

UNIVERSITY PAPER

S.Y.B.M.S [ENVT.]

SEM-III

OCT.-2018

Env Mgt Semester II

25-10-18

Time: 2:30 hours

Marks: 75

Q.1) Attempt any (2)

(15)

- a) Explain demand theory.
- b) Explain taxes & information disclosure to control Pollution.
- c) Discuss the price formation with reference to demand & Supply.

Q.2) Attempt any (2)

(15)

- a) What are the problems faced by the energy sector in India?
- b) Explain resources of energy in India.
- c) Discuss about renewable & non-renewable sources of Energy.

Q.3) Attempt any (2)

(15)

- a) Discuss technical Optimism.
- b) What are biotic & abiotic components?
- c) Explain the structure of an eco-system.

Q.4) Attempt any (2)

(15)

- a) Explain economic growth & its impact on the environment.
- b) Discuss TRIMs, TRIPs & AOA agreement.
- c) What is NAFTA & explain its role?

Q.5) Write short notes. (ANY 3)

(15)

- a) World Bank
- b) Technical pessimism
- c) Features of Micro-economics.
- d) ASEAN
- e) Commercial sources of Energy.

Paper / Subject Code: 80202 / Marketing Management.

Env Mgt Semester III
26-10-18

Q.P. Code: 30208

Duration: 2 $\frac{1}{2}$ Hours

Marks 75

Note: All questions are compulsory. Figures to right indicate marks

Q1. Answer the following questions: (Any two) (15)

- What is marketing? Explain the importance of marketing.
- Explain how marketing is done through use of social networks with examples.
- Explain the following concepts with suitable examples: (i) Demand (ii) Need (iii) Want

Q2. Answer the following questions: (Any two) (15)

- What are the various types of marketing research?
- Explain factors affecting the buying behavior of industries.
- What is Consumer research? Discuss its importance

Q3. Answer the following questions: (Any two) (15)

- What is product life cycle? Explain PLC in detail.
- Explain in detail various geographic and psychographic variables for segmentation
- Explain the process of STP.

Q4. Answer the following questions: (Any two) (15)

- What are the various types of channels used by marketers?
- Explain the 7P's of service marketing.
- According to you what code of ethics should be followed by the marketer?

Q5. Short Notes (Any 3) (15)

- Relationship marketing
- Marketing Ethics
- Product Life Cycle
- Personal Selling

Please check whether you have got the right question paper.

Q.1] Answer the following: [15]

A] Enumerate the types of Research [08]

B] Define Plagiarism and state the common forms of Plagiarism. [07]

OR

P] Explain the role of Ethics in Research. [08]

Q] Explain the following concepts: Objectivity, Confidentiality and Anonymity in Research [07]

Q.2] Answer the following: [15]

A] What are characteristics of good research. [08]

B] Explain Exploratory Research Design. [07]

OR

P] Explain in detail – Hypothesis Testing [08]

Q] Explain Correlation Coefficient. [07]

Q.3] Answer the following: [15]

A] Explain types of hypothesis – On the basis of nature. [08]

B] Explain the probability methods of Sampling. [07]

OR

P] Explain Regression Analysis. [08]

Q] State the different types of survey methods [07]

Q.4] Answer the following: [15]

A] Explain the meaning and importance of Report writing [08]

B] What is Data Analysis? What are its purposes? [07]

OR

P] Explain the characteristics of Secondary Data. [08]

Q] What are the types of Observation methods? [07]

Q.5] Write short notes: (Any three) [15]

1. Characteristics of Primary Data
2. Hypothesis Testing
3. Chi Square Test
4. Types of Qualitative methods in Research
5. Types of Research Reports.

Env Mgt Semester III

30-10-18

Time: 2.30 Hrs

Total 75 Marks

Q.1 Answer the following (Any 2)

15 Marks

1. How is ozone layer formed? Explain the role of ozone in environment.
2. What are the main causes for depletion of ozone layer.
3. Explain green house effects with relationship to climate change.

Q.2 Answer the following (Any 2)

15 Marks

1. What is lapse rate? Briefly explain the moist/wet adiabatic lapse rate.
2. What is temperature inversion? Explain non advective inversion in detail.
3. Discuss the vertical distribution of temperature in detail along with diagram.

Q.3 Answer the following (Any 2)

15 Marks

1. What is global warming? Explain the main causes of global warming.
2. How is acid rain responsible for harming environment?
3. Write in detail about depletion of fossil fuel and its effects.

Q.4 Answer the following (Any 2)

15 Marks

1. What are the main debate raised with the implementation of Kyoto Protocol.
2. Global warming though is a serious concern, however, some measures are there to control the effect of the same. Explain
3. In what way environmental degradation leading to change in climate

Q.5 Write Short Notes on (Any 3)

15 Marks

1. Deforestation and desertification
2. Melting of Glaciers
3. Advectional Temperature Inversion
4. Climate Change
5. Montreal Protocol

Env Mgt Semester III

31-10-18

[Time: 2 ½ hours]

Please check whether you have got the right question paper.

