23-12-2025

Printing Page :2 Paper Code :B.Com-104 (C) SVSU:2024-25/R
Enrollment No. | | | | | | | | | | | | |

B.Com
Ist YEAR Ist SEMESTER EXAMINATION
Introduction to Computer Application

[Time : 03:00 Hours] **[Max. Marks : 75]**

Note: 1. Attempt all the questions as per given instructions.

1. Multiple Choice Questions (MCQs) **[01×15=15]**

I The physical components of a computer are called?
a) Software b) Hardware c) Firmware d) Shareware

II The main memory of a computer is?
a) Non-volatile b) Volatile
c) External d) Secondary

III The language which the computer understands directly is?
a) Assembly language b) Machine language
c) High-level language d) None

IV Which of the following is an example of an operating system?
a) MS Word b) MS Excel c) Windows d) Photoshop

V The term 'bit' stands for?
a) Binary Tree b) Binary Digit
c) Binary Table d) Binary Code

VI The full form of GUI is?
a) Graphical User Interface b) Global User Interaction
c) Graphical Utility Input d) None

VII Which database model organizes data in tree-like structure?
a) Network b) Hierarchical c) Relational d) None

VIII A collection of related records in a database is known as?
a) Field b) File c) Data d) Character

IX The software that helps to manage databases is called?
a) DBMS b) Compiler c) Translator d) Interpreter

X In data processing, a transaction file is used to?
a) Store master data b) Store temporary data
c) Backup data d) None

XI The process of converting data into information is called
a) Encoding b) Processing
c) Decoding d) Transmission

XII Which of the following is word processing software?
a) MS Excel b) MS PowerPoint
c) MS Word d) MS Access

XIII LAN stands for
a) Local Area Network b) Large Area Network
c) Linked Access Network d) Line Access Network

XIV The smallest unit of data in a computer is
a) Byte b) Bit c) Nibble d) Word

XV Which of the following is used to check spelling errors in a document?
a) Find & Replace b) Spelling Checker
c) Grammar Tool d) Formatting Tool

2. Answer in long (any three) **[10×3=30]**

I Explain the different generations of computers with features and examples.

II Describe the various types of database models and explain their advantages.

III What is data file organization? Explain master and transaction files with examples.

IV Discuss the role and importance of word processing software in business documentation.

3. Answer in short (any five) **[5x6=30]**

I Define and differentiate system software and application software with examples.

II What are the main functions of an operating system?

III Differentiate between LAN and WAN.

IV What is the significance of data hierarchy in a database?

V Write a short note on MS Windows features.

VI Explain the term "Program development cycle".

VII What is data communication? Explain it.

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08-12-2025

Printing Page :2 Paper Code :B.Com-104 (B) SVSU:2024-25/R

Enrollment No. [| | | | | | | | | | | |]

B.Com

Ist YEAR Ist SEMESTER EXAMINATION

Introduction to Computer Application

[Time : 03:00 Hours] [Max. Marks : 75]

Note: 1. Attempt all the questions as per given instructions.

1. **Multiple Choice Questions (MCQs)** [01×15=15]

I Which of the following is an input device?
a) Printer b) Keyboard c) Monitor d) Speaker

II The brain of the computer is
a) ALU b) CU c) CPU d) Memory Unit

III Which of these is not a generation of computers?
a) Fifth b) Fourth c) Third d) Sixth

IV Which software controls the overall operations of a computer?
a) Application software b) System software
c) Utility software d) None

V The term 'booting' refers to
a) Shutting down b) Restarting
c) Starting the computer d) Installing software

VI Which database model uses tables to represent data?
a) Network b) Hierarchical c) Relational d) None

VII Which of the following is an example of a DBMS?
a) MS Word b) MS Excel c) Oracle d) Photoshop.

