

Question Paper Set of

S.Y.B.M.S. – Sem-IV

Regular Exam

University of Mumbai

April, 2019

S4Bms

SEM-IV

Time : 2 hrs 30 min

APRIL 2019

Max Marks : 75

18/04/19

Note :

1. All questions are compulsory
2. All questions carry equal marks

Q1 A. Fill in the Blanks (Any 8):

(8 Marks)

1. Procurement of Raw material is the feature of
 - A) ERP-Marketing Module
 - B) ERP-HR Module
 - C) ERP-Finance Module
 - D) ERP-Purchase Module
2. Cloud based E- CRM includes
 - a) Cloud based customer services
 - b) Cloud Based Database
 - c) Mobile computing
 - d) All of the Above
3. The full form of OLAP is _____.
 - a) Online Advanced Processing
 - b) Online Advanced Preparation
 - c) Online Analytical Processing
 - d) Online Analytical Preparation
4. RFID stands for _____.
 - a) Radio Frequency Identification
 - b) Ratio Frequency Interface
 - c) Radio Frequency Interface
 - d) Radio Frequency Interface
5. Business Intelligence is included in _____.
 - a) MRP II
 - b) ERP
 - c) Extended ERP
 - d) MRP
6. EDI Stands for _____.
 - a) Electronic Data Interchange
 - b) Electronic Distributed Interchange
 - c) Electronic Data Interlink
 - d) None of the Above
7. The primary key having two or more attributes is called as _____.
 - a) Super Key
 - b) Composite Key
 - c) Candidate key
 - d) Foreign Key

8. Data about data is called as ____
- a) Tuple
 - b) Field
 - c) Metadata
 - d) Normalized data

9. Hub and Spoke model is a model of
- a) Outsourcing
 - b) Business Process Outsourcing
 - c) Cloud Computing
 - d) Data Processing

10. ____ is a DBMS software
- a) MySQL
 - b) Microsoft SQL
 - c) FoxPro
 - d) All of the Above

Q1 B. State whether following statement are True or False.(Any 7)

(7 Marks)

1. Outsourcing eliminates risk management part completely.
2. Database server is accessible to all users.
3. Redundancy refers to accuracy of data.
4. Ad-Hoc queries have their specific format defined.
5. Data mining can derive actionable information from large volumes of data.
6. GUI is the level closest to the user.
7. Data cleansing refers to removal of dirty data from warehouse.
8. ERP systems must have modular and open architecture .
9. Internet Bots are example of workflow automation.
10. OLAP queries require multidimensional representation.

Q2. Answer the Following:

- a) Define MIS. What are Objectives of MIS?
- b) Discuss Characteristics of MIS

(7 Marks)

(8 Marks)

OR

- a) Differentiate between MIS and DSS.
- b) Explain any four applications of DSS.

(7 Marks)

(8 Marks)

Q3. Answer the Following:

- a) Define ERP. Enlist and explain any 3 generic modules of ERP.
Explain with suitable diagram Architecture of ERP.

(7 Marks)

(8 Marks)

OR

- a) Define e-CRM. How does it differ from traditional CRM.
- b) Discuss Privacy issues and CRM.

(7 Marks)

(8 Marks)

- a) Discuss Data mining ?
b) Explain process flow of data mining.

(7 Marks)

(8 Marks)

Q5. Answer the Following:

A. Explain Business process outsourcing and KPO with suitable example.

(08 Marks)

B. Describe cloud computing service model with example.

(07 Marks)

OR

Q5. Write Short Notes on (Any 3):

(15 Marks)

1. Data Marts
2. KPO challenges
3. Workflow automation in CRM
4. e-SCM
5. Vertical and Horizontal Process in Outsourcing

SUBMS

SEM-IV

APRIL 2019

25/04/19

[Time: 2 ½ hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B: 1. All questions are compulsory.
2. Figures to the right indicate full marks.

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

(8)

1. Ethics and business can't go together.
2. Good ethics are a cornerstone of sustainable marketing.
3. Black money is the oxygen for corruption and corruption is the oxygen for black money.
4. Turf guarding means hoarding reserves.
5. Good corporate governance results in higher financing costs.
6. Corporate governance is about unethical conduct in business.
7. Audit committees are required for all companies.
8. Custodian of investor interest in India is SEBI.
9. CSR means Company Society Responsibility.
10. CSR spending is voluntary in India and not legal.

