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

NOTICE

ATKT Internal Examination AUGUST, 2024, BMS (SEM. VI)

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. Date of Submission of the Projects-**3rd September, 2024. Timings - 11:00 am to 12:00 noon**.
2. Reporting time for students: at least 10 minutes before the mentioned time. Venue: Third floor staffroom.
3. Students have to be present in person for the submission.
4. Internal project topics are also uploaded on the college website.
5. 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.
6. Print out of the questions uploaded should be attached along with the project. Students 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.**
10. Students who have failed in Project work, Internal and External need to come and meet Mr. Nirav Tawadia on 10th of August 2024 at 11:00 am in the Second floor staffroom for project topic approvals.
11. NOTE - Students who has paid ATKT fees for internal component but has not been allotted questions or has any query is requested to contact Mr. Nirav Tawadia on or before, 16th August 2024 by mailing on bmsdept@dalmialionscollege.ac.in .

Kindly follow the following schedule for your project submission and viva:

SUBJECT	FACULTY
INTERNATIONAL FINANCE	Ms. Ruchira Prabhutendolkar
OPERATIONS RESEARCH	C.A. Durgesh Kenkre
STRATEGIC FINANCIAL MANAGEMENT	Ms. Poonam Sharma
PROJECT MANAGEMENT	Ms. Poonam Sharma
INTERNATIONAL MARKETING	Mr. Nirav Tawadia
RETAIL MANAGEMENT	Mr. Nirav Tawadia

INDIRECT TAX	Mr. Rahul Yadav
BRAND MANAGEMENT	Mr. Nirav Tawadia
MEDIA PLANNING AND MANAGEMENT	Mr. Nirav Tawadia

Ms. Sailee Shringarpure
BMS Coordinator
Date - 07th August,2024

Ms. Subhashini Naikar
Vice Principal (SFC)

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

DI/N-STD/GEN/00

BRAND MANAGEMENT

SHARMA ADITYA DULICHAND

1) What is the importance of branding to consumers?
2) What are the benefits of relationship marketing?
3) Explain Brand Personality and their traits?
4) What are the advantages of cause marketing?
5) What is the importance of brand positioning?

KUSHWAHA RAJ RAJENDRA PRASAD
1) Difference between brand and a product?
2) Short note on personalizing marketing.
3) Explain the concept of brand value chain?

4) Explain the concept of brand-product metrics.
5) What are the types of brand recall?

ASWAL SHAILESH SWAROOPSINGH

1) What is the scope of branding?
2) What are the roles of distribution channels?
3) What are the sources of brand equity?
4) What is the importance of distribution?
5) What is the importance of brand hierarchy?

BHATT BHAVIK DILIP

1) What is the importance of brand awareness?
2) Note on brand hierarchy levels.
3) What is the effectiveness of brand recognition?
4) What are the types of brand elements?
5) Short note on Green marketing.

INTERNATIONAL MARKETING

KUSHWAHA RAJ RAJENDRA PRASAD

1. Discuss the process of international marketing?
2. What is meant by turnkey project? State it advantages
3. Explain briefly about the SAARC and its objectives
4. Distinguish between domestic and international marketing?
5. Elaborate the various incentives & assistance offered by the Indian Government to exporters?

SHARMA ADITYA DULICHAND

1. Define International Marketing and explain its features?
2. Distinguish Between Domestic & International Marketing?
3. PESTLE Analysis or International Marketing Environment – Case Study
4. Explain the different types of Trade barriers?
5. Write a note on EU, NAFTA & ASEAN?

ASWAL SHAILESH SWAROOPSINGH

1. Write the functions of WTO and explain the DOHA round of WTO?
2. Write a note on advantages & disadvantages of MNC?
3. Summarize the functions & factors influencing packaging?
4. Explain the different types of foreign intermediaries?
5. Write a note on Labeling & Marking?

BHATT BHAVIK DILIP

1. Explain the role of IIP in the packaging field?
2. Explain the factors influencing pricing?
3. Write in detail the different pricing methods?
4. Write a note on INCOTERMS?
5. Write a note on direct and indirect exporting?