VIII Which key combination is used to copy selected text?
a) Ctrl+V b) Ctrl+X c) Ctrl+C d) Ctrl+Z

IX Data communication involves
a) Data storage b) Data transfer
c) Data deletion d) Data encryption

X Which of the following is NOT a type of network topology?
a) Star b) Bus c) Tree d) Table

[P.T.O]

XI The software used for presentation is

a) MS Word b) MS Excel

c) MS PowerPoint d) MS Access

XII Master file contains

a) Permanent data b) Temporary data

c) Deleted data d) None

XIII Binary system is based on

a) 0 and 9 b) 1 and 9 c) 0 and 1 d) None

XIV Which language is used for database querying?

a) SQL b) HTML c) C d) XML

XV Which of the following is an example of offline processing?

a) ATM transaction b) Payroll processing

c) Online shopping d) Banking

2. **Answer in long (any three)** **[10×3=30]**

I Define computer and explain its main components with a neat block diagram.

II Explain the architecture and types of database management systems.

III Describe the program development life cycle with stages.

IV Discuss the functions and features of word processing software.

3. **Answer in short (any five)** **5x6=30]**

I Differentiate between software and hardware.

II Write a short note on number systems used in computers.

III What are the advantages of using DBMS in business applications?

IV What is the function of a data file structure?

V Write short notes on LAN and WAN.

VI What is meant by spell check and auto-correct in MS Word?

VII Explain data processing and its modes.

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23-12-2025

Printing Pages : 2 Paper Code : B.Com-103 (B) (SVSU): 2025-2026/R

Enrollment No.

B.Com

Ist YEAR I SEMESTER EXAMINATION

Green Marketing Management

[Time : 3:00 Hours] [Max. Marks: 70]

I Long Question: Answer Any Three [10×3=30]

1. Describe the Features of Green Marketing. Discuss how transparency and a long-term perspective are critical characteristics for a successful green brand.
2. Discuss the various Challenges in Implementing Green Marketing for a small business. How can a small business adopt green practices effectively with limited budgets?
3. Analyze the Green Product element of the marketing mix. How can a company modify an existing product to incorporate sustainability and use eco-friendly materials?
4. Define Green Consumer Behavior. Analyze the major factors influencing a consumer's decision to purchase environmentally friendly products.

II. Short Question: Answer any Five [5×5=25]

1. Explain the impact of **Policy and Regulation** on Green Marketing.
2. Describe two distinct **segments of green consumers'**
3. Define **Green Supply Chain Management (GSCM).**
4. Explain the strategic importance of **Sustainable Packaging Design.**
5. Explain **Eco-friendly Supply Chain.**
6. Explain **Eco-Labels.**
7. Explain the importance of **Green Procurement** and its role in ethical sourcing of raw materials.

III. Objectives Question: Answer All Question [01×15=15]

S.No.	Questions	Option A	Option B	Option C	Option D
1	The systematic process of evaluating a product's environmental impact through its entire life cycle is known as:	Quality Control	Life Cycle Assessment (LCA)	Waste Management	Consumer Behavior Analysis
2	Which of the following is an example of an internal factor affecting a company's Green Marketing strategy?	Government Regulation	Availability of Clean Technology	Consumer Sentiment	Competitor's Green Claims
3	Corporate Social Responsibility (CSR) and Green Marketing are interlinked because both focus on:	Short-term profits	Stakeholder well-being and environmental impact	Aggressive advertising	Cost reduction

[P.T.O]

