

# Accounting for Managerial Decision (SY BMS)

Academic year 2020-2021

INTERNAL EXAMINATION (OCTOBER 2020)

Class : SY

Branch : BMS

Semester : III

Subject : Accounting for Managerial Decision

Total marks : 20

Time : 11:00 - 11:30 am

Duration : 30 minutes

\* Required

1. Email address \*

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2. Full Name \*

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3. Roll No. \*

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4. Class and Department \*

*Mark only one oval.*

SY BMS

5. Semester \*

*Mark only one oval.*

III

10. Fixed assets should be disclosed in Balance sheet as \*

*Mark only one oval.*

- Cost
- Market Value
- Cost or market value whichever is more
- Cost or market value whichever is less

11. Live Stock is a \*

*Mark only one oval.*

- Current asset
- Fictitious asset
- Fixed assets
- None of the above

12. Patents and copyrights is an \*

*Mark only one oval.*

- Intangible Asset
- Movable asset
- Intangible fixed asset
- Fictitious asset

13. Goodwill is an \*

*Mark only one oval.*

- Intangible Asset
- Fixed Asset
- Intangible fixed asset having realizable value
- Fictitious asset

18. One of the following is not an absolute liquid asset \*

*Mark only one oval.*

- Cash balance
- Bank Balance
- Bills Receivable
- Marketable securities

19. Liquid ratio which is equal to the following is favorable \*

*Mark only one oval.*

- 2 : 1
- 1:1
- 1 : 3
- 2 : 5

20. Proprietary ratio shows \*

*Mark only one oval.*

- Long term financial position
- Short tern financial position
- Liquidity position
- All of the above

21. Higher proprietary ratio shows that \*

*Mark only one oval.*

- Small portion of assets is financed by the proprietors
- Larger portion of assets is financed by the proprietors
- Longer portion of assets is financed by loans
- None of the above

26. Interest paid on long term borrowing is \*

Mark only one oval.

- Financing activity
- Investing Activity
- Operating activity
- None of the above

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# Foundation Course - III (SY BMS)

Academic year 2020-2021

INTERNAL EXAMINATION (OCTOBER 2020)

Class : SY

Branch : BMS

Semester : III

Subject : Foundation Course - III

Total marks : 20

Time : 01:00 - 01:30 pm

Duration : 30 minutes

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4. Class and Department \*

*Mark only one oval.*

SY BMS

5. Semester \*

*Mark only one oval.*

III

10. Which of the following is an air pollutant? \*

*Mark only one oval.*

- Ozone
- CFC
- Carbon dioxide
- Oxygen

11. Chief source of energy in environment is \*

*Mark only one oval.*

- Fire
- Moon
- Sun
- Stars

12. All are particular pollutants expect \_\_\_\_\_. \*

*Mark only one oval.*

- Dust
- Ozone
- Soot
- Smoke

13. Plants are green because of the presence of a pigment called: \*

*Mark only one oval.*

- Glucose
- Nitrogen
- Chlorophyll
- Oxygen

14. Noise is measured using sound meter and the unit is \*

*Mark only one oval.*

Hertz

Decibel

Joule

Sound

15. In our country the Van Mahotsav Day is observed on \*

*Mark only one oval.*

Second of October

First of December

Tenth of August

First of July

16. Minamata disease in Japan was caused due to Water pollution of \_\_\_\_.\*

*Mark only one oval.*

Lead

Mercury

Methyl Isocyanides

Bromine

17. Which one of the following is not biodegradable? \*

*Mark only one oval.*

Vegetables

Fruits

Earthworm

Aluminium foil

22. Which of the following are problems associated with landfills? \*

*Mark only one oval.*

- Loss of soil fertility
- Contamination of ground waters
- Methane production
- All of the above

23. Abiotic environment does not include \*

*Mark only one oval.*

- Air
- Water
- Soil
- Plants

24. Burning of which gas at landfills is responsible for Global Warming? \*

*Mark only one oval.*

- Ozone
- Propane
- Oxygen
- Methane

25. Decomposers include \*

*Mark only one oval.*

- Bacteria
- Fungi
- Both
- Animals

# Advertising (SY BMS)

Academic year 2020-2021

INTERNAL EXAMINATION (OCTOBER 2020)

