



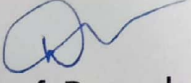
# Prahladrai Dalmia Lions College of Commerce & Economics

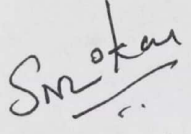
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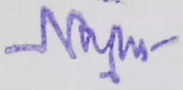
Date: 10 APR 2019

## IMPORTANT INSTRUCTIONS WHILE SUBMITTING INTERNAL PROJECT (ATKT), APRIL, 2019

- 1) The project should be hand written only.
- 2) The project should be submitted on full size paper.
- 3) The student should write his name, department, semester, exam seat no. and subject on the first page.
- 4) Student should download and take the printout of questions to his Roll no. and attach it with his answer paper.
- 5) Student to submit photocopy of fee payment receipt with every subject.
- 6) Student should submit the project as mentioned below:

  
Prof. Durgesh Kenkre  
(Exam Convener)

  
Prof. Subhashini Naikar  
(Vice Principal, Degree SFC)

  
Dr. N. N. Pandey  
(Principal)

DI/N-STD/GEN/00



# COMMERCE & ECONOMICS

## NOTICE

DEPARTMENT OF BMS

INTERNAL SEM I ATKT PROJECT

Date: 11/04/2019

All the students having internal ATKT have to appear for internal project  
Viva-Voce examination

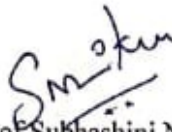
SUBJECT	FACULTY	DATE	TIME	ROOM NO
Introduction To Financial Accounts	Priyanka Radhakrishnan	15 <sup>th</sup> April, 2019	2 p.m. to 2.30 p.m.	# 52
Business Law	Hema Samani	15 <sup>th</sup> April, 2019	2 p.m. to 2.30 p.m.	T7
Business Statistics	Manisha Jadhav	15 <sup>th</sup> April, 2019	2 p.m. to 2.30 p.m.	T4
Business Economics	Mohini Nadkarni	15 <sup>th</sup> April, 2019	2 p.m. to 2.30 p.m.	T8
Foundations Of Human Skills	Saraswathy K	15 <sup>th</sup> April, 2019	2 p.m. to 2.30 p.m.	T2
Foundation Course	Kinjal S.	15 <sup>th</sup> April, 2019	2 p.m. to 2.30 p.m.	T9
Business communication	Bhavan Singh	15 <sup>th</sup> April, 2019	2 p.m. to 2.30 p.m.	T10

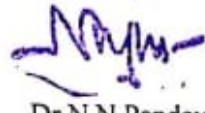
Dress code: Formals

If the student fails to appear on the above mentioned date the student will be marked absent.

  
Prof. Saraswathy Kumar  
Bms Coordinator

  
Prof. Durgesh Kenkre  
Exam Convenor

  
Prof. Subhashini Naikar  
Vice - Principal (Sfc)

  
Dr. N.N. Pandey  
Principal

# INTERNAL QUESTIONS FOR FYBMS SEMESTER 1 ATKT, APRIL, 2019

## BMS SEM 1 ATKT

### Questions:

#### - INTRO DUCTION TO FINANCIAL ACCOUNTS

**1066**

1. Explain International Financial Reporting Standards
2. List down the types of account
3. Explain the Revenue expenditure and deferred revenue expenditure

**1106**

1. Explain the aspect of Accrual
2. What are the causes and need of depreciation
3. Features and Stages in double entry Book-keeping Cycle

#### - BUSINESS LAW:

**1056**

1. When consent is said to be free?
2. What is a breach of Contract?
3. Define Proposal ? Explain Types.
4. Distinguish between Bills of Exchange and Cheque.
5. What is Patent? Explain

**1066**

1. What are the essentials of Valid Agreement.
2. Define cheque. Explain dishonor of cheque.
3. Who are competent to contract?
4. What are the rules for Consideration?
5. What is Geographical Indications?

**1073**

1. Explain in details Meetings of the Company.
2. Distinguish between Agreement and Contract
3. Types of Meetings
4. What is an offer? What is a Cross offer?
5. What is Trademark? Explain

**1084**

1. Explain in detail Unlawful Consideration and unlawful object.
2. What are the essential elements of Proposal?
3. What is Plant Varieties? Explain
4. What is Company? Explain Characteristics.
5. Write note on Rights of an Unpaid Seller

**1101**

1. What is IPR? Explain the nature of IPR.
2. Define Consumer.
3. Write note on Prospectus.
4. Distinguish between Conditions and Warranties
5. Explain Good and Services

**1122**

1. Distinguish between MOA and AOA
2. Explain Conditions and Warranties
3. What is the Classification of Contract?
4. Define Negotiable Instruments. What are the characteristics of Negotiable Instruments.
5. What is IPR? Explain the nature of IPR.