4	The Green Procurement process emphasizes purchasing materials that are:	Cheapest available	Most readily available	Environmentally preferred and sustainably sourced	High-end and luxurious
5	An example of a qualitative technique used to gauge consumer opinion on a new green product is:	Time Series Analysis	Regression Analysis	Focus Group Interviews	Exponential Smoothing
6	Companies are motivated to adopt green marketing due to:	Legal Compliance	Competitive Advantage	Enhanced Brand Image	All of the above
7	Designing a product that uses less energy during its usage phase is a focus of which marketing mix element?	Price	Place	Product	Promotion
8	The primary difference between Green Marketing and Social Marketing is that Green Marketing focuses specifically on:	Economic well-being	Environmental consequences	Social justice issues	Political campaigns
9	The "First-Mover Advantage" in Green Marketing primarily helps a firm to establish:	Lowest Price	Highest Sales Volume	Strong, credible green image	Fastest Delivery
10	When a company partners with an NGO for a conservation effort, it is practicing which communication strategy?	Green Advertising	Green Public Relations	Direct Marketing	Sales Promotion
11	Which market segment is highly concerned about the environment but skeptical about product claims and high prices?	True Blues	Potential Greens	Skeptics/Doubters	Unconcerned
12	Regulations like carbon emission standards directly influence a firm's green strategy by affecting the:	Pricing Decisions	Distribution Channels	Production and Product Design	Promotional Budget
13	A company promoting that its factory is powered by solar energy is emphasizing its efforts in:	Green Consumer Behavior	Green Pricing	Sustainable Operations/Place	Greenwashing
14	Using digital channels like social media to educate consumers about environmental issues is part of:	Green Product	Green Price	Green Promotion	Green Place
15	"Designing for Disassembly" is a concept in sustainable product design aimed at:	Reducing manufacturing time	Facilitating recycling and material recovery	Increasing the product's size	Lowering the initial purchase price

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22-12-2025

Printing Pages : 2 Paper code : B.Com 101A/C010101T (C) (SVSU): 2025-26/R

Enrollment No. | | | | | | | | | | | | | |

B.Com

Ist YEAR Ist SEMESTER EXAMINATION

BUSINESS ORGANIZATION

[Time:- 3 Hrs] **[Max. Marks:-70**

I. Long Question : Answer any three **[10 X 3= 30]**

1. Define Plant Location. Describe the factors affecting Plant Location.
2. What is Business Combination? Explain the Advantages and Disadvantages of Business Combination with its key elements
3. Define the features, merits and demerits of Partnership firm.
4. Explain Modern Business Organization with its features.
5. What is One Person Company? Write the features of One Person Company

II Short Question: Answer any Five **[5X5= 25]**

1. Write the difference between Industry and Commerce.
2. Classified Business activities.
3. Define the principles, while designing a plant layout
4. Describe the stages of Business Development
5. Differentiate between Private and Public Company.
6. Describe the qualities of a successful Businessman
7. Differentiate betweenBusiness and Profession.
8. Write the features of Sole Proprietorship

Objectives Question: Answer all Question **[15X1= 15]**

1.A successful businessman must have:
A) Dishonesty and greed
B) Leadership and decision-making skills
C) Hesitation in taking action
D) No interest in workers

2.Business organization form most suitable for small-scale operation is:
A) Partnership B) Sole proprietorship
C) Joint stock company D) Cooperative

3. In this form of business, according to the agreement, each partner introduces capital, Management and labor

a. Partnership b. Joint Stock Company
c. Sole proprietorship d.None of the Above

4 The term *business organisation* refers to:
A) The arrangement of resources and activities to achieve business objectives
B) Only the financial management of a firm
C) A government department
D) A charitable institution

5. A sole trader's liability is:
A) Limited B) Unlimited C) Zero D) Fixed

[P.T.O]

6.This utilizes all sorts of a marketing tool to communicate with the customers and increase sales.

a. Advertising-
b. Direct Promotion-
c. Sales Promotion-
d. None of the above

7. The **'T'** in SWOT refers to:

A) Targets B) Techniques C) Threats D) Trends

8. Corporate Social Responsibility (CSR) refers to:

A) Company's responsibility only to its owners
B) Business responsibility toward society and environment
C) Profit-sharing with shareholders
D) Government taxation policy

9. Unlimited Liability is one of the---------of Sole proprietorship.

a. Merit b. Demerit c. Both d. none

10. The latest stage in the evolution of business organization focuses on:

A) Artificial intelligence, innovation, and sustainability
B) Barter trade
C) Traditional manual production
D) Limited communication

11. ------refers to the company which is not listed on a stock exchange

a. Private Limited Company
b. Public Limited Company
c. One person company
d. none

12. ------ implies a company whose shares are traded openly by the public

a. Public Limited Company
b. Private Limited Company
c. Joint stock company
d. None

13. Stages of business development includes-

a. Maturity b. Decline c. Startup d. All of the above

14 The growth of multinational corporations represents:

A) Localized business activity
B) National business evolution
C) Globalization of business organisations
D) Decline of business integration

15 .Which of the following is a difference between Industry and Commerce?

