



NOTICE

DATE - 17/05/2023.

**ATKT Internal Examination May, 2023.**

**BMS (SEM. V)**

INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:

1. The viva voce will be conducted offline.
2. **Date of Submission of the Project 30th May, 2023-** Venue and timing as per the table given below.
3. Students must write their Internal ATKT project in their own handwriting on A4 size foolscap paper.  
On top of every page a student has to write his/her Complete Name, Program (Dept.), Semester, Roll no., Class and Contact No.
4. Student has to attach a photocopy of questions allotted to him/her along with his answers.
5. Students have to attach an ATKT fee payment receipt along with his/her project.
6. On the date of submission, there will be a viva voce for which the student has to present himself/herself, failing which he/she will be marked absent.
7. Submissions after the above mentioned date and time will not be accepted and entertained under any circumstances.
8. Student who has paid his/her atkt fees but not allotted questions is required to mail to [bmsdept@dalmialionscollege.ac.in](mailto:bmsdept@dalmialionscollege.ac.in) on or before 22nd May, 2023 relating the same.

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<b>Name of the subject</b>	<b>Name of the teacher</b>	<b>Classroom</b>	<b>Timing</b>
Corporate Communication & Public Relations (06)	Nirav Tawadia	T7	9.30 am to 11.00 am
Logistics & Supply Chain Management (03)	Nirav Tawadia	T7	9.30 am to 11.00 am
Investment Analysis & Portfolio Management (02)	Durgesh Y. Kenkre	T6	9.30 am to 11.00 am
Financial Accounting (03)	Durgesh Y. Kenkre	T6	9.30 am to 11.00 am
Risk Management (02)	Hitesh Sharma	T6	9.30 am to 11.00 am
Direct Taxes (01)	Hitesh Sharma	T6	9.30 am to 11.00 am
Services Marketing (02)	Poonam Sharma	T7	9.30 am to 11.00 am
E- Commerce & Digital Marketing (01)	Poonam Sharma	T7	9.30 am to 11.00 am
Sales & Distribution Management (02)	Poonam Sharma	T7	9.30 am to 11.00 am
Customer Relationship Management (01)	Poonam Sharma	T7	9.30 am to 11.00 am

# INTERNAL ATKT PROJECT TOPIC QUESTIONS FOR VIVA VOCE

## Corporate Communication & Public Relations

### 1) BAGKAR RAVINDRA RAJAN

- a) Define corporate communication, give its meaning and scope.
- b) What is the relevance of Corporate communication in today's scenario?
- c) Write a short note on corporate image (with reference to meaning, factors affecting corporate image)
- d) What is the importance of ethics in corporate communication?
- e) Write a note on invasion of privacy.

### 2) KHAN NAVED AKHTARHUSSAIN

- a) Write a detailed note on corporate identity (give definition, meaning and features)
- b) Write short notes on: Professional code of ethics and Defamation.
- c) List the essentials of public relations.
- d) Explain the systems theory of Public relations.
- e) Write a note on the role of management in employee communications.

### 3) LADDHA DEEP NITIN

- a) Explain in detail the situational theory used in public relations.
- b) Explain the role of communication in a crisis.
- c) Give the reasons for emerging international public relations
- d) Write short notes on: e-media and e-internal communication.
- e) How effective are corporate blogs in today's scenario?

### 4) HATE YASHICA KISHOR

- a) Define corporate blogging and list its characteristics.
- b) Write a detailed note on e-brand identity and company reputation
- c) What are the different types of communication technology?
- d) What are the benefits of good employee communication?
- e) Explain the diffusion theory used in public relations.

### 5) BHATI RONIT RAVINDRA

- a) Explain the social exchange theory used in public relations.
- b) List the essentials of public relations.
- c) What are the different issues in public relations environment?
- d) What are the different sources of employee communications?
- e) What are the guidelines for handling crisis in an organization?

### 6) RAI SIMRAN ANAND

- a) Write down the objectives of public relations.
- b) What is the importance of ethics in corporate communication?
- c) What is the role of corporate blogs in today's corporate world?
- d) What is the importance of technology in corporate communication?
- e) Write short notes on: Trust building and Web conferencing.

## **Logistics & Supply Chain Management**

### **1) RAI SIMRAN ANAND**

- a) Draw a diagram and explain the concept of logistical performance cycle.
- b) Explain the scope of logistics.
- c) What do you mean by warehousing? Give its benefits.
- d) Explain the principles of material handling.
- e) Write short notes on: EOQ and RORO

### **2) KHAN NAVED AKHTARHUSSAIN**

- a) What are the challenges faced in logistics and supply chain management?
- b) What are the benefits of outsourcing?
- c) What are the characteristics of ideal measurement system?
- d) Explain total cost approach in logistics costing.
- e) Write short notes on: Deep water ports, and logistics parks.

### **3) LADDHA DEEP NITIN**

- a) List the drawbacks of outsourcing.
- b) State the impact of globalization on logistics and supply chain management.
- c) Write short notes on: Maritime logistics and Container freight stations.
- d) Give the objectives of logistical network analysis.
- e) Explain Activity based costing and Mission based costing.