**1129**

1. Define Goods. Explain Types of Goods.
2. Distinguish between Transfer of Shares and Transmission of Shares
3. Who is competent to Contract?
4. What is Consideration?
5. What is Copyright? Explain

**1164**

1. Remedies for breach of Contract
2. What is Mistake?
3. What is design? Explain
4. What are the characteristics of Negotiable Instruments.
5. What are the essentials of Contract.

**1165**

1. Explain in detail Discharge of Contract.
2. What are the clauses of MOA?
3. Explain in details bill of exchange.
4. What is IPR? Explain the nature of IPR.
5. Distinguish between Transfer of Shares and Transmission of Shares

**1177**

1. What is Unenforceable Contract?
2. What is an offer? What are the types of Offer.
3. Write note on Prospectus.
4. Define Goods. Explain Types of Goods.
5. Define Cheque. What are the essential elements of cheque.

- BUSINESS STATISTICS

1056

Q1	Explain sample ,Population .						
Q2	Draw the histogram and Frequency Polygon of the data given below						
	Height	150-155	155-160	160-165	165-170	170-175	175-180
	People	7	15	37	29	10	2
Q3	Find the Median of the data given below.						
	Wages	0-50	50-100	100-150	150-200	200-250	250-300
	No.of employees	15	60	70	90	50	30
Q4	Find the Quartile Deviation and its Coefficient for the marks out Of 100 obtained 80 students.						
	Marks	10	20	30	40	50	60
	No.of students	4	7	15	8	7	2
Q5	Find Mode of the data given below.						
	Age Group	20-30	30-40	40-50	50-60		
	Mobile Users	24	38	23	15		

1066

Q1	Write Merits and Demerits of Mean Mode and Median						
Q2	Find the Median of the data given below.						
	Wages	0-50	50-100	100-150	150-200	200-250	250-300
	No. of employees	10	70	80	100	150	90
Q3	Describe types of graphs and ogives in detail.						
Q4	III Find the Quartile Deviation and its Coefficient for the marks						
	Marks	10	20	30	40	50	60
	No. of students	4	7	15	8	7	2
Q5	Find Mode of the data given below.						
	Age Group	20-30	30-40	40-50	50-60		
	Mobile Users	24	38	23	15		

**1101**

Q1	Write Merits and demerits of standard deviation and Quartiles						
Q2	Draw the histogram and Frequency Polygon of the data given below						
	Height	150-155	155-160	160-165	165-170	170-175	175-180
	People	12	18	48	22	12	5
Q3	Find the Arithmetic Mean of the data given below.						
	lass Interval	0-10	10-20	20-30	30-40	40-50	50-60
	Frequency	6	8	11	10	9	6
Q4	Find the Arithmetic Mean of the data given below.						
	lass Interval	0-10	10-20	20-30	30-40	40-50	50-60
	Frequency	6	8	11	10	9	6
Q5	Explain types of data in detail with example.						

**1104**

Q1	Find the Arithmetic Mean of the data given below.						
	lass Interval	0-10	10-20	20-30	30-40	40-50	50-60
	Frequency	6	8	11	10	9	6
Q2	Explain types of GRAPHS in detail with example.						
Q3							
Q4	<b>Explain MERITS AND DEMERITS OF QUARTILE AND MEDIAN .</b>						
Q5	Draw the histogram and Frequency Polygon of the data given below						
	Height	150-155	155-160	160-165	165-170	170-175	175-180
	People	7	20	45	32	18	6
	Find the Median of the data given below.						
	WAGES	0-50	50-100	100-150	150-200	200-250	250-300
	No.of employees	12	54	69	100	59	18

**- BUSINESS COMMUNICATION:****1143**

- Q.1. What is the process of communication?
- Q.2. What is the impact of technological advancements on communication?
- Q.3. What is grapevine communication?
- Q.4. Explain formal communication process.
- Q.5. What are the qualities of a good listener?