[Marks: 75]

Note 1. All questions are compulsory

2. Draw diagrams wherever necessary

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Q. 1 Attempt any two from the following.

15 Marks

- A) Define resource. Explain the renewable and non-renewable resource
- B) Discuss the demand on natural resource.
- C) Explain the list of natural resource.

Q. 2 Attempt any two from the following.

15 Marks

- A) Explain the agriculture and non-agriculture land.
- B) Define desertification. Explain its causes.
- C) Define waste land. Explain the types of waste land.

Q. 3 Attempt any two from the following.

15 Marks

- A) What are the negative impacts of dams on environment?
- B) Describe 'marine resource' in detail.
- C) With the help of a diagram, explain the concept of water cycle.

Q. 4 Attempt any two from the following.

15 Marks

- A) Write a note on HYV seeds.
- B) Define agriculture. What are the different types of agriculture?
- C) Write a note on harmful & useful bacteria.

Q. 5 Write short notes on any three from the following.

15 Marks

- A) Solar energy
- B) Mineral resource
- C) Land resource
- D) National & international resource
- E) Ground water

Q1. (Attempt any 2 out of A, B, C)

06-11-18

(15)

A) The following is the cost sheet of a company:

Raw material	Rs. 90 per unit
Direct labour	Rs. 20 per unit
Overheads	Rs. 60 per unit
Total cost	Rs. 170 per unit
Selling price:	Rs. 200 per unit

- Raw material will be in stock for one month.
- Work in progress (completion stage) is 50% for all, on an average half a month.
- Finished goods will be in stock on an average for one month.
- Credit allowed by suppliers: 1 month; credit allowed to debtors: 2 months.
- Average lag in payment of wages is one and half weeks and one month for overheads.
- Sales are fully on credit basis.
- Cash at bank / hand: Rs. 3,80,000

Prepare a statement showing working capital required to produce and sell 1,04,000 units per annum. (For calculation purpose you may consider 4 weeks equivalent to one month)

B) A company is considering relaxing its credit policy. At present it has annual credit sales of Rs.20 lakh when it is giving credit of 2 months. Bad debts at present account to Rs.50,000. The firm is required to give a return of 30% on investment in accounts receivables. The company's variable costs are .60% of selling price.

	Option 1	Option 2
Credit sales	40 lakh	50 lakh
Accounts receivables	3 months	4 months
Bad debts	70,000	1,00,000

Which is better from the two options? Should the company extend credit?

C) Explain the scope of financial management

Q2. (Attempt any 2 out of A, B, C)

(15)

A) Explain the different types of costs associated with accounts receivables.

B) A company has the following capital structure:

Ordinary shares (4,00,000 shares)	Rs. 80,00,000
10% preference shares	Rs. 20,00,000
14% Debentures	Rs. 60,00,000

Dividend on equity capital is 17%. Assume tax of 40%. Compute WACC.

C) The following information of PQR Ltd is given below

Particulars	PQR Ltd
Sales (units)	60,000
Selling price per unit	40
Variable cost per unit	20
Fixed cost (Rs)	500000
Interest (Rs)	100000
Tax (%)	30
No of shares	40,000

Calculate Operating leverage, financial leverage and EPS.

Q3. (Attempt any 2 out of A, B, C)

(15)

A) From the following information prepare cash budget for the quarter ending in March 2017:

Month	Sales	Purchases	Wages	Expenses
November 16	5,00,000	1,00,000	2,00,000	40,000
December	6,00,000	2,00,000	2,00,000	40,000
January 17	4,00,000	3,00,000	2,20,000	50,000
February	5,00,000	2,00,000	2,20,000	50,000
March	6,00,000	1,00,000	2,40,000	50,000

Additional Information:

- 10% sales & purchases are on cash basis.
- Credit to Debtors: 1 month.
- Credit from creditors: 2 months.
- Lag in payment of wages: 15 days.
- Expenses are paid in the same month.
- Cash at bank on 1st January = Rs.6,00,000

B) Distinguish between operating leverage and financial leverage.

C) Explain cost of debenture cost of equity and cost of retained earnings.

Q4. (Attempt any 2 out of A, B, C)

(15)

A) Explain any 4 long term sources of funds

B) What are the motives of holding cash?

C) A Ltd is intending to acquire B Ltd by merger and the following information is available:

Particulars	A Ltd	B Ltd
No of equity shares	1,00,000	1,00,000
EAT (Rs)	5,00,000	3,00,000

- What is the present EPS of both the companies?
- If the proposed merger takes place, what would be the new EPS of A Ltd, assuming that the merger takes place by exchange of equity shares?
- Will this be beneficial for share holders of A Ltd in terms of EPS?

Q5. A company is considering 2 projects each of which require initial outlay of Rs 50 million. The expected cash flow of these projects is given below. (All figures in Rs million) (15)

Year	Cash inflow (Project M)	Cash inflow (Project N)	Discount factor @ 10%
1	12	48	0.909
2	20	32	0.826
3	35	22	0.751
4	34	12	0.683

Calculate Net Present Value, Profitability index and Payback period for both the projects and comment on which project is to be selected considering 10% discount factor.