Class : SY

Branch : BMS

Semester : III

Elective Selected : Marketing

Subject : Advertising

Total marks : 20

Time : 01:00 - 01:30 am

Duration : 30 minutes

\* Required

1. Email address \*

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2. Full name \*

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3. Roll No. \*

---

4. Class and Department \*

*Mark only one oval.*

SY BMS

5. Semester \*

*Mark only one oval.*

III

10. An advertising message should be which of the following? \*

*Mark only one oval.*

- Lengthy
- Creative
- Dishonest
- Complicated

11. What are moral principles that help to determine right from wrong? \*

*Mark only one oval.*

- Laws
- Norms
- Traditions
- Ethics

12. Which is an element of promotion mix? \*

*Mark only one oval.*

- Product Features
- Public Relations
- Product Design
- Product Testing

13. The major task of an advertising agency is? \*

*Mark only one oval.*

- Preparing the ad campaign
- Media Research
- Production
- Finance

18. Which of the following is standard to identity of a brand? \*

*Mark only one oval.*

- Brand Image
- Product Drive
- Warehousing
- Transportation

19. Advertising is which form of communication? \*

*Mark only one oval.*

- Personal
- Provisional
- Non-Personal
- Temporary

20. In the AIDA model, 'A' stands for? \*

*Mark only one oval.*

- Awareness
- Audit
- Aim
- Association

21. Which type of advertising is related to another brand or product? \*

*Mark only one oval.*

- Corporate
- Comparative
- Surrogate
- Persuasive

26. Advertising reaches the target audience by which of the following? \*

*Mark only one oval.*

- Medium
- Source
- Supply Chain
- Research

27. An advertising should have which of the following benefits? \*

*Mark only one oval.*

- Regulation
- Environmental Audit
- Introduction of a new product
- Research

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# Basics of Financial Services (SY BMS)

\* Required

1. Email address \*

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2. Full Name \*

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3. Roll No. \*

---

4. Class and Department \*

*Mark only one oval.*

SY BMS

5. Semester \*

*Mark only one oval.*

III

6. Elective Selected \*

*Mark only one oval.*

Finance

11. Financial System consists of \_\_\_\_\_ \*

*Mark only one oval.*

- Agents only
- Individuals (savers)
- Supplies
- Agents

12. LAF in banking terms stands for \_\_\_\_\_.\*

*Mark only one oval.*

- Liquid Asset Financing
- Liquidity Adjustment Facility
- Loans Against Funds
- Loans Asset Facility

13. \_\_\_\_\_ is money lent to other stock brokers, and other financial institutions for a very short period varying from 1 to 14 days. \*

*Mark only one oval.*

- Money at call and short notice
- Loans, Advances and Bills Discounted
- Cash and Balance with RBI
- Cash Credit

14. \_\_\_\_\_ is a form of risk management which is used primarily to hedge against the risk of a contingent, uncertain loss. \*

*Mark only one oval.*

- Insurance
- Commercial Banks
- Agriculture Banks
- Cash Credit

19. The term used for giving extra benefit to Insurer for the Policy taken under Life Insurance is called as \_\_\_\_\_.\*

*Mark only one oval.*

- Rider Benefit
- Surrender of Policy
- Maturity
- Agent's Report

20. Contribution to Life Insurance is exempt under section \_\_\_\_\_ of Income Tax Act, 1961. \*

*Mark only one oval.*

- 80D
- 80C
- 80CC
- 80G

21. \_\_\_\_\_ type of policy in Insurance investment portfolio is captured by NAV. \*

*Mark only one oval.*

- Whole life policy
- Money back policy
- ULIP
- Surrender of Policy

22. \_\_\_\_\_ require a huge capital for a long period to buy machinery and equipment. \*

*Mark only one oval.*

- Insurance Companies
- Banks
- Industries
- Mutual Fund

27. \_\_\_\_\_ is a type of advancing of loans which provides a very liquid asset which can be quickly turned into cash. \*

*Mark only one oval.*

- Discounting Bills of Exchange
- Cash Credit
- Overdraft Facilities
- Liquidity Adjustment Facility

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# Business Planning and Entrepreneurial Management (SY BMS)

Academic year 2020-2021

INTERNAL EXAMINATION (OCTOBER 2020)