- **FOUNDATION COURSE:**

**1101**

- Q.1. Explain Cultural diversity in India
- Q.2. Which are Rural Area characteristics?
- Q.3. Describe Urban population characteristics
- Q.4. What are Causes of violence against women?
- Q.5. Explain reasons for gender inequalities

**1104**

- Q.1. Explain solutions to remove gender inequalities.
- Q.2. What are the problems of disabled people?
- Q.3. Explain the facilities available for disabled.
- Q.4. Explain the reasons of communalism.
- Q.5. What are solutions for communalism?

**1126 (18-19)**

- Q.1. Explain the conflicts arising out of regionalism.
- Q.2. Describe Preamble of Indian constitution in detail.
- Q.3. What are fundamental duties of Indian citizens?
- Q.4. Explain features of the constitution.
- Q.5. Which are Local self government in urban areas?

- **FOUNDATION OF HUMAN SKILLS**

**1066**

- 1. Define ability
- 2. What is motivation?
- 3. Define human skills
- 4. What is over protection of child?
- 5. What are the factors that affects personality

**1101**

- 1. Explain johari window in detail
- 2. What is the big 5 model in personality
- 3. What are the factors affecting individual behavior?
- 4. Explain the prenatal environment
- 5. What is motivation?

- **BUSINESS ECONOMICS**

**1056**

- Q.1. Explain basic economic tools.
- Q.2. What is meant by price discrimination? Explain its various degrees.
- Q.3. What is demand forecasting? Explain methods of demand forecasting.
- Q.4. Explain short run equilibrium under perfect competition.
- Q.5. What is meant by transfer pricing? Explain in detail.

**1066**

- Q.1. What is elasticity of demand? Explain any 2 methods of measuring price elasticity of demand.
- Q.2. What is meant by kinked demand curve? Explain price rigidity in detail.
- Q.3. Explain long run equilibrium under monopolistic competition.
- Q.4. What is dumping? Explain with the help of a diagram.
- Q.5. Explain multiple product pricing in detail.

**1101**

- Q.1. What is meant by isoquants? Explain properties of isoquants.
- Q.2. Explain meaning and features of monopoly. Discuss long run equilibrium under monopoly.
- Q.3. Explain law of variable proportions.
- Q.4. What is selling cost? Explain in detail its role in monopolistic competition.
- Q.5. Explain total revenue – total cost approach of pricing.

**1165**

- Q.1. Explain any 2 types of elasticity of demand in detail.
- Q.2. Explain relation between total cost, average cost and marginal cost in short run.
- Q.3. Explain law of returns to scale.
- Q.4. What are arguments in favour and against advertising?
- Q.5. Explain nature and scope of business economics.

**1175**

- Q.1. What is demand forecasting? Explain methods to measure demand forecasting
- Q.2. Explain law of variable proportions.
- Q.3. Explain marginal revenue – marginal cost approach of pricing.
- Q.4. Explain long run and short run equilibrium under monopolistic competition.
- Q.5. What is meant by transfer pricing? Explain.

**1192**

- Q.1. What is oligopoly? Explain equilibrium under oligopoly.
- Q.2. Explain with the help of diagram, the calculation of TC, AC, AFC, AVC and MC in detail.
- Q.3. Distinguish between monopoly and perfect competition.
- Q.4. What is meant by multiple product pricing? Explain.
- Q.5. Explain short run equilibrium under perfect competition.





# COMMERCE & ECONOMICS

## NOTICE

DEPARTMENT OF BMS

INTERNAL SEM III ATKT PROJECT

Date: 11/04/2019

All the students having internal ATKT have to appear for internal project  
Viva-Voce examination

SUBJECT	FACULTY	DATE	TIME	ROOM NO
COPORATE FINANCE	Prof.Jigna	15 <sup>th</sup> April, 2019	2 p.m. to 2.30 p.m.	T1
CONSUMER BEHAVIOUR	Prof.Saraswathy	15 <sup>th</sup> April, 2019	2 p.m. to 2.30 p.m.	T2
SOCIAL MARKETING	Prof.Anshu jindal	15 <sup>th</sup> April, 2019	2 p.m. to 2.30 p.m.	T3
INFORMATION TECHNOLOGY	Prof.Manisha Jadhav	15 <sup>th</sup> April, 2019	2 p.m. to 2.30 p.m.	T4
BPEM	Prof. Sarita	15 <sup>th</sup> April, 2019	2 p.m. to 2.30 p.m.	T5
AMD	Prof.Priyanka	15 <sup>th</sup> April, 2019	2 p.m. to 2.30 p.m.	26 S2

