

Instructions for the candidate:

1. This question paper contains 6 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

Q 1A. Match the Columns (any 8 out of 10)

8 M

1. Bank overdraft is not a
(a) quick liability (b) current liability
(c) urgent liability (d) liability
2. Staff salary is an
(a) operating expenditure (b) operating income
(c) non-operating expenditure (d) capital expenditure
3. Advances given are shown in the vertical balance sheet under
(a) current asset (b) current liabilities
(c) fixed liabilities (d) fictitious assets
4. Liquid ratio which is equal to the following is favourable.
(a) 2 : 1 (b) 1 : 1
(c) 1 : 3 (d) 2 : 5
5. Proprietary ratio shows
(a) Long-term financial position (b) Short-term financial position
(c) Liquidity position (d) All of the above
6. Longer collection period indicates that
(a) Debtors are not prompt in payment (b) Creditors are allowing longer period of credit
(c) Short-term financial position is good (d) Long-term position is good
7. Brokerage paid on issue of shares is
(a) Investing activity (b) Financing activity
(c) Operating activity (d) None of these
8. Dividend received on shares held is
(a) Investing activity (b) Financing activity
(c) Operating activity (d) None of these
9. The term gross working capital is known as:
(a) The investment in Current Liabilities (b) The investment in Long-term Liability
(c) The investment in Current Assets (d) None of the above
10. The basic objectives of working capital management are:

- (a) Optimum utilisation of resources for profitability (b) To meet day-to-day current obligations
 (c) Ensuring marginal return on current assets is always more than cost of capital
 (d) Select anyone of the above statement

Q 1B. State whether True or False.

(any 7 out of 10)

7 M

- Current assets are likely to be convertible in to cash with in short period normally, within 12 months
- The need for working capital arises due to operating cycle prevailing in the business.
- Proposed dividend for the year previous year shows cash used in operating activities.
- Buyback of equity shares creates cash outflow from financing activities.
- Common size statement is a horizontal analysis.
- Public Deposit is unsecured loans.
- Interest coverage ratio indicates firm's ability to meet interest.
- Debt collection period indicates time taken by debtors to settle the account.
- Net worth means capital employed.
- Trend analysis show the trend in financial performance of an organization.

Q 2.A. Prepare Comparative Balance Sheet as on 31st March, 2014 and comment on it.

15 M

Liabilities	2013 (Rs')	2014 (Rs')	Assets	2013 (Rs')	2014 (Rs')
Shares Capital	1,40,000	1,60,000	Buildings	1,10,000	1,60,000
Profit and Loss A/c	40,000	40,000	Machinery	86,000	1,00,000
Debentures	40,000	60,000	Stock	50,000	10,000
Other Secured Loans	20,000	40,000	Debtors	30,000	20,000
Creditors	20,000	6,000	Cash	4,000	30,000
Bank Overdraft	16,000	8,000			
Outstanding Expenses	4,000	6,000			
	2,80,000	3,20,000		2,80,000	3,20,000

OR

Q 2.P. Summarised Income Statement for the year ended:

7 M

Particulars	31.12.14	31.12.13	31.12.12
Sales	40,00,000	36,00,000	30,00,000
Less: Cost of Sales	28,00,000	24,00,000	20,00,000
Gross Profit	12,00,000	12,00,000	10,00,000
Less: Expenses	8,00,000	8,00,000	7,00,000
Net Profit	4,00,000	4,00,000	3,00,000

Work out trend percentage on the same.

Q2 Q Prepare Common Size Statement for the following

8 M

Particulars	2020	Particulars	2020
To Cost of Sales	2,00,000	By sales	3,00,000
To salaries	20,000	By interest	10,000
To office rent	10,000		
To advertising Exp	30,000		
To travelling exp	15,000		
To income tax	5,000		
To Net Profit	30,000		
	3,10,000		3,10,000

Q 3A.

Liabilities	Rs	Assets	Rs
Equity capital (of Rs 10 each)	70,000	Fixed Assets	90,000
Reserves	80,000	Current Assets	1,10,000
8% Debentures	22,000	Current Assets	52,000
Current Liabilities	26,000		
Provisions	54,000		
	2,52,000		2,52,000

8 M

Without preparing vertical financial statements calculate

- Stock to Working Capital Ratio
- Liquid Ratio
- Stock Turnover ratio
- Debt Equity Ratio
- Capital Gearing Ratio

Q 3 B The following is the Trading and Profit and Loss A/c Sunder Mumbai Ltd.

Trading and Profit and Loss Account as on 31st March, 2014

Particulars	Rs	Particulars	Rs
To Opening Stock	10,000	By Sales	1,50,000
To Purchases	55,000	By Closing Stock	15,000
To Wages	20,000		
To Power and Fuel	10,000		
To Gross Profit c/d	70,000		
	1,65,000		1,65,000
To Administration Expenses	15,000	By Gross Profit b/d	70,000
To Interest	3,000	By Rent Received	1,500
To Depreciation on Machinery	5,000		
To Selling Expenses	12,000		
To Loss by Fire	2,000		
To Provision for Tax	14,500		
To Net Profit	20,000		
	71,500		71,500

Calculate the following Ratio:

- Gross Profit Ratio
- Net Profit Ratio
- Expenses Ratio
- Operating Profit Ratio

OR

Q 3.P. The summarized final accounts of two companies are as follows:

15 M

Liabilities	X Ltd.	Y Ltd.	Assets	X Ltd.	Y Ltd.
Share Capital	88,000	88,000	Fixed Assets	1,21,000	96,800
Reserves	42,900	35,200	Current Assets	1,25,400	1,03,400
8% Debentures	22,000	22,000	Less: Current Liabilities	93,500	55,000
	1,52,900	1,45,200		1,52,900	1,45,200

Revenue Statement for the year

Income	X Ltd.	Y Ltd.
Sales	3,30,000	2,64,000
Less: Cost of Sales	2,37,600	1,98,000
Gross Profit	92,400	66,000
Operating Expenses	63,800	44,000
Net Profit before Tax	28,600	22,000
Tax	12,100	9,240
Profit after Tax	16,500	12,760
Dividend	8,800	6,600
Retained Earning	7,700	6,160

You are required to calculate the following ratios for both the companies

1. Proprietary Ratio
2. Capital Gearing Ratio
3. Gross Profit Ratio
4. Operating Ratio
5. Return on Capital Employed Ratio
6. Return on Proprietors' Fund Ratio
7. Expenses Ratio
8. Net Profit Ratio.