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

(7)

A	B
1. Ethos	a. Environmental impact
2. Morals	b. Spamming
3. Ability to frame our actions	c. Surrogate advertising
4. Justice to all Practices	d. Turf Guarding
5. Sending an unwanted email to another person	e. Dilemma
6. Hoarding Reserves	f. Ecologically safe products
7. Choosing between right and wrong	g. Fairness Principle
8. Green Marketing	h. Vision
9. Advertising which is used to promote banned products	i. Character
10. Sustainable Development	j. Customs

Q2.

- a. Explain the Scope of Business Ethics?
- b. Differentiate between Ethics & Morals?

(8)

(7)

OR

- p. What is Ethics and State its Objectives?
- q. Explain the Concept of Code of Ethics?

(8)

(7)

Q3.

- a. Explain the concept of whistle-blower? (8)
- b. Explain the ethical issues faced by an individual employee? (7)

OR

- p. Explain the reasons that can be used to strengthen marketing ethics? (8)
- q. Explain the tools for ethical management? (7)

Q4.

- a. Explain the need and objectives of corporate governance? (8)
- b. Explain the theories of corporate governance? (7)

OR

- p. Explain the concept of Carroll's Pyramid? (8)
- q. Highlight the benefits of Corporate Social Responsibility? (7)

Q5.

- a. Explain the recent issues in CSR in India? (8)
- b. Explain how to overcome the challenges of CSR in future? (7)

OR

Write short notes on (Any 3):

(15)

1. Benefits of Business Ethics
2. Ethical issues in HRM
3. Sachar Committee Report on CSR
4. Ethical Leadership
5. Scope of business ethics based on Functional areas of Business.

SYBMS Sem-IV APRIL 2019

26/04/2019

Duration: 21/2 hrs

Max Marks: 75

Note: 1. Attempt all questions.**2. All questions carry equal marks.****3. Use of simple calculator is permitted.****4. Draw schedules, graphs and diagrams wherever necessary.****Q1. A Choose the best answer: (ANY EIGHT)****08M**

- i. The consumption function or propensity to consume refers to -----
 - a. income saving relationship
 - b. income investment relationship
 - c. income consumption relationship
 - d. All of the above
- ii. Keynesian Economics is -----
 - a. Micro economics b. Macro economics c. Monetary economics d. Welfare economics
- iii. Marginal efficiency of capital refers to -----
 - a. the rate of profit expected
 - b. the rate of investments made
 - c. the rate of savings made
 - d. None of the above
- iv. During inflation gainers are -----
 - a. Common man b. Debtors c. Creditors d. All of the above
- v. According to Fisher's Equation of quantity theory of money -----
 - a. $MV = PT$ b. $MP = PV$ c. $MT = PV$ d. None of the above
- vi. Money supply M3 includes -----
 - a. $M3 = C + DD + OD$
 - b. $M3 = C + DD + \text{Deposits with post offices}$
 - c. $M3 = M1 + \text{Time Deposits with the banks}$
 - d. None of the above
- vii. Budget Deficit Fiscal Policy is followed during -----
 - a. Inflation b. Depression c. Boom d. None of the above
- viii. The debt that is repayable by the government after a fixed period of time is known as -----
 - a. redeemable debt b. Irredeemable debt c. Coercive debt d. None of the above
- ix. ----- introduced the concept of GBTT.
 - a. Adam Smith b. Alfred Marshall c. Amartya Sen d. Taussig
- x. Equilibrium terms of trade according to J. S. Mill is determined by the condition of -----
 - a. Market demand b. Aggregate demand c. Reciprocal demand d. None of the above

Q.P. Code: 51789

Page 1 of 3

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

- i. The current account of balance of payment does not include Unilateral services.
- ii. Donations, grants, gifts and such other payments which do not have counter obligations are known as unilateral flows.
- iii. Modern theory of International trade is based on the assumption of free trade.
- iv. The chief proponent of the concept of functional finance is J M Keynes.
- v. Funded debt is a long-term debt for a definite period.
- vi. "Too much of money chasing too few goods" is definition of inflation given by Coulbourn.
- vii. During inflation losers are Common man.
- viii. The term 'the supply of money' is synonymous with 'money supply'.
- ix. The question of tax shifting especially arises in the case of direct taxes.
- x. The monetary policy is concerned with the raising of government revenue and incurring of government expenditure.