Dress code: Formals

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Prof.Saraswathy Kumar  
Bms Coordinator

Prof.Durgesh Kenkre  
Exam Convenor

Prof.Subhashini Naikar  
Vice - Principal (Sfc)

Dr.N.N.Pandey  
Principal

# INTERNAL QUESTIONS FOR FYBMS SEMESTER 3 ATKT, APRIL, 2019

## BMS SEM 3 ATKT

### Questions:

#### **-CORPORATE FINANCE**

##### **2004**

1. Explain the features of corporate finance.
2. Write a note on over-capitalisation.
3. Explain the sources of fixed capital.
4. Write a note on operating cycle.
5. Discuss on Creditorship securities.

##### **2006**

1. Explain the importance of corporate finance.
2. Write a note on under-capitalisation.
3. Explain the features of fixed capital.
4. Explain permanent working capital.
5. Write a note on Private Placement.

##### **2020**

1. Explain the significance of corporate finance.
2. Write a note on capitalisation.
3. Explain the factors determining fixed capital.
4. Write a note on working capital cycle.
5. Explain the advantages of private placement.

##### **2034**

1. Write a note on corporate finance.
2. Discuss the difference between over-capitalisation & under-capitalisation.
3. Explain the importance of fixed capital.
4. Explain the components of working capital.
5. Discuss on ownership securities.

##### **2040**

1. Write a note on watered capital.
2. Write a note on profit maximisation.
3. Write a note on fixed capital.
4. Explain the temporary working capital.
5. Explain the disadvantages of private placement.

##### **2051**

1. Write a note on capital & capitalisation.
2. Write a note on wealth maximisation.
3. Explain the features of equity capital.
4. Explain the Gross working capital.
5. Explain the types of private placement.

**2071**

1. Explain the factors affecting fixed capital .
2. Discuss the significance of financial management.
3. Explain the cumulative and non-cumulative preference share capital.
4. Explain the Net working capital.
5. Explain the features of debentures.

**2090**

1. Explain the sources of finance of a business according to period.
2. Explain the secured and unsecured debentures.
3. Explain the advantages of equity share capital.
4. Explain the Positive & Negative working capital.
5. Explain the disadvantages of preference share capital.

**2096**

1. Explain the sources of finance of a business according to ownership.
2. Explain the advantages of debentures.
3. Explain the disadvantages of equity share investment.
4. Explain the Balance sheet & Cash working capital.
5. Explain the participating and non-participating preference share capital.

**2104**

1. Write a note on retained earnings.
2. Explain the redeemable and irredeemable debentures.
3. Write a note on equity share capital.
4. Explain the seasonal and peak working capital.
5. Explain the features of preference share capital.

**-CONSUMER BEHAVIOUR:****2126**

1. Define consumer behaviour. Explain the need of the study of consumer behaviour
2. What is consumer involvement? Explain any one model of consumer involvement
3. What is organizational buying behaviour? Explain its characteristics.
4. Explain the importance of consumer behaviour in buying decision
5. Explain the relevance of needs theory in consumer behavior.

**-SOCIAL MARKETING****2140**

1. What is the need and relevance of social marketing?
2. What is social marketing plan? Explain steps in developing social marketing plan.
3. Explain social learning theory.
4. Explain CSR impact evaluation.
5. What is marketing mix for education?

**2149**

1. Define social marketing and explain the evolution of social marketing.
2. Analyze basis of social marketing segmentation.
3. Explain 5 A's of distribution of product in social marketing.
4. Bring out the need for governance in NPO.
5. What is the marketing mix for health care industry?

**2172**

1. Distinguish between social marketing and commercial marketing.
2. What is positioning and explain how to develop a positioning statement.
3. What is social marketing mix? Explain the components of social marketing mix.
4. Write a note on corporate governance.
5. What is the marketing mix for social issues of the youth?

**2174**

1. What do you understand by environment in social marketing? Explain its components briefly
2. Explain the various positioning strategies.
3. What is promotion mix? Explain the way of developing promotion mix for social product.
4. Highlight the ethical code of conduct to be followed in social marketing.
5. Elaborate on financial literacy and small savings.