Q 4.A. Giving reason, classify the following into cash flows from and also classify as inflow or outflow:

7 M

1. Operating Activities:
2. Investing Activities and
3. Financing Activities;

- (i) Cash paid to suppliers of raw materials;
- (ii) Cash payments to acquire plant;
- (iii) Cash proceeds from issuing shares at a premium;
- (iv) Payment of dividend;
- (v) Interest received on investment;
- (vi) Interest paid on debentures;
- (vii) Income Tax Refund

Q 4 B Present situation:

8 M

Sales Rs 50 lacs

Variable costs: 80% of Sales

Fixed Costs : Rs 6 lacs

Credit : 30 days

The company expects pretax returns at 25%. (Assume 360 days a year)

Proposed Credit Policy	Average Collection Period in Days	Expected annual sales (Rs lakhs)
A	45	56
B	60	60
C	75	62
D	90	63

OR

Q 4.P. From the following information given by M/s. InvesTech & Co. Pvt. Ltd., prepare an estimate of Working capital for the year ended 31st March, 2020. 15 M

1. Estimated level of activity – 1,04,000 units for the year 52 weeks.
2. Cost of raw Material per unit – ` 5.
3. Cost of labour per unit – 40% of Raw Material
4. Cost of Overheads per unit – 50% of the labour cost
5. Profit per unit is 200% of overheads.
6. Stock of Raw materials – 4 weeks.
7. Processing period – 4 weeks.
8. Stock of Finished Goods – 4 weeks
9. Credit to the Debtors – 6 weeks
10. Credit by the Creditors – 4 weeks
11. Time lag in payment of wages – 4 weeks
12. Time lag in payment of overheads – 2 weeks
13. Cash and Bank Balance required – 40,000
14. Debtors are calculated on sales basis.
15. Purchases against cash – 20%
16. All the activities are spread evenly throughout the year.
17. During processing, Labour and Overhead accrue evenly.

Q 5A. The following information is presented by Data and Sons Ltd. for the year 2010-11. 8 M
 Estimated Yearly Production = 30,000 units
 Estimated Cost Sheet per unit.

Raw Materials	Rs 5
Wages	Rs 3
Overheads	Rs 2
Selling Price	Rs 12

Further Information:

- The company extends two months credit to the customers.
- The company maintains one month's stock of Raw Materials
- The company maintains two month's stock of finished goods.
- The company is allowed one month's credit by suppliers.
- Wages and Overheads are paid one month in arrears.
- The cash and bank balance is expected to be ` 8,125.
- There is regular purchase, production and sales cycle.
- During production process wages and overheads accrue evenly.
- Debtors are to be calculated on sale price basis
- Prepare an estimate of working Capital

Q 5.B. Mystic Co. Ltd. made a profit of Rs. 50,000 after considering the following items:

7 M

- (1) Depreciation on fixed assets Rs. 10,000;
- (2) Writing off preliminary Expenses Rs. 5,000;
- (3) Loss on sale of furniture Rs. 500;
- (4) Provision for taxation Rs. 80,000; Transfer to general reserve Rs. 7,000;
- (5) Profit on sale of machinery Rs. 3,000.

The following additional information is also supplied to you

	March 31 2005	March 31 2006
Debtors	12,000	15,000
Creditors	10,000	15,000
Bills receivable	10,000	8,500
Bills payable	8,000	6,000
Outstanding expenses	5,000	4,000
Prepaid expenses	200	300

You are required to ascertain the amount of cash from operations.

OR

Q 5.P. Short Notes (any 3 out of 5)

15 M

1. 5 C's of credit policy
2. Cash flow statement AS-3
3. Importance of vertical financial statements
4. Types of Working Capital
5. Solvency Ratios

S.Y.B.M.S Semester - III
Subject: IT in Business Management - I

Date: 8th OCT, 2024

Duration: 2.5 hours

Marks: 75 marks

Instructions for the candidate:

1. This question paper contains 2 pages
2. Answers to each new question should begin on a fresh page.
3. Figures on the right-hand side indicate full marks.
4. Use of simple calculator is allowed.

Q 1.A.	Chose the correct alternative (any 8 out of 10)	8 marks
1.	A Database is an _____ collection of data. a) Unorganized b) Organized c) Numeric d) Public	
2.	_____ is data that has been processed in such a way as to be meaningful to the person who received it. a) Datum b) OAS c) Information d) Data	
3.	An _____ is a type of management information system intended to facilitate and support the information need of senior executive. a) TPS b) MIS c) OIS d) EIS	
4.	What is the primary purpose of digital organization? a) To create visually appealing graphics b) To efficiently manage and retrieve digital information c) To minimize the use of technology d) To promote social media engagement	
5.	_____ both benefit programmers and non-programmers. a) Open source technology b) TPS c) Close source technology d) MIS	
6.	The _____ contains shortcuts for save, undo and repeat commands. a) View b) Toolbar c) Quick Access Toolbar d) Scroll Bar	
7.	_____ shortcut key to cut selected text. a) Ctrl + A b) Ctrl + B c) Ctrl + C d) Ctrl + X	
8.	_____ is an application program that functions within a time frame that the user senses as immediate or current. a) Batch Processing b) Real Time c) Online d) Cloud	
9.	HTTP stands for _____. a) Hyper Text Transfer Protocol b) Hidden Text Transfer Protocol c) Hyper Tools Transfer Protocol d) Hyper Text Translate Protocol	
10.	_____ can analyze the data being sent over a network. a) Switch b) Hub c) Router d) Bridge	
Q 1.B.	State whether True or False (any 7 out of 10)	7 marks
1.	Data is useful for decision making.	
2.	OIS systems provide information to the organization that is not directly available from operational support system.	