## Investment Analysis & Portfolio Management

### 1) HATE YASHICA KISHOR

- a) What are the different criteria for making investment decisions?
- b) Explain the basic principles of technical analysis.
- c) List the assumptions to CAPM
- d) Write short notes on: Online share trading and Penny stocks.
- e) Explain the portfolio management process in detail with a suitable diagram.

### 2) RAI SIMRAN ANAND

- a) Explain the Dow Jones theory in detail.
- b) Write short notes on: Candlestick chart and Oscillators.
- c) What are the factors that affect investment decisions in portfolio management?
- d) Beta factor of a portfolio is measured at 1.35. Returns on Market portfolio indicate that Rs.1000 invested will fetch Rs. 153 in an year. RBI bonds, guaranteed by the central Government yields 4.50%. Actual return of the portfolio is 25%. Find the Jensen's Alpha.
- e)

State of Economy	Probability	Stock X	Stock Y
Boom	0.5	30	35
Normal	0.3	35	40
Recession	0.2	25	30

Calculate the expected rate of return and standard deviation of both the stocks.

## Financial Accounting

### 1) BAGKAR RAVINDRA RAJAN

- a) A company issued 1,00,000 shares these shares were underwritten as follows: X-60,000 , Y-25,000 , Z-15,000. In addition there is firm underwriting X-8,000, Y-3,000, Z-10,000 shares. The total subscription including the firm underwriting was 71,000 shares and the firms included the following marked application: X-10,000 , Y-20,000 , Z-5,000. Determine the liability of underwriters.
- b) A Ltd. imported goods from Star co of USA worth US \$150000 on 1/12/2018 when the exchange rate was Rs.60 per US \$. The amount to be paid in installments is as follows:

Date	Amount of installment US \$	Exchange rate per US\$
31/12/18	20000	60
15/1/19	40000	62
15/2/19	60000	59
15/4/19	30000	65

A Ltd. closes their books on 31st March, every year. On 31st March, 2019, the exchange rate was Rs.63 per US\$. Pass journal entries for the above transactions.

- c) On 1.1.1999, X Ltd. bought 100, 12% Govt. Bonds of Rs. 1,000 each at Rs. 940 each. On 1.8.1999, X Ltd. sold 50, 12% Debentures at Rs. 980 each. Interest is paid half-yearly i.e. on 30th June and 31st December, every year. Prepare 12% Govt. Bonds Account assuming that the market price for the same is Rs. 990 per bond.
- d) What are the contents of Research Report in ethical practices?

### 2) SUNDARAM ANJALI BHARATHI

- a) Meena Ltd has authorised company of Rs.50,00,000 divided into 1,00,000 equity shares of Rs.50 each. The Company issued for subscription 50,000 shares at a premium of Rs.10 each. The entire issue was underwritten as follows : A-30,000 (firm underwriting 5,000), B-15,000 (firm Underwriting 2,000), C-5,000(Firm Underwriting 500). Out of the total issue 45,000 shares including firm underwriting were subscribed. The following were the marked applications: A-16,000 , B-10,000 , C-4,000 Calculate the liability of each underwriters.

- b) Pass journal entries for the following transactions in the books of C Co. for the following foreign exchange transactions:

On 1/1/2020, C Co. imported goods worth \$42500 from Joe of USA and made the following payments:

12/1/20- \$8000

12/2/20- \$9000

12/3/20- \$14000

12/4/20- \$11500

C Co. closes its books as per financial year. Exchange rate for 1\$ was as follows:

1/1/20- Rs.70

12/1/20- Rs.68

12/2/20- Rs.71

12/3/20- Rs.70

31/3/20- Rs.69

12/4/20- Rs.70

- c) On 15th March O.P. Ltd. purchased Rs. 1,00,000, 9 per cent Govt. Stock (interest payable on 1st April, 1st July, 1st October and 1st January) at 88½ cum-interest. On 1st August Rs. 20,000 stock is sold at 89 cum-interest and on 1st September Rs. 30,000 stock is sold at 88¼ Ex-interest. On 31st December, the date of the Balance Sheet, the market price was Rs. 90. Prepare an investment account.
- d) What are the implications of unethical behaviour for financial reports?

**3) HATE YASHICA KISHOR**

- a) Embassy Ltd issued 10,000 Shares of Rs.100 each a premium of Rs.20 per share. The entire issue was underwritten by A, B & C as follows. A-5,000 (firm underwriting-1000), B-3,000 (firm Underwriting-500), C-2,000 (firm Underwriting500). Public have applied for 9,000 shares. The following are the marked forms including Firm Underwriting A-3,500, B-1,400 , C-1,600. Determine the liability of underwriters.
- b) From the following transactions of D Co. pass necessary journal entries:

Date	Transactions	Exchange rate per \$
1/1/21	Export of goods \$120000 to Jackson	68
1/2/21	Import of raw materials \$150000 from James	68
10/3/21	Payment received \$80000 from Jackson	70
20/3/21	Paid to James \$ 80000	68
30/4/21	Balance payment from Jackson	70.5
31/5/21	Balance paid to James	72

D Co. closes its books on 31st March every year when the exchange rate was 1\$ = Rs.70.