**2126**

1. Explain briefly the impact of environment on social marketing.
2. What do you mean by targeting? Explain the way of selecting the target audience for social marketing.
3. Discuss the various pricing strategies in social marketing.
4. What is the importance of ethics in social marketing?
5. Elaborate on social entrepreneurship.

**-INFORMATION TECHNOLOGY:****2006**

1. Explain the types and levels of information technology
2. Write steps to create pivot chart.
3. Write short note on LAN, WAN and MAN.
4. Discuss on m-commerce.
5. Write short note on real time applications.

**2036**

1. Explain major areas of it application in management
2. Write short notes on data analysis .
3. Discuss on hubs and bridges.
4. Explain different types of business models.
5. Explain components of firewall and state its benefits .

**2148**

1. Explain knowledge based system and expert system .
2. Explain the use of what if analysis.
3. Discuss on benefits of EDI.
4. Write short note on hacking .
5. Explain threat hunting softwares.

**-BPEM****2019**

1. Explain the concept and need of Entrepreneurship Development
2. Definition of Entrepreneur and significance of growth of entrepreneurial activities
3. Characteristics and qualities of entrepreneur
4. Explain the Innovation Theory by Schumpeter
5. Explain the X-Efficiency Theory by Leibenstein

**2036**

1. Explain the Theory of Social change by Everett Hagen
2. Women Entrepreneur – concept, development and problems faced by Women Entrepreneurs
3. Explain the Social entrepreneurship–concept, development of Social entrepreneurship in India.
4. Explain the Importance and Social responsibility of NGO's
5. Explain the Innovation, Invention, Creativity, Business Idea, Opportunities through change.

**2150**

1. Explain the Environmental scanning and SWOT analysis
2. Explain the Elements of Business Plan, Objectives, Market and Feasibility Analysis
3. Explain the Critical Risk Contingencies of the proposal, Scheduling and milestones
4. Explain the New trends in entrepreneurship
5. Explain the Venture funding, requirements of Capital (Fixed and working) Sources of finance, problem of Venture set-up and prospects

**-ACCOUNTING FOR MANAGERIAL DECISIONS:****2009 (17-18)**

1. Write a short note on Current rent ratio and Liquid Ratio,
2. Explain in brief all the combined Ratio.
3. write a short note on Proprietary ratio and Debt Equity Ratio

**2019**

1. Explain the concept of working capital.
2. Explain the meaning and importance of Receivable Management.
3. write all the formulae of the combined Ratio.

**2025**

1. write a short note on Stock Working capital
2. Explain the meaning and importance of Receivable Management.
3. write all the formulae of the combined Ratio.

**2015**

1. Draw the Vertical Format of Balance Sheet.
2. The following item appear in the financial Statement of Ritu Ltd. As on 31st march 2017

Debit	Balance	Credit	Balance
cash	48600	Debenture	280000
Land & Building at cost	800000	Bank loan	520000
Debtors	62000	Equity Share Capital	1000000
Stock	292800	Profit & loss Account	217000
Creditors	405750	O/s Expenses	86250
Share Premium	100000	Trade Investment	30000
Bills Receivable	523000	Advance Tax	100000
Prepaid Expenses	32600	Provision for Taxation	264000
Plant & Machinery	544000	Bills Payable	28000

You are required to prepare the above balance sheet in the form of Vertical Balancesheet and Determine:

- 1)Current Asset 2)Fixed asset 3)Current liability 4) Fixed liabilities 5)Working Capital 6)Proprietors Funds
- 7)Total Capital Employed 8)Quick Assets 9)Quick liabilities.

3. Explain in brief about AS-3

**2036**

1. Explain in brief all the combined Ratio.
2. Explain the merits and demerits of Ratio Analysis .
3. Explain in brief about AS-3.

**2061**

1. Working capital Concept and its importance
2. Traditional and Numerical- Credit Scoring
3. Draw Vertical Form of Balance Sheet and Profit & Loss A/c

**2123**

1. Revenue statement ratios:- Gross profit ratio, Expenses ratio, Operating ratio explain its implication with formula
2. Need of Comparative Statement &Common Size
3. Explain in brief about AS-3

**2126**

1. Explain in brief with formula Return on Equity Capital, Dividend Payout Ratio, Debt Service Ratio,
2. Explain the meaning and importance of Receivable Management.
3. write all the formulae of the combined Ratio.