3.	Virtual reality system created with computer hardware and software and presented to user like a real environment.	
4.	GUI is the part of software that most computer users don't ever see.	
5.	A style is a format enhancing tool that includes font typefaces, font size, effects, colors and more.	
6.	Excel is the world's most widely used spreadsheet program.	
7.	Hotspot is also called as dial-up access.	
8.	HTML is a language used to create web pages.	
9.	Cyber vandalism means destroying or damaging the data.	
10.	MS-outlook is bulk email software.	
Q 2.A.	What is difference between Transaction Processing System and Management Information System?	8 marks
Q 2.B.	What is difference between Data, Information and knowledge?	7 marks
	OR	
Q 2.A.	What is Operating System? Explain different Operating System in Details?	8 marks
Q 2.B.	What is Digital Economy? Explain the steps taken by India to move toward Digital Economy?	7 marks
Q 3.A.	Explain different types of computer network with suitable example?	8 marks
Q 3.B.	What is Mail Merge? How to set Mail Merge?	7 marks
	OR	
Q 3.A.	Explain E-Commerce? Explain different types of E-commerce with suitable example?	8 marks
Q 3.B.	Explain the concept of Internet, Intranet and Extranet?	7 marks
Q 4.A.	Explain the concept of Email and how to write professional email?	8 marks
Q 4.B.	Explain different types of charts that can be drawn in MS Excel?	7 marks
	OR	
Q 4.A.	Explain the concept of Switch, Bridge and Router?	8 marks
Q 4.B.	What is E-Commerce? Explain the Revenue models in E-Commerce?	7 marks
Q 5.A.	What is firewall? What are its types and benefits?	8 marks
Q 5.B.	What are the various cyber threats?	7 marks
	OR	
Q 5.C.	Short Notes (any 3 out of 5)	15 marks
1.	Electronic Payment System(EPS)	
2.	Digital Organization	
3.	IP Address	
4.	Hub	
5.	M-commerce	

S.Y.B.M.S Semester - III
Subject: Business Planning and Entrepreneurship Management

Date: 9th OCT 2024

Duration: 2.5 hours

Marks: 75 marks

Instructions for the candidate:

1. This question paper contains 2 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

Q 1.A. Match the Column (any 8 out of 10)				8 marks
1	Economic objective	A	1995	
2	Theory of Profit	B	E WOM	
3	Franchising	C	Relief	
4	NGO	D	Medium term loan	
5	Co-operative organisation	E	Profit Objective	
6	Evolutionary Innovation	F	Extend existing product line	
7	CEED	G	F. H Knight	
8	NABARD	H	Mahila Vikas Nidhi	
9	Social marketing media	I	Promotes interest of member	
10	Women entrepreneur	J	Strength and weakness	
Q 1.B. True or False (any 7 out of 10)				7 marks
1.	Entrepreneur does not play a lead role in diffusing financial crises			
2.	Professional and successful entrepreneur recognizes and responds to social needs and development of society			
3.	Entrepreneur needs skills to make vision into reality			
4.	Grifford Pinchot introduced the term entrepreneurship			
5.	Ad hoc scanning is short term infrequent examinations usually initiated by crisis			
6.	Invention included adding value to something existing			
7.	Frank Barron defines creativity as unusual ideas			
8.	First Industrial estate was set up in Nagpur			
9.	Entrepreneur mostly face marketing problem in rural area			
10.	Fixed capital is a circulating capital			

405

Q 2.A.	What are the needs for Entrepreneurship	8 marks
Q 2.B.	Explain briefly Qualities of an Entrepreneur	7 marks
OR		
Q 2.P.	Describe the factors that influence Entrepreneurial Development Program	8 marks
Q 2.Q.	Discuss in brief business related problem related to women entrepreneur	7 marks
OR		
Q 3.A.	Describe in brief advantages of acquisition strategy	8 marks
Q.3 B.	Describe in brief the steps in Business planning process	7 marks
OR		
Q 3.P.	Discuss the ways for coping with risk and uncertainty	8 marks
Q 3.Q.	Explain Joint Hindu Family business with its disadvantages	7 marks
OR		
Q 4.A.	What are the factors influencing working capital	8 marks
Q 4.B.	Discuss in brief human resource related problem of venture set – up	7 marks
OR		
Q 4.P.	Discuss in brief methods for business Idea generation	8 marks
Q 4.Q.	Discuss about the multi – purpose institutions that support entrepreneur	7 marks
OR		
Q 5.A.	Explain in brief few initiatives to develop women entrepreneur	8 marks
Q 5.B.	What are the Types of distribution Channel	7 marks
Q 5.C.	Short Notes (any 3 out of 5)	15 marks
1.	X-Efficiency theory	
2.	Takeover	
3.	Distinguish between Entrepreneur and Intrapreneur	
4.	Process of creativity	
5.	Optional Financing Strategies	

S.Y.B.M.S Semester - III
Subject: Motivation and Leadership
Duration: 2.5 hours

Date: 10th OCT, 2024

Marks: 75 marks

Instructions for the candidate:

1. This question paper contains 2 pages
2. Answers to each new question should begin on a fresh page.
3. Figures on the right-hand side indicate full marks.
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Q 1.A.	State whether True or False (any 8 out of 10)	8 marks																						
1.	Motivation can be intrinsic or extrinsic																							
2.	Leaders are born, not made.																							
3.	Positive reinforcement involves rewarding desired behaviors to encourage their repetition.																							
4.	Autocratic leadership is always the most effective style of leadership.																							
5.	Transformational leaders inspire and motivate their followers by creating a vision and fostering a positive change.																							
6.	Leaders should make all decisions without input from their team.																							
7.	Situational leadership theory proposes that effective leadership depends on adapting one's style to the readiness level of the followers.																							
8.	Motivation is a one-time event.																							
9.	Charismatic leaders use their personal charm and appeal to inspire and influence others.																							
10.	Leaders should never admit mistakes.																							
Q 1.B.	Match the Column (any 7 out of 10)	7 marks																						
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Q 2.A.	What is motivation? Explain features of motivation?	8 marks
Q 2.B.	Elaborate the four drive model.	7 marks
OR		
Q 2.P.	What are the ways of motivating employees?	8 marks
Q 2.Q.	Explain Expectancy theory of motivation	7 marks
Q 3.A.	How are employees motivated in the eastern world?	8 marks
Q 3.B.	Write a note on baby boomers and Gen. Z	7 marks
OR		
Q 3.P.	What is the Indian approach to motivation?	8 marks
Q 3.Q.	Give tips for work life balance that company can provide to the employees.	7 marks
Q 4.A.	Difference between transactional and transformational leader	8 marks
Q 4.B.	Explain the trait theory	7 marks
OR		
Q 4.P.	What are the characteristics of effective leaders?	8 marks
Q 4.Q.	Elaborate the types of charismatic leaders	7 marks
Q 5.A.	Discuss the Leadership style of Ratan Tata	8 marks
Q 5.B.	Explain the functions of a leader	7 marks
OR		
Q 5.C.	Short Notes (any 3 out of 5)	15 marks
1.	Leadership motives	
2.	Generation Y	
3.	4 E's of Strategic leader	
4.	Creative leader	
5.	Note on Mark Zuckerberg.	

S.Y.B.M.S Semester - III
Subject: Consumer Behaviour
Duration: 2.5 hours

Date: 10th OCT, 2024

Marks: 75 marks

Instructions for the candidate:

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2. Answers to each new question should begin on a fresh page.
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Q 1.B.	True or False (any 7 out of 10)	7 marks																						
1.	Bricks and mortar buying is online buying of goods.																							
2.	Innovators consist of 5% in adopter's category.																							
3.	Howard-Sheth model was developed by Joseph Howard and Jitendra Sheth.																							
4.	Mothers play dominant role in purchase decision related to day-to-day products.																							
5.	When a person interacts with other members in group on regular basis is called primary group.																							
6.	All social classes can afford any products and services irrespective of an constraints.																							
7.	Family is not the only factor that influences consumer behavior.																							
8.	At childhood stage, child has complete knowledge about market trends and fashion.																							
9.	The geographical location of a family may influence the needs of a family.																							
10.	The super Ego element of personality is driven by internal and basic drives and needs.																							
Q 2.A.	What is consumer behavior? State its features.	8 marks																						
Q 2.B.	What are different determinants influencing consumer's buying behavior?	7 marks																						
OR																								
Q 2.P.	What is Institutional buyers? State its characteristics.	8 marks																						

Q 2.Q.	Discuss various types of Consumers Behavior.	7 marks
Q 3.A.	What is consumer motivation? State the characteristics of motivation.	8 marks
Q 3.B.	'Marketers design marketing strategies based on consumer's personality traits'. - explain.	7 marks
OR		
Q 3.P.	What is consumer perception? Which factors influence consumer perception?	8 marks
Q 3.Q.	Write a brief note on 'Freudian Theory of Personality'.	7 marks
Q 4.A.	What are the different roles of family members in purchase process?	8 marks
Q 4.B.	Write a note on value system followed in India.	7 marks
OR		
Q 4.P.	What are different types of social classes that affects consumer buying behavior?	8 marks
Q 4.Q.	Explain the role of cultural norms in consumer behavior.	7 marks
Q 5.A.	Distinguish between E-buying and Brick-and-mortar buying.	8 marks
Q 5.B.	Explain Nicosia model of Consumer Behavior.	7 marks
OR		
Q 5.C.	Short Notes (any 3 out of 5)	15 marks
1.	Consumer Decision- making process	
2.	Characteristics of opinion leader	
3.	Features of Retail consumers	
4.	Profile of Consumer innovator	
5.	Self-concept	

PTVA's M. L. DAHANUKAR COLLEGE OF COMMERCE

Academic Year: 2024-25

Class: SYBMS

Semester: III

Subject: Equity and Debt Markets

Time: 2.5 hours

Total: 75 marks

Date: 01/12/2024

Time: 8:00 am to 10:30 am

Instructions for the candidate:

1. This question paper contains 2 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

Q 1A. Match the Columns (any 8 out of 10)

8 marks

Column A	Column B
1. Capital Market	i. Existing Investor
2. SEBI	ii. Short Term Funds
3. ESOP	iii. Issued by Commercial Banks
4. Book Building process	iv. Regulates Capital Markets
5. Money Market	v. Yankee
6. US Dollar Bond	vi. Long Term Funds
7. Certificate of Deposits	vii. Employee
8. BSE Trading System	viii. IPO
9. Rights Shares	ix. BOLT system
10. RBI	x. Primary Dealer

Q 1B. State whether True or False. (any 7 out of 10)

7 marks

1. IPO plays a vital role for the fresh company to grow and expand
2. Offers proper price discovery based on demand quoted by the investors
3. Money Market instruments have maturity less than 1 year.
4. Floating rate bonds are bonds on which the coupon rate is fixed for the life of bond.
5. The customer needs to open a D-mat account in order to trade in the stock market
6. Cost of equity shares depends upon expectations of the equity shareholders.
7. Securities listed on the stock exchange can only be purchased and sold on the stock exchange
8. Bearer bond on maturity is converted into equity shares.
9. The advantage of investing in Indian Debt Market is fixed returns.
10. Preference Shares have voting rights.