Q2. Answer ANY ONE question from the following: 15M

- a. Discuss the importance of macro economics.
- b. Enumerate the phases of business cycle.

OR

- c. Explain the significance of circular flow of income.
- d. Explain in details the factors affecting velocity of circulation of money.

Q3. Answer ANY ONE question from the following: 15M

- a. Explain demand-pull and cost-push inflation.
- b. Discuss Keynes's theory of demand for money.

OR

- c. Explain in brief the instruments of monetary policy.
- d. Examine adverse effects of inflation on production.

Q4. Answer ANY ONE question from the following: 15M

- a. Enumerate canons of taxation.
- b. Explain the factors influencing incidence of taxation.

OR

- c. Discuss the significance of public expenditure.
- d. State the objectives of the FRBM Act.

Q5. Answer the following questions: 15M

- a. Explain classical theory of international trade.
- b. Explain the functions of foreign exchange market.

OR

Q5. B. Write explanatory notes on ANY THREE of the following: 15M

- a. Hedging
- b. Objectives of fiscal policy
- c. FDI
- d. Inflation targeting
- e. Green GNP and Green NNP

-----xxx-----xxx-----

SYBms Sem - IV

APRIL 2019

Time: 2.30 Hours

Max Marks: 75

- N.B. i) All questions are compulsory
ii) Figures to the right indicate full marks

Q.1. (A) Answer the following: (Any Eight)**1. Mean, Median and Mode are:**

- (A) Ways of sampling (B) Measures of central tendency (C) None of the above

2 Information is.....

- (A) Raw Data (B) Processed Data (C) Pure data

3. Research is

- (A) Searching again and again (B) Finding solution to any problem
(C) Working in a scientific way to search for truth of any problem d) All of the above

4. Which of the following is the first step in starting the research process?

- (A) Searching sources of information to locate problem.
(B) Survey of related literature (C) Identification of problem

5. _____ research is also called as basic research.

- (A) Fundamental (B) Applied (C) Historic

6. Action research means

- (A) A longitudinal research (B) An applied research (C) A research initiated to solve an immediate problem

7. _____ gives direction to the research work.

- (A) Sampling (B) Research design (C) Questionnaire
(D) Professional Attitude

8. The essential qualities of a researcher are

- (A) Spirit of free enquiry (B) Reliance on observation and evidence
(C) Systematization or theorizing of knowledge

9. In the process of conducting research 'Formulation of Hypothesis' is followed by

- (A) Statement of Objectives (B) Analysis of Data
(C) Selection of Research Tools (D) Collection of Data

10. A research paper is a brief report of research work based on

- (A) Primary Data only (B) Secondary Data only
(C) Both Primary and Secondary Data (D) None of the above

Q.1. (B) Answer the following: (Any Seven)

Group A		Group B	
1.	z - test	a.	Measured outcome
2.	Null Hypothesis	b.	Representative Unit
3.	Dependent variables	c.	Sample size above 30
4.	Sample	d.	H0
5.	Hypothesis	e.	Books and articles
6.	Secondary data	f.	Type of Research
7.	Descriptive	g.	Assumptions

8.	Questionnaire	h.	Superscript number
9.	Likert Scale	i.	Five – point scale
10.	Footnote	j.	Logical Sequence

Q.2 a. State any eight characteristics of the research. 07

Q.2 b. What is the hypothesis? Explain its importance. 08

OR

Q.2.a. Explain in detail meaning of research design and discuss the factors importance of research design. 15

Q.3.a. Discuss the different methods of collection of primary data 07

Q.3.b. Explain the limitations and advantages of secondary data in brief. 08

OR

Q.3.a. Explain the concept and techniques of scaling. 07

Q.3.b. Explain the essentials of a good questionnaire. 08

Q.4.a. Explain in brief the stages of data processing. 07

Q.4.b Explain the significance of data interpretation. 08

OR

Q.4.a. Explain report writing, and any eight of its importance. 07

Q.4 b. Discuss the various types of reports. 08

OR

Q. 5) Case Study 15

Your Company is Concerned with the production and marketing of T-Shirts. The Company wants to introduce a new range of sportswear as per the current needs and expectations of young college sportsmen and college students.