A) Industry produces goods; Commerce distributes them.
B) Commerce produces goods; Industry sells them.
C) Both are same.
D) Commerce deals with raw materials.

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22-12-2025

Printing Pages : 1 Paper Code : B.Com-102B (B) (SVSU): 2025-2026/R

Enrollment No. [ ]

B.Com

Ist YEAR I SEMESTER EXAMINATION

Fundamental of Business Analytics

[Time : 03:00 Hours] [Max. Marks : 70]

Note :Attempt all the questions as per given instructions.

I. Multiple Choice Questions (1 mark each)

1. Business Analysis involves identifying business needs and determining ______.
   a) Employee roles b) Technological solutions c) Customer names d) Financial ratios
2. A BA ensures alignment between ______.
   a) Marketing and Finance b) Business and IT
   c) Top management and HR d) Vendors and Suppliers
3. ERP stands for ______.
   a) Enterprise Resource Planning b) Effective Report Process
   c) Enterprise Role Protocol d) Employee Record Program
4. Which IT application helps analyze customer behavior and preferences?
   a) CRM b) ERP c) HRIS d) SCM
5. The purpose of data integration is to provide a ____ view of data.
   a) Fragmented b) Unified c) Temporary d) Random
6. OLAP tools are primarily used for ______.
   a) Transactional entry b) Analytical processing
   c) Payroll management d) File storage
7. In ROLAP, data is stored in ______.
   a) Cubes b) Relational databases c) Excel sheets d) Email servers
8. Which ETL phase involves removing duplicates and fixing errors?
   a) Extract b) Transform c) Load d) Monitor
9. A fact table contains ______.
   a) Text attributes b) Quantitative measures
   c) Only images d) Narratives
10. The four perspectives of Balanced Scorecard include Financial, Customer, Internal Process and ______.
    a) Learning and Growth b) Sales
    c) Logistics d) Operations
11. Which BI tool focuses on visual dashboards?
    a) Tally b) Tableau c) Oracle ERP d) SAP FICO
12. BI Value Chain begins with ____ and ends with decision support.
    a) Data Capture b) Data Deletion c) Reporting d) Design
13. Data profiling is performed to ____ before integration.
    a) Hide errors b) Understand data quality
    c) Delete files d) Encrypt records

[P.T.O]

14. Cloud integration tools like AWS Glue are used for ______.
    a) Physical storage
    b) Data transfer and ETL
    c) Manual auditing
    d) Hardware maintenance
15. BI and Mobility enable ______.
    a) Offline meetings
    b) Real-time decision making
    c) Data lockdown
    d) Manual entries

II. Long Answer Questions (Any three) (10 marks each)

1. Explain the BA roadmap and career progression with roles and skills at each level.
2. Discuss core business processes and how IT applications enhance their performance.
3. Describe OLAP architectures (MOLAP, ROLAP, HOLAP) with examples and advantages.
4. Evaluate the importance of fact-based decision-making using KPIs and dashboards.

III. Short Answer Questions (Any five) (5 marks each)

1. State any four purposes of IT in business.
2. Explain two types of enterprise applications with examples.
3. Differentiate between Star and Snowflake schema.
4. List five steps in the Metrics Supply Chain.
5. Explain the importance of data quality in BI systems.
6. Describe any three types of data users in an organization.
7. Write short note on Social CRM and BI integration.

