



**PRAHLADRAI DALMIA LIONS COLLEGE
OF COMMERCE & ECONOMICS
ISO 21001: 2018 Certified**

Date: 14th September, 2024

NOTICE

**Bachelor of Management Studies
ATKT Internal Examination Semester IV September, 2024**

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. Submission of the Projects, Date & Time of Viva Voce- **5th October, 2024 at 11:00 am in T10 classroom.**
2. Students have to be present in person for the submission.
3. Internal project topics are also uploaded on the college website.
4. Submission of projects or assignments to be done on proper A4 size paper, handwritten by the candidate himself only. The Front page should contain details of Roll no, Name of the student, Semester, Subject.
5. Print out of the questions uploaded should be attached along with the project.
6. Student should also enclose a photocopy of the ATKT fee paid receipt along with each of his projects.
7. On the date of submission there will be a viva voce on the given questions/topics.
8. If the student fails to present himself on the given date and time he will be marked **ABSENT** for the said subject.
9. Any Submissions after the above mentioned date and time will not be accepted and entertained under any circumstances.

**Sailee .S
Co-ordinator BMS**

**Ms. Subhashini Naikar
Vice- Principal (SFC)**

**Prof. Dr. D.N. Ganjewar
Principal**

SYBMS Semester IV

Strategic Cost Management

2033 PATEL NIMISH MAHESH

- 1) Write short notes on: Kaizen costing and Back Flush costing
- 2) EPL LTD shows the following detail find the, a)P/v ratio b) Break Even Point (unit) c) Margin of Safety d) profit e) Sales to earn a profit of RS 6000
Fixed cost 4500
Variable cost 7500
Sales 15000
Unit sold 500
- 3) Write a short note on BEP
- 4) Distinguish between Cost audit and Management audit.
- 5) Explain the concept of Transfer pricing with reference to international business.

Auditing

2011 DSOUZA DANIEL EUGINE

- 1) What is test checking? Explain the differences between test check and internal check?
- 2) Explain the advantages & disadvantages of Final Audit?
- 3) Explain the concept of Audit Working Papers in detail?
- 4) How would you verify salaries and wages?
- 5) what do you mean by frauds? Explain the misappropriation of frauds.

Event Marketing

2123 KARMAKAR ARYAN BISHWARUP

- 1) How would you handle an event going over budget?
- 2) How do you manage event promotion, including social media outreach and email campaigns?
- 3) Apply the Reach Interaction Matrix framework to analyse the advantages derived from event marketing strategy.
- 4) Exploring the entry of Rombar Cleaner into the Indian household cleaning market, analyse how Segmentation, Targeting, and Positioning (STP) strategies can be applied.
- 5) According to Mr Tweetwall, what method is used to calculate the price of the basic ticket? Throw light on local legislations & Tax Laws for licences & permits.

2158 SUR SANCHITA UTTAM

- 1) Explain with examples how Advertising, Business Cards, Informative Brochures and Direct Mail act as important networking components for event management companies.
- 2) Differentiate between the following: Flat fees, Fixed Hourly rates and Commission rates, charged to clients by wedding planners.
- 3) What makes an event successful and how do you measure that success?

- 4) Define Crisis Management. Summarize the plan drafted by the team to handle any crises.
- 5) For the brand 'Acne Squad' entering the skincare market, how can they effectively use Segmentation, Targeting, and Positioning (STP) strategies to identify their market segments, target profitable consumer groups, and establish a unique brand position compared to competitors?

Tourism Marketing

2167 GHADI SHLOK AMOL

- 1) Discuss the Positive and Negative Environmental effects of tourism.
- 2) Explain the promotion mix for marketing tourism product.
- 3) Discuss Cohen's typology for tourists.
- 4) Write about the Basic 4 'A's and Additional A's of Tourism.
- 5) Explain the ten principles for pursuing poverty alleviation through tourism.

Foundation Course-IV

2112 DUBEY SHIKHA SHESH DHAR

- 1) Define ethics; explain its nature and evolution.
- 2) What is the importance of ethics in advertising?
- 3) .Explain the role played by government in ensuring business ethics
- 4) Which are the various ethical issues in the marketing mix related to Price?
- 5) Discuss the role of Religion in ethics and business ethics.

2119 JAIN PAKSHAL RAKESH

- 1) Are ethics important at workplace? Justify your answer.
- 2) What is the need for corporate governance?
- 3) Explain the importance of ethics in business
- 4) Explain the various CSR principles and strategies.
- 5) Discuss various unethical marketing practices techniques in detail.