QUESTIONS:

a) Draft a suitable questionnaire for information collection (through survey) from sportsmen and college student also suggest a name for your Company. 07

(iii) List the sources of collecting secondary data for the said research. 08

OR

Q.5 Answer the following (Any three) 15

a. Steps in research process

b. Questionnaire

c. Plagiarism

d. Chi – square Test

e. T – Test

APRIL 2019

Sem - IV SYBH5 - 2/5/2019

Q.P. Code: 31195

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) Fill in the Blanks (Any 8)

- 1) _____ is the process of transforming raw material into finished goods for sale. (Marketing / Production / Packaging)
- 2) _____ means determining the shape, standard & pattern of the product. (Product Design / Product Process / Product Sale)
- 3) _____ is the ratio between what is produced to what is required to produce it. (Quality / Quantity / Productivity)
- 4) ISO stands for _____ organization for Standardisation. (Indian / International / Institutional)
- 5) _____ is the art & science of moving, packaging & storing of material in any form. (Material Management / Material Handling / Material Procuring)
- 6) _____ refers to the quantity ordered to be purchased at the lowest total cost. (EOQ / ABC / XYZ)
- 7) _____ pertains to planning of the space available for production activities. (Plant Layout / Plant Location / Plant Management)
- 8) _____ should be aimed at the needs of the customer, present & future. (Quantity / Quality / Productivity)
- 9) Under _____ process, 99.99966% of products created are expected to be statically free from defects. (Kaizen / Six Sigma / Lean)
- 10) _____ defines quality in terms of the social loss, loss to producer & consumer. (Deming / Taguchi / Kepner & Tregor)

Q 1 B) Match the Column (Any 7)

Group A		Group B	
1	Process Production	A	Appraisal Cost
2	Batch Production	B	Failure Cost
3	MBNQA	C	Paints & Vehicles
4	Deming Prize	D	Crude Oil & Sugar
5	Cost of Poor Quality	E	Based on Nature of Supplier
6	Cost of Good Quality	F	For American Company
7	GOLF Analysis	G	For Japanese Company
8	SDE Analysis	H	Minimize Waste
9	Lean Thinking	I	To change for better
10	Kaizen	J	Based on Problem of Procurement

Q 2 A) Define Production Management. Discuss the Components of Production Management. 08

B) Explain the characteristics of a good product design. 07

OR

C) Define Six Sigma. Explain the DMAIC & DMADV methodology in brief. 08

D) Discuss in brief procedure for registration for ISO certification. 07

Q 3 A) Explain in brief various types of Material handling Equipments. 08

B) Explain the objectives of Materials Management. 07

OR

C) Define Quality. Explain the characteristics of Quality. 08

D) Discuss the service dimensions of Quality. 07

Q 4 A) Explain in brief any 4 Inventory Control Techniques. 08

B) What are the types of Plant Layout? 07

OR

C) Explain Taguchi's Quality Engineering. 08

D) Explain Edward Deming's Philosophy & approach to Quality. 07

Q 5 A) ABC Ltd. Purchases computer chips at the rate of Rs. 50 each. The annual consumption of chip is 36,000 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 6,000 units. Per order, do you accept the discount offer? 08

B) Calculate partial & Total Productivity. 07

Output	1000,000	Raw Material	175,000
Labour	150,000	Electricity	50,000
Capital	200,000	Other Misc. Exp.	25,000

OR

C) Write a Short Notes : (Any 3)

1. Quality Circle
2. Lean Thinking
3. Production System
4. Deming's Application Prize
5. Ishikawa Fish Bone Diagram

15

03/05/19

SUBMS SEM-IV APRIL 2019

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)

(08)

