



Prahladrai Dalmia Lions College of Commerce & Economics
(Government Aided & Affiliated to University of Mumbai & AICTE, New
Delhi) NAAC Re- accredited with 'A' Grade (III Cycle) ISO 21001: 2018 Certified
University of Mumbai Recognized Research Centre in Accountancy,
Commerce & Business Economics
A Government Approved Hindu Linguistic Minority Institute
52 Years of Sterling Performance in Education

Date: 3rd September, 2025

NOTICE

BACHELORS OF MANAGEMENT STUDIES
SY BMS (Semester III)
CIA Internal Project Assignment Submission September, 2025

Instructions for the students for internals projects submission:

1. Date & Time of Assignment Submission - **As per the time table given below.**
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.
5. The Front page should contain details of Roll no, Name of the student, Semester, Subject along with certificate provided by the class mentors.
6. If the student fails to present himself on the given date and time he will be marked ABSENT for the said subject.
7. Any Submissions after the above mentioned date and time will not be accepted and entertained under any circumstances.

Ms. Sailee Shringarpure
BMS Co-ordinator

Ms. Subhashini Naikar
Vice Principal, SFC

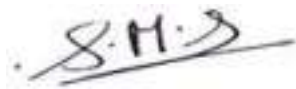
Prof. (Dr.) D. N. Ganjewar
Principal

DI/R-IPS/EXAM/00

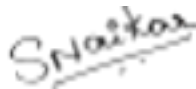
Schedule of VIVA VOCE

SYBMS

Sr. No	Date	Day	Time	Name of Course	Name of Faculty
1.	16/09/2025	Tuesday	9.00-10.40 am 11.00-12.40 pm	1. Business Economics 2. E-Commerce	Dr. Neha Chitlangia Mr. Nirav Tawadia
2.	17/09/2025	Wednesday	9.00-10.40 am 11.00-12.40 pm	1. Introduction to Finance 2. Equity and Debt 3. Sales and Distribution Management 4. Introduction to Marketing 5. OB and HRM 6. Introduction to HR	Ms. Vibha Bhavsar Ms. Jigna Makwana Mr. Jainish Gotecha Ms. Mona Sheth Dr. Tejal Mogre Mr. Jainish Gotecha
3.	18/09/2025	Thursday	11.00 to 12.40 pm	1. Consumer Behaviour	Dr. Tejal Mogre
4.	19/09/2025	Friday	11.00 to 12.40 pm	1. Recruitment & Selection 2. Basics of Financial Services	Ms. Mona Sheth Ms. Sneha Hathi



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BUSINESS ECONOMICS

ROLL NUMBERS	QUESTION NUMBERS
1-5	1-5
6-10	6-10
11-15	11-15
16-20	16- 20
21-25	21-25
26-30	1-5
31-35	6-10
36-40	11-15
41- 45	16- 20
46 and above	21-25

Assignment Questions:

1. Define **Business Economics**. Explain its scope and importance in managerial decision-making.
2. Discuss the relationship between **elasticity of demand and revenue concepts**.
3. Explain the **Law of Variable Proportions** with diagram.
4. Explain the features of **perfect competition**.
5. Explain **cost-plus (full cost) pricing**. What are its advantages and disadvantages?
6. What is the principle of *opportunity cost*? Give suitable business examples.
7. What is a *production function*? Distinguish between **short-run** and **long-run production functions**.
8. Discuss short-run and long-run equilibrium of a firm under perfect competition.
9. Differentiate between **marginal cost pricing** and **mark-up pricing**.
10. Explain the relationship between **Total, Average, and Marginal revenue** with the help of diagrams.
11. Distinguish between **incremental cost** and **marginal cost**.
12. Write notes on:
 - a) Isoquants
 - b) Ridge lines

13. Explain the concepts of **LAC (Long-run Average Cost)** and **Learning Curve**.
14. Explain the concept of **monopoly**. Show equilibrium of a monopoly firm in the short and long run.
15. Discuss **cartels** and **price leadership models** with real-life examples.
16. Discuss **transfer pricing** and its relevance in multinational companies.
17. Define **elasticity of demand**. Discuss its types (price, income, cross, and promotional).
18. Explain the **Law of Returns to Scale**.
19. Discuss the role of **advertising under monopolistic competition**.
20. What is demand forecasting? Explain its meaning, significance, and methods (survey, statistical, trend analysis).
21. Define **economies of scale** and **diseconomies of scale** with examples
22. Explain explicit cost, implicit cost, fixed cost, and variable cost with business examples
23. Discuss the key features of **oligopoly**
24. Explain the short-run and long-run equilibrium of a firm under monopolistic competition.
25. What is *Break-even analysis*? How is it useful in business applications?

Batch B (OB & HRM):- Why is HR the heart of an organization?