Q 2A. Classify the Indian debt market explain the players.

7 marks

Q 2 B Define prospectus and explain its types elaborately.

8 marks

OR

- Q 2P. What are the various classes of Equity Shares? 8 marks
- Q 2 Q What is a stock exchange? Explain the functions of a stock exchange 7 marks

- Q 3A. What are the various characteristics of Capital Markets? 8 marks
- Q 3 B Explain the role and functions of Stock exchanges. 7 marks

OR

- Q 3P. What are the features of Primary Market? 8 marks
- Q 3Q. What is OTCEI? Bring out its benefits 7 marks

- Q 4A. Explain the various types of risks associated in the bond market 7 marks
- Q 4 B What is credit rating? What are benefits of credit rating? 8 marks

OR

- Q 4P. Invest-o-World paid dividend of Rs. 1.80 per share in the last year. The forecast is that dividends will grow by 5 per cent per year into indefinite future. If the required rate of return is 11%, what would be the intrinsic value of the share? If the market price of the share is Rs. 40, what is the expected rate of return on the stock? Should you make the investment in the stock?

- Q4 Q A Bond of Rs 1,000 face value carrying an interest rate of 10% is redeemable after 6 years at a premium of 10%. If the required rate of return is 15%, what is the present value of the bond?

- Q 5A. Pique Ltd. had paid dividend @20% in the last year. The paid-up Equity Capital of the Company is Rs. 6,00,000 and Preference Share Capital of Rs 1,00,000. Net operating profit is Rs. 4,00,000. The tax rate is 32%. The company expects a growth rate of 5%. Required rate of return is 10%. Compute the value of Equity Share using: 8 marks

- a) Dividend Approach
b) Dividend Growth Approach
c) Earning Approach

- Q 5B. You are considering an investment in one of the following bonds: 7 marks

Name of Bond	Coupon Rate	Maturity	Price / Rs. 100 Par Value
Bond X	14%	8 years	Rs. 80
Bond Y	12%	6 years	Rs. 50

- (1) Calculate YTM for each Bond.
(2) Which Bond would you recommend for investment?

OR

- Q 5P. Short Notes (any 3 out of 5) 15 marks
1. Money market mutual funds
 2. Yield Curve
 3. Book Building process
 4. Distinguish between ESOP and Sweat Equity
 5. Certificate of Deposit

S.Y.B.M.S Semester - III

Subject: Advertising

Date: 11th OCT, 2024

Duration: 2.5 hours

Marks: 75 marks

Instructions for the candidate:

1. This question paper contains 2 pages
2. Answers to each new question should begin on a fresh page.
3. Figures on the right-hand side indicate full marks.
4. Use of simple calculator is allowed.

Q 1.A.	State whether True or False (any 8 out of 10)	8 marks																								
1.	A target audience is a specific group of consumers at whom advertising is directed.																									
2.	Advertising campaigns often use a mix of media channels, including TV, radio, print, and digital platforms.																									
3.	Radio advertising uses audio messages to reach listeners on various radio stations and programs.																									
4.	Tata company serves as an example of national advertising.																									
5.	Seasonal advertising capitalizes on holidays, events, or seasons to create relevant and timely promotions.																									
6.	Brand awareness is a key objective of advertising, aimed at making consumers familiar with a brand.																									
7.	Direct mail advertising involves sending promotional materials directly to consumers' homes or businesses.																									
8.	The AIDA model stands for Attention, Interest, Desire, and Action outlines the stages of consumer response in advertising.																									
9.	All advertising strategies are equally effective across different cultures and countries.																									
10.	A testimonial ad can only feature celebrities, not everyday consumers.																									
Q 1.B.	Match the Column (any 7 out of 10)	7 marks																								
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Column A</th> <th style="width: 50%;">Column B</th> </tr> </thead> <tbody> <tr> <td>1. Brand Equity</td> <td>a. Campaigns that spread quickly online</td> </tr> <tr> <td>2. Interactive Advertising</td> <td>b. Value derived from brand perception</td> </tr> <tr> <td>3. Emotional Appeal</td> <td>c. Advertising that appears on television or radio.</td> </tr> <tr> <td>4. Public Service Ads</td> <td>d. Ads and discounts inside retail stores</td> </tr> <tr> <td>5. Viral Marketing</td> <td>e. Engages users with interactive content</td> </tr> <tr> <td>6. In-Store Promotion</td> <td>f. Text used in advertisements</td> </tr> <tr> <td>7. Ad Copy</td> <td>g. Evoking emotions</td> </tr> <tr> <td></td> <td>h. A feature that distinguishes a product or service from its competitors.</td> </tr> <tr> <td>8. Ad Agency</td> <td></td> </tr> <tr> <td>9. USP</td> <td>i. Ads for social causes</td> </tr> <tr> <td>10. Broadcast Advertising</td> <td>j. Company specializing in creating ads</td> </tr> </tbody> </table>	Column A	Column B	1. Brand Equity	a. Campaigns that spread quickly online	2. Interactive Advertising	b. Value derived from brand perception	3. Emotional Appeal	c. Advertising that appears on television or radio.	4. Public Service Ads	d. Ads and discounts inside retail stores	5. Viral Marketing	e. Engages users with interactive content	6. In-Store Promotion	f. Text used in advertisements	7. Ad Copy	g. Evoking emotions		h. A feature that distinguishes a product or service from its competitors.	8. Ad Agency		9. USP	i. Ads for social causes	10. Broadcast Advertising	j. Company specializing in creating ads	
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Q 2.A.	Explain National advertising and public service advertising.	8 marks
Q 2.B.	Elaborate the AIDA model.	7 marks
	OR	
Q 2.P.	Explain the benefits of an ad.	8 marks
Q 2.Q.	Elaborate different types of Advertisements.	7 marks
Q 3.A.	Distinguish between Advertising and sales promotion.	8 marks
Q 3.B.	Explain the process of Advertising plan.	7 marks
	OR	
Q 3.P.	Elaborate the various department of ad agency.	8 marks
Q 3.Q.	What are the different types of ad agency?	7 marks
Q 4.A.	What is appeal? Explain types of appeal.	8 marks
Q 4.B.	Write a note of OOH advertising.	7 marks
	OR	
Q 4.P.	What is ad copy? Discuss Types of ad copy.	8 marks
Q 4.Q.	What are the key important things to keep in mind while creating TV commercial?	7 marks
Q 5.A.	What are the factors influencing ad budget?	8 marks
Q 5.B.	List down the post testing methods of evaluating an ad.	7 marks
	OR	
Q 5.C.	Short Notes (any 3 out of 5)	15 marks
1.	Social impact of ad	
2.	Marketing mix	
3.	Role of source in ad	
4.	Content marketing	
5.	Ambush Advertising	