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15-12-2025

Printing Pages : 3 | Paper Code : - VOC-1-REBM (B) (SVSU) : 2023-2024/R

Enrollment No. [ ]

B.COM

1ST YEAR/1ST SEMESTER EXAMINATION

SUBJECT CODE-VOC-1-REBM

REAL ESTATE BUSINESS MANAGEMENT

[Time : 03:00 Hours] **[Max. Marks :75]**

Note : Attempt all the questions as per given instructions.

1. Multiple Choice Questions (MCQs) **[01×15=15]**

I What does a "Right to Inspect" clause in a real estate contract typically entail?
A) The buyer's right to conduct a professional inspection of the property
B) The seller's right to inspect the buyer's financial records
C) The right to inspect the property for potential rental opportunities
D) The right to inspect the property for structural issues

II What type of agreement allows a buyer to purchase a property at a specified price within a certain time frame?
A) Option to Purchase Agreement
B) Lease Agreement
C) Earnest Money Agreement
D) Listing Agreement

III Which type of agreement allows a party to transfer their rights and obligations in a contract to another party?
A) Assignment Agreement
B) Lease Agreement
C) Option to Purchase Agreement
D) Earnest Money Agreement

IV In real estate dispute resolution, what is a common alternative to litigation?
A) Arbitration and Mediation
B) Escrow Agreement
C) Lease Agreement
D) Property Management Agreement

[P.T.O.]

V Which type of real estate property includes single-family homes, condominiums, and apartment buildings?
a) Commercial real estate
b) Residential real estate
c) Agricultural real estate
d) Industrial real estate

VI What type of real estate is associated with properties used for recreational purposes, such as vacation homes and resorts?
a) Residential real estate
b) Commercial real estate
c) Agricultural real estate
d) Recreational real estate

VII Which of the following is an example of mixed-use real estate?
a) A shopping mall
b) A single-family home
c) A wheat farm
d) An industrial warehouse

VIII Which of the following is considered real property?
a) A car b) A smartphone
c) A vacant lot d) A collectible coin

IX Which legal document provides evidence of ownership or title to a property?
A)DeedB)MortgageC)LeaseD) Title Insurance

X What is the role of a real estate agent in a property transaction?
A)To represent the buyer or seller in negotiations
B)To conduct property inspections
C)To provide legal advice on property transactions
D To determine property tax assessments

XI What is a "Purchase and Sale Agreement" in real estate?
A) An agreement between the buyer and the seller outlining the terms of the property sale
B) An agreement between neighbours regarding shared property boundaries
C) A document outlining the responsibilities of a property manager
D) A legal document that transfers ownership of a property

XII What does "MLS" stand for in the real estate industry?
a) Multiple Listing Service
b) Market Listing System
c) Mortgage Lending Standard
d) Master Lease Service

XIII In real estate, what does the term "amortization" refer to?
a) The process of increasing the value of a property
b) The gradual repayment of a mortgage loan through regular payments
c) The cost of maintaining a property
d) The legal transfer of property ownership

XIV Which of the following is an advantage of owning real estate as an investment?
a) Liquidity
b) Potential for capital appreciation
c) Low maintenance requirements
d) Fixed income stream

XV What type of real estate property typically includes office buildings, retail spaces, and industrial warehouses?
a) Residential real estate
b) Commercial real estate
c) Agricultural real estate
d) Recreational real estate

2. **Answer in long (any three)** **[10×3=30]**

I Define Dispute resolution and its various methods.

II Define various environmental laws applicable to real estate development.

III Give a detailed note on classification of real estate.

IV Elaborate the role and responsibilities of property managers.

3. **Answer in short (any five)** **[6x5=30]**

I Define various contents of legal framework of real estate.

II Define Indian Contract act 1872.

III Explain Agreement and its various contents.

IV What is real estate? Define the scope of real estate.

V Define Industrial real estate.

VI Explain various factors affecting real estate.