Batch C (Consumer Behaviour):- Influence of E - buying & its impact on consumer behaviour.

Instructions:-

- # Minimum 5 pages, maximum 10 (excluding cover page)
- # Assignment should be handwritten, pictures can be printed.
- # The cover page should consist of Name, Roll no. Subject, Topic, Grade/ Division etc.
- # Avoid back to back writing. Writing on the left side of the picture would be preferable.
- # Pages should be filed, loose sheets will not be accepted.
- # At the end bibliography/ bibliography is mandatory.
- # Kindly clear doubts in lecture, if any.

INTRODUCTION TO HR

Sybms C - Hr - JD and Interviews - 10 marks

SALES AND DISTRIBUTION MANAGEMENT

Sybms B - Mkg - Product Development and Presentation - 10 marks

SYBMS. Equity and debt

Assignment Questions

Q.1 Explain the meaning types, advantages & disadvantages of Debentures

Q.2 Explain the types of Dividend policy.

Q.3 Explain the importance of the equity market.

Q.4 Write different types of bonds.

Q.5 Write a note on NSE & BSE

Q.6 Explain the process of IPO.

Q.7 Write a note on Government securities.

E-COMMERCE

As part of the course E-Commerce I: Digital Banking and Insurance Services, you are required to complete a practical assignment project.

Assignment Task:

- Visit any nearby McDonald's outlet.
- Conduct a Resto Tour to observe their digital and e-commerce practices (such as digital payments, self-ordering kiosks, online ordering system, app-based services, and customer experience).
- Prepare a detailed report of your findings as per the assignment guidelines provided.
- The report must include Geo-tagged photographs of your visit to validate your observations.

Submission Guidelines: As prescribed in class

This assignment is designed to provide you with hands-on experience of how digital banking and insurance-related services are integrated into real-world business operations in the food & beverage industry.

SYBMS - INTRODUCTION TO FINANCE ASSIGNMENT

CASE STUDIES

ROLL NO	TOPICS
201,202,221	Apple - iPhone Capital Structure Decision
203,204	Reliance Jio raising fund through right issue
205,206	Tesla high risk investment and returns
207,208	Yes bank financial crisis and bailout
209,210	Zomato IPO Going Public
211,212	KingFisher Airlines Financial Failure
213,214	Facebook acquisition of Whatsapp
215,216	Patanjali growth through internal financing
217,218	Tata Motors Raise fund through Bonds
219,220	Infosys Divided Policy and Share holder Wealth

Note-

- **Case studies contain a minimum of 8-10 pages.**
- **Only A4 size Ruled sheets to be used for assignments (project paper).**
- **Assignment to be written only.**
- **Only blue or black ink to be used for writing.**
- **Handwriting and presentation will be part of evaluation**
- **The cover page should consist of Name, Roll no. Subject, Topic, Grade/ Division etc.**

Subject: Basics of Financial Services

SYBMS (Finance) - Semester III

ASSIGNMENT

Answer the following (Attempt any 5)

1. Explain the Role and Importance of RBI
2. Explain the Structure of Financial Market
3. Discuss the characteristics of Development Banks
4. What is Mutual Fund? Explain the types of Mutual Fund
5. Explain the guidelines of Merchant Bankers
6. Write a note on Non-Performing Assets along with example of any bank
7. Discuss the function of Development Banks
8. Explain any one case study in detail with reference to any Insurance companies

SYBMS - HR RECRUITMENT AND SELECTION

ASSIGMENT FOR SYBMS

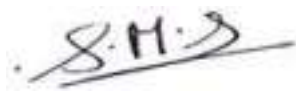
NOTE WRITE ANY 5 FROM THE FOLLING

- 1 What Is Process Of Selection**
- 2 Make Formant For Application For Employment**
- 3. Write Note On Different Method Of Interview.**
- 4. What Is Types Of Selection Test.**
- 5 What Is Induction And Requirement Of Induction**
- 6.What Are The Steps Of Onboarding New Employees**
- 7. Write Note On Interview Preparation Guide.**
- 8. What Is Bio Data ,CV ,Or Resume And Discuss Its Importance**
- 9. Make CV For Your Self**
- 10 What Is Video Conference And Tele Conferencing Skills**

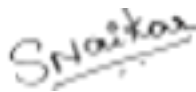
ASSIGNMENT FOR SYBMS INTRODUCTION OF MARKETING

NOTE WRITE ANY 5 FROM THE FOLLING

1. What is Marketing ? What are the advantages of marketing
2. What are the needs of marketing?
3. What are the different parts of the marketing concept?
4. Explain the different factors of the micro environment.
5. Explain types of Marketing Research.
6. What are the factors affecting consumer behavior?
7. What is Marketing Mix?
8. Discuss Branding in detail.
9. How the new technology is helpful to marketing
10. What is marketing segmentation?



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