Class : SY

Branch : BMS

Semester : III

Subject : Business Planning and Entrepreneurial Management

Total marks : 20

Time : 01:00 - 01:30 pm

Duration : 30 minutes

\* Required



1. Email address \*

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2. Full Name \*

---

3. Roll No. \*



---

4. Class and Department \*

*Mark only one oval.*

SY BMS

5. Semester \*

*Mark only one oval.*

III

10. What type of resources are required in meeting working capital needs? \*

*Mark only one oval.*

- Physical
- Financial
- Human
- Fiscal

11. Analysis of -----environment reveals opportunities and threats of the organization. \*

*Mark only one oval.*

- Internal
- External
- Local
- Neutral

12. Entrepreneur who acts as a broker is known as \*

*Mark only one oval.*

- Gap filler
- Input Provider
- Leader
- None of the above

13. Introduction of new product or new quality of an existing product -is the theory of \*

*Mark only one oval.*

- McClelland
- F.H.Knight
- Joseph Schumpeter
- John Cleveland

18. The Theory of achievement & motivation was developed by \*

*Mark only one oval.*

- McClelland
- Leibenstein
- Knight
- John Clevland

19. -----is concerned with the rightness or wrongness, goodness or badness of human conduct. \*

*Mark only one oval.*

- Culture
- values
- Ethics
- None of the above

20. According to ----- an entrepreneur is basically an Innovator \*

*Mark only one oval.*

- Marshall
- McClelland
- Schumpeter
- Hertz

21. Entrepreneurship involves-----as its activities are subject to uncertainties. \*

*Mark only one oval.*

- Innovation
- Risk- taking
- Creativity
- Cognovit

26. Strength of an entrepreneur is \*

Mark only one oval.

Self-employed

Creativity

Security

Empowerment

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# Consumer Behavior (SY BMS)

Academic year 2020-2021

INTERNAL EXAMINATION (OCTOBER 2020)

Class : SY

Branch : BMS

Semester : III

Subject : Consumer Behavior

Total marks : 20

Time : 11:00 - 11:30 am

Duration : 30 minutes

\* Required

1. Email address \*

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3. Roll No. \*

---

4. Class and Department \*

*Mark only one oval.*

SY BMS

5. Semester \*

*Mark only one oval.*

III

10. Institutional Consumers make purchases in what quantities? \*

*Mark only one oval.*

- Small
- Medium
- Large
- Uncertain

11. Women in urban areas do shopping with \_\_\_\_ \*

*Mark only one oval.*

- Pressure
- Confidence & Maturity
- Shyness
- Fear

12. Discounts are sought by which of the following? \*

*Mark only one oval.*

- Upper Class
- Lower Class
- Chisellers
- Marketers

13. Self-Concept & Personality are which type of factors in buying behaviour? \*

*Mark only one oval.*

- Environmental
- Personal
- Cultural
- Technological

18. Amul baby is an example of which of the following? \*

Mark only one oval.

- Personification
- Attraction
- Loyalty
- Popularity

19. Marketing starts with understanding which of the following? \*

Mark only one oval.

- Advertising
- Publicity
- Consumer Needs
- Promotion

20. Attitudes are acquired through which of the following? \*

Mark only one oval.

- Observation
- Learning
- Copying
- Behaviour Study

21. Which needs are the highest among the Maslow's need hierarchy theory needs? \*

Mark only one oval.

- Self-Actualisation
- Buying
- Psychological
- Social

26. \*Attitude determines which of the following aspects of a consumer? \*

Mark only one oval.

- Services
- Loyalty
- Likes & Dislikes
- None of the above

27. Which of the following are demographic factors? \*

Check all that apply.

- Habits
- Size of Population
- Social Class
- All of the above

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# Cost Accounting (SY BMS)

Academic year 2020-2021

INTERNAL EXAMINATION (OCTOBER 2020)

Class : SY

Branch : BMS

Semester : III

Elective Selected : Finance

Subject : Cost Accounting

Total marks : 20

Time : 01:00 - 01:30 am

Duration : 30 minutes

\* Required

1. Email address \*

\_\_\_\_\_

2. Full Name \*

\_\_\_\_\_

3. Roll No. \*

\_\_\_\_\_

4. Class and Department \*

*Mark only one oval.*

SY BMS

5. Semester \*

*Mark only one oval.*

III

10. Cost accounting covers \*

*Mark only one oval.*

- The preparation of statistical data
- The application of cost control methods
- The ascertainment of the profitability of activities carried out or planned
- All the above

11. Cost behavior refers to \*

*Mark only one oval.*

- How costs react to a change in the level of activity
- Whether a cost is incurred in a manufacturing, trading or service company
- Classifying costs as either product or period costs
- Whether a particular expense has been incurred honestly