1. Final step which involves the execution of all the plans of the event according to the final concept is known as _____
a. Carrying out b. Canvassing c. costing d. All of these
2. _____ are community gathering that happens during Dandiya Nights, Ganpati celebrations, Christmas celebrations, iftar parties, etc.
a. Cultural Celebrations b. Charitable celebrations c. Artist Based d. None of these
3. _____ are a popular form of fund raising.
a. Charitable Events b. Environmental Events c. Cultural events d. None of these
4. Interactions that are built around the event and not during the actual event, at the same time, using the event as a focus of interaction are _____
a. Indirect Interaction b. Direct interaction c. External reach d. None of these
5. A good _____ plan starts with assessing the risks that might occur based on probability that they will occur and the consequences if they do occur.
a. Event management b. Organized c. Proactive d. Crisis management.
6. A _____ tax is a form of Pollution tax.
a. Sales tax b. Value added tax c. Personal tax d. Carbon tax.
7. Green Events are all about making an event _____ for the environment and society.
a. Sustainable b. Suitable c. Social d. Polite
8. "_____ events can offer a number of ways for participants to connect and communicate.
a. Virtual b. Cause related c. Green d. Charitable
9. Understanding how your attendees are feeling about your brands or event is essential when improving user experience for the future and will lead to _____.
a. Positive feedback b. Negative feedback c. No feedback d. Constructive feedback.
10. "A _____ is a document that demonstrates commitment to health and safety.
a. organisation bond b. safety policy c. government rules d. management rules

Q1 B. State whether the following statements are true or false: (any 7) (07)

1. Cause based event creates memorable experiences for attendees.
2. Creativity is a phenomenon whereby something new and somehow valuable is formed.
3. Canvassing is for sponsors, customers and networking components.
4. Expected event level means the event should be organized very formally to meet the purpose of an event.
5. Financial sponsors are in-kind sponsors.
6. Event marketing is the most easiest part of event planning.
7. A safety policy is a document that demonstrates commitment to health and safety.
8. Promotional events tend to have high budgets and high profile.
9. Event management is a low risk business.
10. A virtual event is time consuming and costly.

Q.2 a. Define Event marketing. Explain five C's of Events. (08)

Q.2 b. Explain importance of Events as a Marketing communication tool. (07)

OR

Q.2 c. What are the Key Elements of Events. (08)

Q.2 d. Write a note on Event Creativity (07)

Q.3 a. Explain the classification of Events. (08)

Q.3 b. Write a note on Segmentation in Events. (07)

OR

Q.3 c. What are the bases used for Event variations? (08)

Q.3 d. Write a note on Charitable events and Cultural Events. (07)

Q4a. Explain various possible Pre-Event expenses. (08)

Q4b. Discuss the various skills required while negotiating best price to carry an event. (07)

OR

Q4c. How to make attractive sponsorship package for organising an event. (08)

Q4d. Which are the different types of Networking Components? (07)

Q5a. Write a note on Career in Event Marketing.

(08)

Q5b. State and explain the skill sets required for an Event Manager.

(07)

OR

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

(15)

1. Reach and Interaction
2. Green events
3. Sponsorships
4. Safety and security of Events
5. Event charges

SYBMS SEM-IV APRIL 2019

03/05/19

Duration: 2.5 hrs

Total Marks: 75

1. All questions are compulsory.
2. All questions carry equal marks.
3. Figures to the right indicate maximum marks.

Q1. Objective Questions:**A. Match the Columns: (Solve any 8 out of 10)**

(8 Marks)

Group A		Group B	
1	Reserve Bank of India	A	Liquid Instruments
2	T- Bill	B	1982
3	ROSCAS Model	C	5 Departments
4	MOF	D	Uncollateralized Basis
5	NHB	E	Appointed by Board of Trustees
6	Inter Corporate Deposits	F	Shareholder creditor
7	Merchant Banking	G	1935
8	Custodian	H	Transparency
9	Utmost Good Faith	I	Chit Fund
10	Stockholder Lender Conflict	J	Investment efficiency and economic growth
		K	1988
		L	Fee Based Services

B. True and False (Solve any 7 out of 10)

(7 Marks)