S.Y.B.M.S Semester - III
Subject: Corporate Finance
Duration: 2.5 hours

Date: 11th OCT, 2024

Marks: 75 marks

Instructions for the candidate:

1. This question paper contains 4 pages
2. Answers to each new question should begin on a fresh page.
3. Figures on the right-hand side indicate full marks.
4. Use of simple calculator is allowed.

Q 1.A.	Fill in the blanks (any 8 out of 10)	8 marks
1.	Which of the following is a tax-deductible expenditure? a) Interest b) Preference Dividend c) Equity Dividend d) Interim Dividend	
2.	Capital Structure is an optimal mix of _____. a) Sales and Profit b) Debt and Equity c) Current Assets and Fixed Assets d) Current Assets and Current Liabilities	
3.	Diversification of Portfolio _____ the risk a) Decreases b) Increases c) Stabilizes d) Does not impact	
4.	Composite leverage is calculated as _____ a) Operating Leverage + Financial Leverage b) Operating Leverage - Financial Leverage c) Operating Leverage / Financial Leverage d) Operating Leverage * Financial Leverage	
5.	_____ method of capital budgeting does not take into account the time value of money. a) Payback Period b) Net Present Value c) Profitability Index d) Internal Rate Return	
6.	The relationship between risk and return is _____. a) Direct b) Indirect c) Zero d) not permanent	
7.	Equity shareholders are _____ of the company. a) Owners b) Executives c) Directors c) Guardian	
8.	_____ means sale of securities to a relatively small number of selected investors as a way of raising capital. a) Public issue b) Rights issue c) Bonus Issue d) Private Placement	
9.	Foreign collaborations can take place at _____. a) Government level b) Between Public and public company c) Two or more private companies from different countries d) All of the above	
10.	GDR stands for a) Global depositary receipt b) German depositary receipt c) Global Depression Recession d) General Domestic Regulation	

Q 1.B. State whether true or false (any 7 out of 10) **7 marks**

1. Cost of capital refers to the minimum required rate of return.
2. Use of fixed interest securities gives rise to financial leverage.
3. A project with a lesser payback period will be less risky.
4. Market risk is a systematic risk.
5. Capital Budgeting involves long term decisions.
6. Any amount received from employee as security deposit cannot be treated a public deposit.
7. Deposits with NBFC's are not insured.
8. Cash credit is a short- term source of finance.
9. Hurdle rate is same as cost of capital.
10. Short term borrowings are a part of capital structure of the company.

Q 2.A. A firm whose capital is 10% is considering two mutually exclusive projects .The cash inflows of the projects are as follows **15 marks**

Year	Project Jyoti	Project Deepak
Cash Inflow	Rs	Rs
0	1,05,000	1,05,000
1	15,000	75,000
2	30,000	60,000
3	45,000	30,000
4	67,500	15,000
5	90,000	15,000

PV factor @ 10%	1 st Year	2 nd Year	3 rd Year	4 th Year	5 th Year
	0.909	0.826	0.751	0.683	0.684

What will be your decision on the basis of

- 1) NPV Method
- 2) P/I Method
- 3) Payback Period

OR

Q 2.P Ganesha Limited is setting up a project with a capital outlay of ₹ 60,00,000. It has two alternatives in financing the project cost. Alternative – I: 100% equity finance by issuing Equity Shares of ₹ 10 each. Alternative – II: Debt-Rs 40,00,000, Equity Rs 20,00,000 (Equity of Rs 10 each) Expected Level of EBIT Rs 10,00,000 The rate of interest payable on the debts is 18% p.a. The corporate tax rate is 40%. **15 marks**

- a. Suggest which alternative should the company opt for
- b. Also Calculate the indifference point between the two alternative methods of financing.

Q 3.A.

The cost of various types of capital for M/S Shiv Limited is as below . Calculate the weighted average cost of capital.

8 marks

Source of Funds	Amount (Rs)	Cost of Capital
Debt	2,40,000	5.68%
Preference Share Capital	80,000	9.33%
Equity Share Capital	4,00,000	13.30%
Retained Earnings	80,000	13.00%
	8,00,000	

Q3B)

A bank promises to pay you Rs 10,000 after 3 years at the rate of 10% interest. How much should you deposit today?

3 marks

Q3C)

Jack is required to pay four equal installments of Rs 5000 each in his deposit account that pays interest of 8% per year. Find out the future value of annuity at the end of 4 years.

4 marks

OR

Q 3.P.

Calculate operating leverage, financial leverage and combined leverage under Situation 1 and 2 in financial plans A & B from the following information relating to the operation and capital structure of a company.