12. An example of fixed cost is: \*

*Mark only one oval.*

- Materials consumed
- Depreciation
- Factory power
- Packing material

13. Which of the following does not use process costing? \*

*Mark only one oval.*

- Oil refining
- Distilleries
- Sugar
- Air-craft manufacturing

18. Abnormal Gains are equal to \*

*Mark only one oval.*

- Actual Output – Normal Output
- Normal Output – Normal Output
- Actual Output – Input
- Input – Actual Output

19. Process cost is very much application in \*

*Mark only one oval.*

- Construction Industry
- Pharmaceutical Industry
- Airline Company
- None of these

20. In process costing, each producing department is a \*

*Mark only one oval.*

- Cost unit
- Cost centre
- Investment centre
- Sales centre

21. Which of the given units can never become part of first department of Cost of Production Report? \*

*Mark only one oval.*

- Units received from preceding department
- Units transferred to subsequent department
- Lost units
- Units still in process

26. Continuous stock taking is a part of \*

*Mark only one oval.*

- Annual stock taking
- Perpetual inventory
- ABC analysis
- Inventory Turnover Ratio analysis

27. Inter-firm comparison is \*

*Mark only one oval.*

- A method of costing
- A method of allocation of overheads
- A technique of evaluating the performance of firms in an industry
- Related to marginal costing

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# Information Technology in Business Management - I (SY BMS).

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Class : SY

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Semester : III

Subject : Information Technology in Business Management - I

Total marks : 20

Time : 11:00 - 11:30 am

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4. Class and Department \*

*Mark only one oval.*

SY BMS

5. Semester \*

*Mark only one oval.*

III

10. \_\_\_\_\_ is used to analyse existing structured information and make decisions for future? \*

*Mark only one oval.*

- EIS
- TPS
- DSS
- MIS

11. In 5 level pyramid model which knowledge is worked on by EIS? \*

*Mark only one oval.*

- Explicit
- Tacit
- Information
- None of the above

12. \_\_\_\_\_ is a collection of related data or information. \*

*Mark only one oval.*

- Knowledge
- Data
- Database
- Information

13. \_\_\_\_\_ is a strategic level information system that is found at the top of the pyramid model? \*

*Mark only one oval.*

- DSS
- TPS
- MIS
- EIS

18. Crime carried out using cash will be reduced is an advantage of \_\_\_\_.\*

*Mark only one oval.*

- Digital Economy
- Digital Data
- All of the above
- None of the above

19. Software in which source code is available to changes or modification for user or everyone? \*

*Mark only one oval.*

- Proprietary Software
- Open Source Software
- All of the above
- None of the above

20. Which of the following is not a type of operating system? \*

*Mark only one oval.*

- Multithreading
- Real Time
- Data rate
- All of the above

21. Which operating system can be only used in Apple Computers? \*

*Mark only one oval.*

- DOS
- Windows
- Mac
- None of the above

26. Information Systems are a combination of \_\_\_\_ and \_\_\_\_.\*

*Mark only one oval.*

Information technology, decision making

Data design, information type

All of the above

None of the above

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# Strategic Management (SY BMS)

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Subject : Strategic Management

Total marks : 20

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*Mark only one oval.*

SY BMS

5. Semester \*

*Mark only one oval.*

III

10. \_\_\_\_\_ are time bound. \*

*Mark only one oval.*

Mission

Vision

Goals

Aim

11. Mostly large business have \_\_\_\_\_ organizations. \*

*Mark only one oval.*

Centralized

Decentralized

Large

Small

12. Policies operate \_\_\_\_\_ free. \*

*Mark only one oval.*

Loss

Conflict

Risk

Profit

13. Policies serve as \_\_\_\_\_ controls. \*

*Mark only one oval.*

Internal

External

Simple

Complicate

18. \_\_\_\_\_ is the reason for organization existence. \*

*Mark only one oval.*

Objectives

Mission

Goals

Aims

19. \_\_\_\_\_ plans are formulated to achieve a specific purpose. \*

*Mark only one oval.*

Temporary

Specific

Long term

Short term

20. Business is known to have \_\_\_\_\_ of objectives. \*

*Mark only one oval.*

Unity

Hierarchy

Galaxy

Group

21. \_\_\_\_\_ plans take place without special sessions or planning. \*

*Mark only one oval.*

Formal

Informal

Long term

Short term

26. \_\_\_\_\_ indicates source of action. \*

Mark only one oval.

- Policy
- Strategy
- Plan
- Objectives

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