RETAIL MANAGEMENT

KUSHWAHA RAJ RAJENDRA PRASAD

1. Explain the Scope of Retail Management.
2. Explain Multi Channel Retailing.
3. Explain Green Retailing.
4. The factors influencing Retail management are divided into how many types? Explain them.
5. What is the limitation of e-tailing?

ASWAL SHAILESH SWAROOPSINGH

1. What are the components of IT in retailing?
2. What is the role of CRM in retail business?
3. . Explain 5 S's of Retail Operations.
4. What are the elements of exterior and interior store design?
5. What are the advantages of Franchising?

BHATT BHAVIK DILIP

1. What are the principles of Merchandising?
2.Explain types of pricing strategy in detail?
3. What are the objectives of HRM in retailing?
4. What are the factors influencing retail management?
5. What are the factors influencing retail prices?

MEDIA PLANNING AND MANAGEMENT

SHARMA ADITYA DULICHAND
1. What are the features of mass communications
2. What is the scope of media planning
3. What are the elements of media planning
4. Elaborate the role of media in business
5. Explain the media planning process

KUSHWAHA RAJ RAJENDRA PRASAD
1. Concepts:- Reach, Frequency, GRP, CDI, Pulsing, CPRP, CIB listership, TRP, ADMAR
2. What are the factors that you consider while selecting a media mix
3. What are the factors that influence media planning decision
4. Explain the steps in formulating the steps in media strategy
5. What are the advantages and disadvantages of newspapers as a source of media

ASWAL SHAILESH SWAROOPSINGH
1. What are the advantages and disadvantages of OOH media
2. Explain the new trends/tools of media
3. Elaborate the factors affecting media mix
4. Explain the various factors that affect media budget
5. Explain various methods of setting media budget

BHATT BHAVIK DILIP
1. Elaborate the media buying process
2. What is a buying brief and what are its critical component
3. What are the various types of negotiation strategies in media buying
4. What are the factors that affect scheduling of media
5. Concepts:- Cumulative reach, discrete reach, Average OTS, stickiness index, Radio metrics, TAB, SOV, GI, Selectivity index.

STRATEGIC FINANCIAL MANAGEMENT

JHA SONU SANJAY

1. What are the determinants of Dividend Policy?
2. Damodhar Ltd. has 10 lakh equity shares outstanding. Current market price of the shares is Rs.150 each. The board of directors of the company has recommended a dividend of Rs.8 per share. Rate of capitalization is 12%. How many shares are to be issued as per MM Model at the end of accounting year on the assumption that the net income is Rs.2 Crore and the investment budget is Rs.4 Crore and the dividend is declared as recommended by the directors.

3. The following information is given for QB Ltd.
Earning per share Rs.12
Dividend per share Rs.3
Cost of capital 18%
Internal Rate of Return on investment 22%
Retention Ratio 40%
Calculate the market price per share using
(i) Gordon's formula
(ii) Walter's formula

4. What is the procedure of payment of Final Dividend
5. RST Ltd. has a capital of Rs.10,00,000 in equity shares of Rs.100 each. The shares are currently quoted at par. The company proposes to declare a dividend of Rs.10 per share at the end of the current financial year. The capitalization rate
for the risk class of which the company belongs is 12%. What will be the market price of the share at the end of the year,if
(i) a dividend is not declared?
(ii) a dividend is declared ?
(iii) assuming that the company pays the dividend and has net profits of Rs.5,00,000 and makes new investments of Rs.10,00,000 during the period, how many new shares must be issued? Use the MM model.

INTERNATIONAL FINANCE

JHA SONU SANJAY

1) Define international finance and give the scope of international finance.
2) What do you mean by Balance of payment? List the accounting principles in Balance of payment.
3) Explain the Bretton woods system.
4) Write short notes on: i) Direct and indirect rates ii) Cross currency iii) Tax Havens e) Distinguish between FDI and FPI

CHAUHAN RAJNISH RAJESH

1) What are the goals of international finance?

2) Explain the accounting principles in balance of payments.

3) Distinguish between fixed and flexible exchange rates system.