1. Financial system is a set of complex and closely interlinked financial institutions, financial markets, financial instruments and services which facilitate the transfer of funds.
2. Commercial Paper (CP) is a popular instrument for financing working capital requirements of companies.
3. Grameen model are small loan, informal and homogenous groups of 10 to 20 members each.
4. SEBI does not help in prohibiting insider trading in securities
5. The IFCI has promoted ICRA Ltd, a credit rating agency to help investors undertake investment decisions
6. Treasury Bill is used by the Government to raise short term funds for meeting temporary Government revenues.
7. Mutual fund is a way of reducing your potential financial loss or hardship.
8. Multi Commodity Exchange of India Limited (MCX) is India's first listed exchange
9. Basis = Cash Price – Future Price
10. Closed – ended mutual funds does not have a fixed number of units and a fixed tenure.

Q2. Solve Any 2

- A. What are the various challenges faced by Financial sector
- B. Explain in detail the operations of Primary market in India

(8 Marks)

(7 Marks)

OR

C. What are the various advantages and disadvantages of Microfinance?

(8 Marks)

D. Discuss role of SEBI in investors Protection?

(7 Marks)

Q3. Solve Any 2

A. Briefly define various functions and objectives of IDBI

(8 Marks)

B. Who are the various participants in money market?

(7 Marks)

OR

C. What are various developments that took place in capital market?

(8 Marks)

D. What are the types of Derivatives Contracts?

(7 Marks)

Q4. Solve Any 2

A. How mutual funds do functions in India?

(8 Marks)

B. Elaborate the need and purpose of Insurance

(7 Marks)

OR

C. What are the various Dimensions of well functioning financial systems?

(8 Marks)

D. Explain in detail the Three Pillar Banking system of Germany

(7 Marks)

Q5. Write Short Notes On: (Solve any 3 out of 5)

(15 Marks)

a. Financial system in Germany

b. Grameen Bank Model

c. SIDBI

d. Role of Capital Markets in India

e. Commercial Paper

SUBMS - Finance

SEM-IV

APRIL 2019

04/05/19
Marks: 75

Duration: 2.30 Hours

- Note: 1. All questions carry 15 marks each
 2. Q.1 is compulsory and Q.2 to Q.5 have internal choice.
 3. Use of simple calculator is allowed.
 4. Working note should form part of your answer.

Q.1- A State whether following questions are TRUE or FALSE (any EIGHT)

(08)

- Value Engineering is concerned with new product
- Kaizen costing emphasizes on hiding problems
- Back flush accounting is used for more complex products that requires many stages of manufacturing
- Balance scorecard has five perspectives
- BEP analysis is necessary only for newly established companies
- In margin of safety, fixed cost is consider as period cost
- The steeper the slope of learning curve, higher the cost of wastage per unit of output
- Idle time variable is always favorable
- Material yield variance arises due to change in wastage
- Independent branch is cost center

Q.1- B Match the Column (any SEVEN)

(07)

Column 1	Column 2
1. Bottom Line	a. Strategy to minimize Income Tax
2. ABC	b. Soundness of Business
3. Purchase at higher price	c. Measures degree of variation
4. Angle of incidence	d. Profit center
5. Decentralization of authority	e. Profits
6. Sigma	f. Cost Allocation
7. Production Department	g. Direct Cost
8. Controllable cost	h. Constructive Appraisal
9. Large margin of safety	i. Cost Center
10. Cost Audit	j. Profit region

- Q.2 A Karishma Ltd makes three main products, using broadly the same production methods and equipment for each. A conventional product costing system is used at present, although an activity-based costing (ABC) system is being considered. Details of the three products for a typical period are: (15)

Particulars	Hours per unit		Material per unit	Volume units
	Labour Hour	Machine hours		
Product X	0.5	1.5	20	750
Product Y	1.5	1	12	1250
Product Z	1	3	25	7000

Direct labour costs Rs. 6 per hour and production overheads are absorbed on a machine hour basis. The rate of absorption of production overheads is Rs. 28 per machine hour.

Requirements

- a) Calculate the cost per unit for each product using conventional methods.

