removing inconsistent data
 - c) Removing historical data
 - d) Editing past data
9. KPO requires _____.
 - a) Advanced analytical and technical skills
 - b) High degree of specialist expertise
 - c) Neither as a nor b
 - d) Both a & b
10. Who are the primary users of SCM systems?
 - a) Accounting, finance, logistics, and production
 - b) Sales, marketing, customer service
 - c) Customers, resellers, partners, suppliers, and distributors
 - d) All of the above

[Turn over

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

1. The role of ETL process is to identify erroneous data and to fix them.
2. The relational database model was created by E.F. Codd.
3. Redundancy refers to accuracy of data.
4. Knowledge Management is a component of DSS.
5. Enterprise Resource Planning (ERP) is an example of a single user database.
6. The basic idea of CRM is to treat different customer differently.
7. Surveys and market research are the examples of inbound services.
8. Business Intelligence is a part of XRP.
9. Outsourcing eliminates risk management part completely.
10. Classification technique is used in data warehouse.

- Q2. A. Define MIS? Explain the Characteristics of MIS?**
B. What are the Reasons for the failure of MIS?

8 Marks**7 Marks****OR**

- Q2. A. Explain any five applications of DSS?**
B. Discuss the Relationship of DSS with MIS?

8 Marks**7 Marks**

- Q3. A. Explain in brief Lifecycle of ERP?**
B. How does workflow automation help CRM?

8 Marks**7 Marks****OR**

- Q3. A. Explain in brief the different Components of E-SCM.**
B. Write a note of Architecture of ERP.

8 Marks**7 Marks**

- Q4. A. What are the different types of Keys in DBMS?**
B. What is DBMS? Why do we need databases? Explain with example.

8 Marks**7 Marks****OR**

- Q4. A. Explain the Data Warehouse Architecture with suitable diagram.**
B. What are the challenges faced by KPO industry?

8 Marks**7 Marks**

- Q5. A. What are the benefits of Business Process Outsourcing?**
B. Explain in brief Cloud computing service model?

8 Marks**7 Marks****OR****Q5. Write Short Notes (Any 3)****15 Marks**

1. Marketing & Sales System
2. Extended ERP
3. Data mining
4. Integrity Constraints
5. ITO

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