4) Write short notes on: ADR and GDR

5) What is the role of FEDAI in foreign exchange market.

KANNOJIYA AJIT RADHESHYAM

1) Explain the Bretton woods system.

2) Write short notes on: i) Direct and indirect rates ii) Cross currency iii) Tax Havens e) Distinguish between FDI and FPI.

3) What are the goals of international finance?

4) Explain the accounting principles in balance of payments.

5) What is the role of FEDAI in foreign exchange market.

INDIRECT TAX

JHA SONU SANJAY

1. A) Determine the Time of Supply in following cases where supply doesn't involve movement of goods.

Date of Invoice	Date on which goods are made available	Date of Payment
1-12-2021	15-12-2021	16-12-2021
15-12-2020	10-12-2020	14-12-2020

B) Determine the Time of Supply in following independent cases.(Reserve charges)

Date of Invoice	Date of Receipt of Goods	Date of Payment
1-05-2021	7-05-2021	5-05-2021
13-06-2021	25-06-2021	30-06-2021

2. Determine the Time of service in following cases. (Normal case)

Date of Provision of service	Date of Invoice	Date of Payment
1-05-2021	7-06-2021	5-06-2021
13-06-2021	25-06-2021	30-06-2021
16-12-2021	15-1-2022	17-1-2022

3. Amar who is a manufacturing in thane provides the data for the financial year 2020-21. The details are as follows-
   Intra state supplies Rs 125000
   Intra state supplies (GST at NIL rates) Rs 305000
   Intra state supplies which are wholly exempt Rs 346000
   Value of inward supplies on which tax payable under RCM Rs 540000.
   Explain whether Amar is eligible to opt for composition scheme in financial year 2021-22 and also calculate GST payable if not rate of GST 18%.

JANGIR SHUBHAM HARI

1) A) Determine the Time of Supply in following cases where supply involves movement of goods.

Date of Invoice	Date on which goods are made available	Date of Payment
11-2-2022	15-2-2022	16-2-2022
15-10-2020	10-10-2020	14-10-2020

B) Determine the Time of Supply in following independent cases.(Reserve charges)

Date of Invoice	Date of Receipt of Goods	Date of Payment
1-05-2021	7-05-2021	5-05-2021
13-06-2021	25-06-2021	30-06-2021

2) Determine the Time of service in following cases. (Normal case)

Date of Provision of service	Date of Invoice	Date of Payment
11-05-2021	17-06-2021	15-06-2021
13-07-2021	25-07-2021	30-07-2021
26-12-2021	25-1-2022	27-1-2022

3) Amar who is a manufacturing in thane provides the data for the financial year 2020-21. The details are as follows-
Intra state supplies Rs 225000
Intra state supplies (GST at 5% rates) Rs 350000
Intra state supplies which are wholly exempt Rs 460000
Value of inward supplies on which tax payable under RCM Rs 540000.
Explain whether Amar is eligible to opt for composition scheme in financial year 2021-22 and also calculate GST payable if not rate of GST 12%.

OPERATIONS RESEARCH

Following students need to select any 4 questions from the following and solve:

1. SHARMA ADITYA DULICHAND
2. KUSHWAHA RAJ RAJENDRA PRASAD
3. ASWAL SHAILESH SWAROOPSINGH
4. JAWALEKAR ARYA UMAKANT
5. JHA SONU SANJAY
6. JAMALI MOHTESHAM ALI
7. CHAUHAN RAJNISH RAJESH
8. SHARMA ANUJ ANIL
9. KAVIRATNA SAHITYA BHARAT
10. BHATT BHAVIK DILIP

a) In a hospital, 4 patients need the services of a private room on a certain day. There are 5 rooms available to the patient. The room charges differ according to their location and services available inside the room and the class of the patient. How should the rooms be allotted so that the hospital earns maximum total room rent? Following table gives the room charges in rupees per day:

Rooms	patients			
	1	2	3	4
P	280	390	580	220
Q	450	550	630	400
R	380	390	820	530
S	730	420	400	450
T	580	350	570	560

b)