Further analysis shows that the total of production overheads can be divided as follows

	%
Costs relating to set-up	35
Costs relating to machinery	20
Costs relating to material handling	15
Costs relating to inspection	30
Total production overhead	100

The following total activity volumes are associated with the product line for the period as a whole:

Particulars	No. of set up	Movement of materials	No. of inspections
Product X	75	12	150
Product Y	115	21	180
Product Z	480	87	670

- b) Calculate the cost per unit for each product using ABC principles.

OR

- Q.2 B A company is organized into two divisions. Division 'Mango Pulp' produces component which is used by division 'Mango Juice' in marking a final product. The final product is sold at Rs 400 each. Division 'Mango Pulp' has a capacity to produce 2,000 units. and the entire quantity can be purchased by Division 'Mango Juice' (08)

Division 'Mango Pulp' informed that due to installation of new machines, its depreciation cost has gone up and hence wants to increase the price of the component to be supplied to division 'Mango Juice' to Rs 220. Division 'Mango Juice', however, can buy the component from the outside market at Rs 200 each. The variable costs of division 'Mango Pulp' is Rs 190 per unit and fixed cost Rs 20 per unit in manufacturing the final product. The variable costs of division 'Mango Juice' in manufacturing the final product by using the component is Rs 150 (excluding the component cost) and fixed cost of division 'Mango Juice' is Rs 10 per unit.

Required:

- If there are no alternative uses for the production facilities of 'Mango Pulp', will the company benefit if division 'Mango Juice' buys from outside suppliers at Rs 200 per components?
- If the internal facilities of Mango Pulp' are not otherwise idle and alternative use of the facilities will give an annual cash operating saving of Rs 30,000 to Division 'Mango Pulp', should Division 'Mango Juice' purchase the component from outside market.
- If there are no alternative uses for the production facilities of 'Mango Pulp', and selling price in the outside market drops by Rs 15, should Division 'Mango Juice' purchase from outside supplier.
- What should be the minimum transfer price, if division 'Mango Juice' decides to buy from division 'Mango Pulp'?

Q.2 C Explain the concept of value analysis & write in detail its steps.

(07)

Q.3 A A retail dealer in stationery is currently selling 10,000 pens annually. He supplies the following details for the year ended 31st December 2015:

(15)

Particulars	Rs.
Selling price per pen	100
Variable cost per pen	50
Fixed cost	
Salary to staff	2,40,000
General expenses	1,60,000
Advertising cost	80,000

As a cost accountant of the firm, you are required to answer the following each part independently.

1. Calculate P/V Ratio
2. Calculate breakeven point and margin of safety in units and in amount
3. Assume that 12,000 new pens were sold in a year. Find out the net profit of the firm.
4. Assume that for the year 2016 an additional staff salary of Rs. 60,000 is anticipated, and price of a pen is likely to be increased by 10% what should be the break-even point in number of pens and sales revenue
5. If it is decided to introduce selling commission of Rs. 5 per pen how many pens would be required to be sold in a year to earn a net income of Rs. 1,60,000

OR

Q.3 B Asia Ltd. has a capacity to produce 50,000 units of a certain product. The schedule of selling prices is given below: (08)

volume of Sales (% of capacity)	Selling Price per unit (Rs.)
50	2
60	1.8
70	1.6
80	1.5
90	1.25
100	1.2

The variable cost for manufacturing is Rs. 1 per unit and total fixed cost is Rs. 20,000 per month.

- At which level profit will be maximum?
- would you change your decision if fixed cost per month changes

Level of activity	50%	60%	70%	80%	90%	100%
Fixed cost per month (Rs.)	20,000	20,000	20,000	22,000	23,000	24,000

Q.B C Explain in detail 'Learning Curve' (07)

Q.4 A (15)

Particulars	Products	Sales quantity (units)	Selling price per unit
Budgeted Sales	SOAP	600	30
	OIL	400	40
	CREAM	1000	80
Actual Sales	SOAP	440	36
	OIL	440	40
	CREAM	1320	76

Calculate the following Variances

1. Sales Value Variance
2. Sales Price Variance
3. Sales Quantity Variance
4. Sales Volume Variance
5. Sales Mix Variance

OR

Q.4 B

The budgeted vs actual comparison for division of bottled colors of Tam Tam Company at the end of half year is as follows: (08)