Journalise the above transactions in the books of D Co.

- c) On 1st March 1992, XY Corporation Ltd. purchased Rs. 30,000, 5% Government Stock at Rs. 95 cum-interest. On 1st May 1992, the company sold Rs. 10,000 of Stock at Rs. 97 cum-interest. On 15th December 1992, another Rs. 10,000 Stock was sold at Rs. 93 ex-interest. On 31st December 1992, the closing date of the financial year, the market price of the Stock was Rs. 92. Half-yearly interest is received every year as on 30th June and 31st December. Prepare an investment account.
- d) What is the need for ethical behaviour in the accounting profession?

## **Risk Management**

### **1) HATE YASHICA KISHOR**

- a) Explain the risk process in detail.
- b) Distinguish between Risk management and Risk measurement.
- c) What is the importance and scope of risk governance?
- d) What is the purpose and source of risk assurance?
- e) Explain the concept of insurance securitisation.

### **2) RAI SIMRAN ANAND**

- a) Write short notes on: Reinsurance and bancassurance.
- b) Explain the role of actuary in insurance sector.
- c) Write in detail about risk management and corporate governance.
- d) Explain the terms: ERM Matrix, ERM framework and ERM process.
- e) Explain the Markowitz Risk Return model with a suitable example.



### Direct Taxes

#### 1) BAGKAR RAVINDRA RAJAN

a) Mr. Kishore, a citizen of USA came to India for the first time, on his appointment as a Manager of Thomas cook & co. on 1<sup>st</sup> April 2017. On 1<sup>st</sup> February 2018 he was transferred to Singapore for three years. He came back to India on 2<sup>nd</sup> december2021 and joined his original firm M/S Thomas cook & co. as a manager and since then he is in India. Determine the residential status of Mr. Kishore for the assessment year 2022-23.

b) Mr. X owns three houses which are used by him for his residential purpose.

particulars	House I (SOP)	House II (DLOP)	House III (LOP)
Municipal valuation	300000	700000	750000
Fair rent	400000	650000	700000
Standard rent	400000	675000	725000
Municipal tax	4000	5000	7000
Interest on borrowed fund for purchase of house property	80000	40000	100000

Find out the net income of Mr. X for the assessment year 2022-23.

c) Mr. Patel a British citizen had the following income during the year.

- Professional fees received in India Rs 55000
- Income from house property in India Rs 40000
- Dividends received from Indian company Rs 21800
- Income received from Indian agriculture Rs 10000
- Salary earned in Bangladesh and received in Nepal Rs 20000
- Income earned in PAKISTAN but received in India Rs 5000.

d) Write short notes on: Deduction under section 80CCC and 80DD

## **Services Marketing**

**1) KHAN NAVED AKHTARHUSSAIN**

- a) Give the distinctive characteristics of services.
- b) What are the problems and solutions to branding of services?
- c) Explain the SERVQUAL model
- d) What are the recent trends in marketing services in the tourism industry?
- e) List the factors that favor transnational strategy.

**2) LADDHA DEEP NITIN**

- a) List some unethical practices in the services sector.
- b) What are the recent trends in marketing services in the healthcare industry?
- c) Write short notes on high contact services and low contact services.
- d) Is marketing of services similar to goods? Justify with examples.
- e) Write down and explain the elements of transnational strategy.

## **E- Commerce & Digital Marketing**

### **1) KHAN NAVED AKHTARHUSSAIN**

- a) What do you mean by E- commerce? Give its features and categories.
- b) What is M- Commerce? Give its benefits.
- c) Explain in detail the Bricks and Clicks business model.
- d) What are the advantages of website?
- e) List the principles of web design

## **Sales & Distribution Management**

### **1) KHAN NAVED AKHTARHUSSAIN**

- a) Explain the interface of sales with other management functions.
- b) What are the requisites of a good sales manager?
- c) Give the difference between national and international selling.
- d) Explain any two selling skills.
- e) List the factors affecting effective management of distribution channels.

### **2) LADDHA DEEP NITIN**

- a) Differentiate between consumer selling and organizational selling.
- b) Write short notes on: Sales management audit and sales performance review.
- c) Explain the factors affecting distribution strategy.
- d) Explain the Need Satisfaction theory and Stimulus Response Theory of Selling.
- e) What are the methods of closing a sale?

## **Customer Relationship Management**

### **3) KHAN NAVED AKHTARHUSSAIN**

- a) Explain the benefits of CRM to customers and organizations.
- b) Write short notes on: cross selling and up selling.
- c) What are the different types of data? Explain each in brief.
- d) What are the ethical issues in CRM?
- e) Explain the CRM strategy cycle with the help of a suitable diagram.