15 marks

Installed capacity – 1,000 units

Selling price ₹20 per unit

Variable Cost ₹10 per unit

Fixed Cost:

Under Situation I ₹ 4,000

Under Situation II ₹ 5,000

Capital Structure:

Financial Plan

	A (₹)	B (₹)
Equity	5,000	15,000
Debt @10% Interest	15,000	5,000
	20,000	20,000

Q 4.A.

Rose Industries has an investment proposal for Rs 10,50,000. The expected cash flows are as follows

15marks

Year	Cash Inflow Rs	PV10%	PV@15%
1	1,00,000	0.909	0.870
2	1,00,000	0.826	0.756
3	2,00,000	0.751	0.658
4	2,00,000	0.683	0.572
5	2,25,000	0.621	0.497
6	2,25,000	0.564	0.432
7	2,50,000	0.513	0.376
8	2,50,000	0.467	0.327
9	2,00,000	0.424	0.284
10	1,50,000	0.386	0.247

OR

Q4 P.

Mr Albert purchased 200 shares of S limited for Rs 30 each in Oct 2004. He also paid brokerage of Rs 200. The company paid Dividend of Rs 100, Rs 150 and Rs 200 in 2005, 2006 and 2007. He sold all his holding in Oct 2007 for Rs 8850. Calculate his holding period return and annualized return.

8 marks

Q 4.Q.

Calculate the expected rate of return and Standard deviation from the following ?

7 marks

Economic conditions	Probability	Rate of Return
Boom	0.3	50%
Normal	0.4	30%
Recession	0.3	20%

Q 5.A.

Explain the different types preference shares?

8 marks

Q 5.B.

Distinguish between Fixed capital and working capital.

7 marks

OR

Q 5.C.

Short Notes (any 3 out of 5)

15 marks

1. Importance of Foreign Direct investments
2. Causes of Overcapitalization
3. Public deposits
4. Theories of capital structure
5. Sources of International finance

S.Y.B.M.S Semester - III

Subject: Organizational Behavior & Human resource management

Date: 11th OCT, 2024

Duration: 2.5 hours

Marks: 75 marks

Instructions:

1. This question paper contains 2 pages
2. In all, 5 main questions shall be attempted.
3. Answers to each new question should begin on a fresh page.
4. Figures on the right-hand side indicate full marks.
5. Use of simple calculator is allowed.

Q 1 A)	State whether True or False (any 8 out of 10)	8 marks
1.	HRM is concerned with people dimension in management.	
2.	Peter Drucker is the father of personnel management.	
3.	Job security is a form of non-financial incentives provided to employees	
4.	Collegial model is based on the team concept.	
5.	O. B is not multi-disciplinary.	
6.	Problem solving is one of the conflict resolution techniques.	
7.	HRP is not future oriented	
8.	Career planning is a continuous process	
9.	Autocratic model of OB emphasizes on authoritarian style.	
10.	Voluntary separation of an employee from the organization is called as layoff.	
Q 1 B)	Match the Column (any 7 out of 10)	7 marks
1	Column A	a. long & short term
2	Career	b. Termination by employees
3	Group norm	c. managerial leadership
4	Power distance	d. standard of behavior
5	HRD Programme	e. Permanent termination
6	Resignation	f. sequence of positions held by a person
7	Resourcing	g. Retirement
8	Time orientation	h. orientation to authority
9	Supportive model	i. long term benefits
10	Decline stage	j. attracting and retaining high quality people
Q 2 A)	What is organizational behavior? Explain it's evolution.	8 marks
Q 2 B)	Explain what is group behavior and the factors to be considered while understanding it.	7 marks
	OR	

Q 2 P)	Explain the SOBC model.	
Q 2 Q)	State the importance of Organizational behavior.	8 marks
		7 marks
Q 3 A)	Explain conflict management resolution techniques.	
Q 3 B)	What is a learning organization? its advantages.	8 marks
		7 marks
	OR	
Q 3 P)	What is HRD? explain the features of HRD	8 marks
Q 3 Q)	What is performance appraisal, explain the process of conducting performance appraisal.	7 marks
Q 4 A)	What is HRP? What are the factors affecting HRP?	8 marks
Q 4 B)	What is the importance of is HRP in an organization?	7 marks
	OR	
Q 4 P)	Explain types on fringe benefits?	8 marks
Q 4 Q)	What is compensation? explain the components of pay structure.	7 marks
Q 5 A)	Describe the various stages of career planning in detail.	8 marks
Q 5 B)	What is an incentive? Explain the various financial incentives given to employees.	7 marks
	OR	
Q 5 C)	Short Notes (any 3 out of 5)	15 marks
1.	Downsizing	
2.	360-degree appraisal	
3.	Compensation	
4.	Cross Cultural dynamics	
5.	Organizational design	

S.Y.B.M.S Semester - III
Subject: Strategic Management

Date: 14th OCT, 2024

Duration: 2.5 hours

Marks: 75 marks

Instructions for the candidate:

1. This question paper contains 3 pages
2. Answers to each new question should begin on a fresh page.
3. Figures on the right-hand side indicate full marks.
4. Use of simple calculator is allowed.

Q 1.A.	True or False (any 8 out of 10)	8 marks
1.	Strategic Goal is the purpose or reason for the organization's existence.	
2.	SBU brings proficiency and progression.	
3.	Objectives act as driving force of motivation.	
4.	Oral policies are more achievable and relevant.	
5.	Implementation of Stability strategy does not require lot of new investments.	
6.	Differentiation strategy seeks to distinguish its organization from competitors in respect to products only.	
7.	SWOT analysis is strictly used for business purpose only.	
8.	Environmental analysis is an ad-hoc process.	
9.	Strategic analysis is a component of strategic management.	
10.	Matrix structure is application only to small organization.	
Q 1.B.	Match the Column (any 7 out of 10)	7 marks
	A	B
1.	Retrenchment strategy	a. Recruitment and Selection of personnel
2.	Business level strategy	b. Working upon current strategy
3.	HR strategy	c. Strategic intent
4.	Marketing plans and policies	d. Divestment
5.	Environmental scanning	e. High market share and low market growth
6.	Incremental model	f. SBU
7.	Internal factors	g. High market growth and low market share
8.	External factor	h. Study of PESTLE analysis
9.	Cash Cow product	i. Marketing mix strategies
10.	Question marks product	j. Exploiting business opportunities