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15-12-2025

Printing Pages: 1 **Paper Code : C010103T** **(C) (SVSU : 2024-2025/R**

ENROLLMENT NO. | | | | | | | | | | | | | |

B.COM
I SEMESTER EXAMINATION
BUSINESS COMMUNICATION

[Time: 3:00 Hours] **[Max. Marks: 75]**

I Long Question: Answer any three **[10 X 3= 30]**

1. Describe the importance and features of Business Communication with definition.
2. Define the Basic format of Report in detail.
3. Explain the Elements and Objectives of Effective Listening.
4. How to make a good Presentation? Explain with Process.
5. Define Interview. What are the various Communication Skills for Interview?

II Short Question: Answer any Six **[6X5= 30]**

1. Describe the various types of Communication.
2. Explain the various types of Communication Barrier.
3. Explain the Disadvantages of Modern Communication Techniques
4. Describe the Barriers of Effective Listening.
5. What are the factors affecting Presentation.
6 Discuss the steps of report writing in detail
7 Describe the role of Technology in Business Communication.

.Objectives Question: Answer all Question **[15X1= 15]**

S.No.	Question	Option A	Option B	Option C	Option D
1.	Communication is required	In Large Organization	In small organization	Both A and B	None of the above
2.	The following is (are) verbal communication	Facial expression	Use of words	Posture	Signs
3.	Communication is not-	One way Process	Two way Process	Both A and B	None of the above
4.	The Study of Communication through touch is-	Proxemics	Hepatics	Kinesics	None of the above
5.	Communication process includes-.	Sender	Receiver	Message	All of the above
6.	A message can only be Effected when it is-	Repeated back as proof of understanding	Communicated face to face	Delivered with confidence	Understood by others and produces the desired results.
7.	The Emotional barrier is-	happiness	anger	Both a and b	None of the above
8.	Causes of Psychological barrier -	Lack of attention	Poor retention	Distrust	All of the above
9.	The term Communication is Derived From the-	Communicare	Communicate	Communion	None of the above
10.	Elements of Email is -	Sender	Mail agent	Message	All of the above
11.	Modern Communication Techniques are	E-mails	SMS	Skype	All of the above
12.	In resume where you should keep your career goal?	objective	Skills	Profile	Summary
13.	Barriers known as-	problems	advantages	solutions	None of the above
14.	Internal factors of effective listening do not include-	State of mind	Ego	Prejudgment	Noise
15.	Format of Presentation includes-	Icebreaker	Opening	New Idea	All of the above

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12-12-2025

Printing Pages : 2 | Paper Code : B.Com-103 | (A) (SVSU): 2025-2026/R

Enrollment No. [ ]

B.Com

Ist YEAR I SEMESTER EXAMINATION

Green Marketing Management

[Time : 3:00 Hours] [Max. Marks: 70]

I Long Question: Answer Any Three **[10×3=30]**

1. Define **Green Marketing** and trace its **Evolution** through its different phases.
2. Critically analyze the **Green Product** and **Green Pricing** elements of the marketing mix.
3. Define **Greenwashing.** Explain the ethical issues surrounding this practice and also provide a example of **Greenwashing.**
4. Explain the concept of **Sustainable Development** and discuss how a modern marketing firm can align its strategic goals with its three core pillars.

II. Short Question: Answer any Five **[5×5=25]**

1. Explain the impact of **Policy and Regulation** on Green Marketing.
2. Describe two distinct **segments of green consumers'**
3. Describe effective **Communication Strategies** for a green product.
4. Explain the strategic importance of **Sustainable Packaging Design.**
5. Explain **Eco-friendly Supply Chain.**
6. Explain **Eco-Labels.**
7. Explain the concept of **First-Mover Advantage** in Green Marketing.