2166 YADAV ROSHAN OMPRAKASH

- 1) Explain the need for ethics. What are the features of ethics?
- 2) What is need for employee code of conduct?
- 3) Define CSR. Give its meaning and need.
- 4) Mention the approach for corporate governance.
- 5) Write about the theories of corporate governance in detail.

BUSINESS RESEARCH METHODS

2167 GHADI SHLOK AMOL

- 1) Define Research. Discuss the objectives of Research. State and explain the sources of hypothesis.
- 2) Describe the stages of research process in detail.
- 3) Explain the concept of sampling in business research methods with reference to meaning and methods.
- 4) Explain the concept of plagiarism.
- 5) Write short notes on: a) Pure, Basic and Fundamental b) Applied, c) Empirical d) Scientific & Social research.

PRODUCTION & TOTAL QUALITY MANAGEMENT

2156 SHARMA KHUSHALI BRIJESH

- 1) What do you mean by product development? Discuss the scope of product planning and product development.
- 2) Explain the concept of materials management and state its objectives.
- 3) Explain the concept of intermittent and continuous production systems.
- 4) Write short notes on: Quality assurance and EOQ
- 5) What are the different philosophies and approaches to quality?

2166 YADAV ROSHAN OMPRAKASH

- 1) Define materials handling. Discuss the various principles of materials handling.
- 2) What are the various factors that affect the plant location?
- 3) Define production management. Discuss the various components of production system.
- 4) What are the different modes of calculating productivity?
- 5) What is materials management? Give its importance and different types of materials handling systems.

BUSINESS ECONOMICS-II

2033 PATEL NIMISH MAHESH

- 1) Explain circular flow of income in a two sector model.
- 2) Examine the features of trade cycle.
- 3) Examine the properties of consumption function. Explain the working of multipliers.
- 4) Discuss the factors affecting velocity of circulation of money.
- 5) Discuss the objectives of monetary policy.

2112 DUBEY SHIKHA SHESH DHAR

- 1) Define macroeconomics and give its scope.
- 2) What are the determinants of money supply?
- 3) What are the principles of sound and functional finance?

- 4) Explain Ricardo's Theory of comparative cost advantage.
- 5) Write short note on Spot and Forward rate of Exchange.

2119 JAIN PAKSHAL RAKESH

- 1) How is macroeconomics different from microeconomics? Give the importance of macroeconomics.
- 2) Write short note on Hedging and speculation.
- 3) What are the measures to correct BOP crisis?
- 4) Explain the different types of Public Debt.
- 5) Explain Fisher's equation of exchange.

2123 KARMAKAR ARYAN BISHWARUP

- 1) Explain Cambridge cash balance approach.
- 2) What are the instruments of monetary policy?
- 3) What are the features of short run economic fluctuations?
- 4) Distinguish between fixed and floating exchange rates.
- 5) What is the significance of public expenditure?

2125 PAL VISHAL MAHENDRA

- 1) Explain in detail the concept of FDI with reference to its definition, meaning and importance.
- 2) Contra cyclical Fiscal Policy and Discretionary Fiscal policy
- 3) Explain the different canons of taxation.
- 4) Explain the Keynes' liquidity preference theory of interest
- 5) Distinguish between Free trade and Protection.

2142 YADAV ANUJ KAILASHPATI

- 1) Explain the different types of disequilibrium
- 2) Explain Factors determining terms of trade
- 3) Write a detailed explanation on Demand Pull Inflation and Cost Push Inflation.
- 4) What do you mean by inflation targeting?
- 5) Explain the different phases of trade cycle.

2153 SHAIKH SHAKIB MUSTAQUE SHAMSHUDDIN

- 1) Define macro – economics. Discuss the importance of the study of macroeconomics.
- 2) Discuss Keynes consumption function and bring out its various assumptions.
- 3) Explain the Principle of Functional Finance.
- 4) Discuss the economic effects of taxation.
- 5) .Explain Cost -Push inflation

2166 YADAV ROSHAN OMPRAKASH

- 1) Explain the concept of circular flow of income and expenditure in 3- sector economy (with savings and investments)
- 2) Discuss the concept of Multiplier and bring out the various leakages of the multiplier.
- 3) Explain the burden of Internal Debt.
- 4) Explain the concepts of Budget Deficits.
- 5) Explain the various instruments of Monetary Policy.

2223 MALI CHANDANI TRIYOGI

- 1) Explain the Keynesian approach to Demand for money.
- 2) Critically evaluate Fishers Equation of Exchange
- 3) State H-O Theory. Bring out its assumptions.
- 4) Explain the concept and structure of Balance of Payments.
- 5) Write short notes on: GGDP & Contra cyclical Fiscal Policy