Q 2.A.	What is strategic management? Explain the process of framing strategy?	8 marks
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Q 2.B.	What is strategy? Which basic guidelines need to be followed while framing a strategy?	7 marks
	OR	
Q 2.P.	What are strategic objectives? Which features need to be considered while preparing objectives?	8 marks
Q 2.Q.	What is strategic plan? State the benefits of framing an ideal plan.	7 marks
Q 3.A.	'Factors of external environment are uncontrollable and greatly influence business strategies' elaborate your answer with valid justification and examples.	8 marks
Q 3.B.	What is growth strategy? Explain the reasons to adopt growth strategy?	7 marks
	OR	
Q 3.P.	What is stability strategy? Which factors contribute in adoption of stability strategy?	8 marks
Q 3.Q.	Why it is essential for business to undergo environment analysis and scanning?	7 marks
Q 4.A.	Brief note on 'McKinsey 7 S Framework'.	8 marks
Q 4.B.	Which factors affect strategic choice?	7 marks
	OR	
Q 4.P.	What is behavioral implementation? Which major issues are faced in behavioral implementation?	8 marks
Q 4.Q.	Explain any three type of organizational structure.	7 marks
Q 5.A.	What is synergy? Explains its types.	8 marks
Q 5.B.	Which factors create obstacles in successful implementation of change management?	7 marks
	OR	
Q 5.C.	Short Notes (any 3 out of 5)	15 marks

1.	Turnaround strategy	
2.	Backward and forward integration strategy	
3.	The Growth-Share Matrix	
4.	Elite model	
5.	VISION and MISSION	

S.Y.B.M.S Semester - III

Subject: FC III – Environmental Management

Date: 15th OCT, 2024

Duration: 2.5 hours

Marks: 75 marks

Instructions for the candidate:

1. This question paper contains 2 pages.
2. Answers to each new question should begin on a fresh page.
3. Figures on the right-hand side indicate full marks.

Q 1.A.	Chose the correct alternative (any 8 out of 10)	8 marks
1.	Groundwater mining in coastal areas can result into? (Increase in salinity of groundwater, Decrease in the toxicity of groundwater, Decrease in salinity of the groundwater, Increase in water table)	
2.	Decomposers include? (Bacteria, Fungi, Both bacteria & Fungi, Animals)	
3.	World summit on sustainable development was held at? (Johannesburg in 2002, Rio de Janeiro in 1992, Kyoto in 1994, Stockholm in 2000)	
4.	Which of the following is a greenhouse gas contributing to climate change? (Sulfur dioxide, Carbon monoxide, Methane, Particulate matter)	
5.	Predict on why an animal may change their skin or fur colour with the seasons? (In order to attract predators, To blend in with the surroundings and avoid predators, So predators can easily find them, All the above)	
6.	What kind of energy does a wind turbine use? (Kinetic energy, Potential energy, Chemical energy, Thermal energy)	
7.	The material used for environment, protection, handling delivery and presentation of goods refers to? (Packaging, A box, Material handling, Containerization)	
8.	What is the primary source of air pollution in urban areas? (Natural vegetation, Transportation emissions, Ocean currents, Solar energy)	
9.	GREEN business incorporates the principle of? (Sustainability, Profit maximization, Social commitment, All of the above)	
10.	The EIA should be conducted? (Before commencement of the project, During the project, After completion of the project, At any time before or after the project)	
Q 1.B.	True or False (any 7 out of 10)	7 marks
1.	Environmental degradation only affects rural areas.	
2.	All natural disasters are predictable with current technology.	
3.	Climate change is a consequence of environmental degradation.	
4.	Environmental audits are only necessary for large corporations.	

5.	Habitat fragmentation can lead to decreased species diversity.	
6.	All organisms in a food chain are dependent on one another for survival.	
7.	Natural disasters have no correlation with environmental degradation.	
8.	Natural disasters can be exacerbated by human activities such as deforestation and urbanization.	
9.	The transition to non-conventional energy sources can help mitigate climate change effects.	
10.	Biomass is considered a non-conventional energy source.	
Q 2.A.	Define Environmental Degradation & explain its impact.	8 marks
Q 2.B.	Define ecosystem, explain the Ecological Pyramid.	7 marks
	OR	
Q 2.P	Explain the Structure of the environment, expanding on Physical, biological & cultural aspects.	8 marks
Q 2.Q	What are the effects of Noise pollution?	7 marks
Q 3.A.	Enumerate & describe the Environmental Movements in India.	8 marks
Q 3.B.	What is Solar energy? Mention its advantages & disadvantages.	7 marks
	OR	
Q 3.P	What is Ecotourism? Explain its characteristics.	8 marks
Q 3.Q	Explain the Bhopal Gas Tragedy in detail.	7 marks
Q 4.A.	Explain Eco-friendly packaging by giving relevant examples.	8 marks
Q 4.B.	What are the causes of water pollution?	7 marks
	OR	
Q 4.P	What is Carbon Bank & explain Kyoto Protocol.	8 marks
Q 4.Q	What is Green Consumerism with examples.	7 marks
Q 5.A.	Give remedies to solve the issue of Land Pollution.	8 marks
Q 5.B.	What are Natural Disasters. Explain Tsunamis & Earthquakes.	7 marks
	OR	
Q 5.C.	Short Notes (any 3 out of 5)	15 marks
1.	Narmada Bacchao Andolan	
2.	Factors affecting exploitation of resources	
3.	Indoor Air pollution	
4.	Urban heat island effect	
5.	Organic Farming	