Particulars	Budget	Actual
Sales	200	185
Material and other variable cost	120	109
Fixed cost	30	30
Sales promotion	10	7
Operating profit	40	39
Net working capital	100	103
Fixed assets	40	37

For this division, judge the performance by 1) variances 2) Profitability Ratios

Q.4 C Explain in detail about fixed cost variance (07)

Q.5 A What is DMAIC Approach? (08)

Q.5 B Explain the concept of Life cycle costing (07)

Q.5 C Write Short Note (any three) OR (15)

1. Benchmarking
2. Objectives of Cost Audit
3. Total Quality Management
4. Advantages and Disadvantages Standard Costing
5. Transfer Pricing Methods

SYBMS - Mktng SEM-IV APRIL 2019

04/05/19

Duration: 2½ Hours

Total Marks: 75

Instruction to students:

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

Q1.A Attempt any eight from the following:

(8 Marks)

- _____ refers to non-personal communications regarding an organisation, product, service or idea not directly paid by identified sponsorship.
a) Publicity b) Advertising c) Public Relations
- _____ Creates a short term increase in sales by motivating trial use and encouraging larger purchases.
a) Direct Marketing b) Marketing Mix c) Sales promotion
- _____ is a process of exchanging ideas, thoughts, speech, signals etc.
a) Communication b) Purchase c) conviction
- _____ analysis provides an insight into both internal and external conditions that can lead to effective marketing communication.
a) BCG b) SWOT c) Personal selling
- Sales promotion is often used in the growth and _____ stage of PLC.
a) Introduction b) Maturity c) Decline
- _____ offer the consumer an extra amount of a product at regular price by providing larger units.
a) Coupons b) Discount c) Bonus packs
- An _____ appeal is related to an individual's psychological and social needs for purchasing certain products and services.
a) Emotional b) Fear c) Moral
- _____ marketing is possible by establishing personal communication link with the customer through circulars, letters, folders, booklets etc.
a) Mobile b) Direct c) Indirect
- _____ have pre-printed information about the organisation that helps the consumers to give feedback on the aspects as desired by organisation.
a) Response cards b) Scanner c) Feedback Reports
- _____ is a deliberate attempt on the part of the organisation to cheat the customers.
a) Misleading advertisements b) Fraud c) Puffery

Q1. B) Match the following (Any 7)

(7 Marks)

Column A	Column B
1) Personal Selling	a) Tool of advertising
2) Publicity	b) Public affair
3) Stereotype	c) Society benefits
4) Point of purchase	d) Purchase process
5) Blogging	e) Face to face interaction
6) Public relation	f) Sender of message
7) Pull strategy	g) Brand building
8) Sales promotion	h) Editorial
9) Encoding	i) Extensive advertising
10) DAGMAR	j) Negative impression

Q2. a) What are the different approaches to Budgeting?

(7 Marks)

b) How to determine promotional objectives? Explain need for promotional objectives.

(8 Marks)

OR

c) Explain role of IMC in Marketing.

(7 Marks)

d) Discuss Alternate Response Hierarchy Model I detail.

(8 Marks)

Q3. a) Highlight the various types of media options available to IMC planner. (7 Marks)

b) Explain in brief the advantages and disadvantages of personal selling. (8 Marks)

OR

c) Enumerate different types of trade promotion strategies.

(7 Marks)

d) Write down steps in sales promotion campaign.

(8 Marks)

Q4. a) What is Public Relation? State its advantages and disadvantages.

(7 Marks)

b) Explain in detail the following tools of Direct Marketing.

(8 Marks)

1) Catalogue

2) Telemarketing

3) Internet

OR

c) State the role of direct marketing in IMC.

(7 Marks)

d) Explain sponsorship in detail, write types of sponsorship.

(8 Marks)

Q5. a) Explain the following concepts:

(7 Marks)

- 1) Test Market
- 2) Facebook likes
- 3) QR codes

b) Discuss some of the unethical practices in marketing communication. (8 Marks)

OR

Q5. c) Attempt any three from the following

(15 Marks)

- 1) Misleading claims
- 2) Pull VS Push strategy
- 3) Interactive Marketing
- 4) Publicity
- 5) Types of catalogue marketing.