Factories	markets					
	M1	M2	M3	M4	M5	Avail.
			(cost per unit Rs.)			
x	2	11	10	3	7	4
y	1	4	7	2	1	8
z	3	9	4	8	12	9
reqd.	3	3	4	5	6	

Determine the initial feasible solution using LCM

c) **Construct the network diagram comprising activities B,C, ..., Q and N such that the following constraints are satisfied:**
B < E, F; C < G, L; E, G < H; L, H < I ; L < M; H < N; H< J; I, J < P; P < Q
The notation X < Y means that the activity X must be finished before Y can begin.

d) **Distinguish between CPM and PERT**

e) **Solve the following linear programming problem using simplex method:**

Maximize Z = 10A+8B
Subject to constraints: 6A+4B≤720
                              2A+4B≤400
                              A, B≥ 0

1) A cigarette manufacturing company has three factories in three different cities C1, C2 and C3. It sells its product in three different markets M1, M2 and M3. The cost of raw materials, labour and transportation costs differ along with the prices at which they are sold in different markets. The margin therefore varies from the place of manufacture and markets as follows:

	M1	M2	M3
C1	29	28	30
C2	25	27	23
C3	35	37	38

The availability in the cities are 2000 units each while the demand in the markets are 1500 units, 3000 units and 1500 units respectively. Find initial feasible solution by Vogel's Approximation Method and then use Modified Distribution method to find optimal solution.

2) Following is the information about cost of performing different jobs on different machines. Find the optimum assignment.

Machines	jobs		
	1	2	3
A	17	8	11
B	21	14	7
C	10	7	6
D	10	18	17

3) Solve the following linear programming problem using simplex method:
Maximize Z = 45A+55B
Subject to constraints: 6A+3B≤120
                              4A+10B≤180
                              A, B≥ 0

4) A project has the following times schedule:

Activity	Times in weeks	Activity	Times in weeks
(1 – 2)	4	(5 – 7)	8
(1 – 3)	1	(6 – 8)	1
(2 – 4)	1	(7 – 8)	2
(3 – 4)	1	(8 – 9)	1
(3 – 5)	6	(8 – 10)	8
(4 – 9)	5	(9 – 10)	7
(5 – 6)	4		

Draw a critical path for the above.

1) A city bus service has two bus depots where the buses are parked at night. Each morning the buses have to reach three different starting points. The distance (in kms) between the depot and the starting points is as follows:

Buses	Starting points			Availability
	A	B	C	
X	2	8	4	25
Y	3	7	3	10
Reqd.	15	8	12	

Find initial feasible solution by Least Cost Method and then use Modified Distribution method to find optimal solution.

2) In a hospital, 4 patients need the services of a private room on a certain day. There are 5 rooms available to the patient. The room charges differ according to their location and services available inside the room and the class of the patient. How should the rooms be allotted so that the hospital earns maximum total room rent?
Following table gives the room charges in rupees per day:

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P	280	390	580	220
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R	380	390	820	530
S	730	420	400	450
T	580	350	570	560

3) Solve the following using simplex method: Maximize Z = 4000a+2000b+5000c

Subject to: 12a+7b+9c≤1260
                22a+18b+16c≤19008
                2a+4b+3c≤396
                a, b, c≥0

4) The following details are available regarding a project:

Activity	Predecessor Activity	Duration (Weeks)
A	-	3
B	A	5
C	A	7
D	B	10
E	C	5
F	D,E	4

Draw the critical path

4) A project has the following times schedule:

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(2 – 4)	1	(7 – 8)	2
(3 – 4)	1	(8 – 9)	1
(3 – 5)	6	(8 – 10)	8
(4 – 9)	5	(9 – 10)	7
(5 – 6)	4		

Draw a critical path for the above.

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Reqd.	15	8	12	

b) Factories   markets

Factories	M1	M2	M3	M4	M5	Avail.
			(cost per unit Rs.)			
x	2	11	10	3	7	4
y	1	4	7	2	1	8
z	3	9	4	8	12	9
reqd.	3	3	4	5	6	

Determine the initial feasible solution using LCM

4) Distinguish between PERT & CPM