III. Objectives Question: Answer All Question **[01×15=15]**

S.No.	Questions	Option A	Option B	Option C	Option D
1	A key challenge for Green Marketing in developing economies like India is often:	Lack of Government Regulation	High Competition	Low Consumer Awareness and Price Sensitivity	Abundance of resources
2	Which term refers to the practice of companies making their supply chains transparent to verify sustainable practices?	Green Logistics	Green Procurement	Supply Chain Traceability	Corporate Philanthropy
3	The concept of using fewer resources and minimizing waste throughout the production process is known as:	Mass Production	Resource Optimization / Lean Manufacturing	Inventory Management	Quality Inspection
4	Why is "Price" often a barrier to green product adoption?	Consumers dislike eco-labels	Sustainable materials/processes are often costly	Green products are too complex	Distributors reject them

[P.T.O]

5	The framework used to assess a company's performance on non-financial metrics like climate change, labor standards, and board diversity is known as:	TQM (Total Quality Management)	BCG Matrix	ESG (Environmental, Social, Governance)	SWOT Analysis
6	Which international body's policies are directly relevant to the trade and labeling standards of green products globally?	UNESCO	WHO	WTO (World Trade Organization)	IMF
7	When a company offers a refill station for its products instead of selling a new package, it supports the concept of:	Mass Customization	Green Advertising	Circular Economy / Zero-Waste Model	Price Skimming
8	What is the main risk of failing to substantiate environmental claims with concrete evidence?	Increased Sales	Lower Production Cost	Consumer Backlash and Greenwashing Penalties	Government Subsidies
9	A company's proactive efforts to adopt standards beyond what is legally required is characteristic of which strategy?	Defensive Strategy	Assertive/Proactive Strategy	Compliant Strategy	Reactive Strategy
10	The ultimate goal of a Green Consumer Education campaign is to reduce the barrier of:	High Price	Lack of Knowledge and Skepticism	Poor Distribution	High Product Complexity
11	A key challenge in implementing a Green Supply Chain is:	Low cost of sustainable materials	Finding and auditing compliant suppliers	Minimal consumer demand	Simple logistics
12	Designing a product with FSC-certified wood emphasizes a commitment to:	Energy Efficiency	Sustainable/Ethical Sourcing (Procurement)	Low Price	Digital Promotion
13	Which statement best reflects the economic pillar of sustainable development in marketing?	Promoting social equality	Reducing carbon emissions	Ensuring long-term profitability	Improving public health
14	Which famous case involved a company cheating on emissions tests while publicly promoting its "clean diesel" vehicles?	Coca-Cola	Volkswagen	IKEA	H&M
15	The strategy of focusing on the end-of-life management of a product falls under:	Green Price	Sustainable Product Design	Green Public Relations	Green Advertising

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12-12-2025

Printing Pages : 2 **Paper Code:C010102T** **(B) (SVSU) : 2024-2025/R**

ENROLLMENT NO | | | | | | | | | | | | | |

B.COM
I SEMESTER I YEAR EXAMINATION
BUSINESS STATISTICS THEORY

[Time : 3:00 Hours] **[Max. Marks : 75]**

I Long Question: Answer Any Three **[10×3=30]**

1. Explain the correlation analysis along with its types and differentiate between correlation and regression.
2. Explain the Index number with types and formula.
3. Calculate the median from the following data:

Age in Years	No. of Students
10 - 20	8
20 – 30	4
30 – 40	12
40 – 50	9
50 – 60	14
60 – 70	2
70 – 80	12

4. Calculate the regression coefficient of y on x from the following data:

X	Y
4	8
6	7
14	12
25	25
8	23
24	32
26	16
31	18
35	32

II. Short Question: Answer any Five **[6×5=30]**

1. Calculate the mode from the following data:

X	5	10	15	20	25	30	35	40	45
f	8	11	15	21	26	24	20	18	14

2. What is meant by time series analysis? Explain the types of it with examples.
3. Explain the primary data with importance
4. Define graphical representation along with its types.
5. Explain the business statistics. Also define the limitations of it.
6. What is standard deviation? Explain the merits of it with example.
7. Define the classification and its importance.

III. Objectives Question: Answer All Question **[15×1=15]**

1.The arithmetic mean is highly affected by:
(a) Moderate values (b) Extremely small values (c) Odd values (d) Extremely large values
2.The population mean μ is called:
(a) Discrete variable (b) Continuous variable (c) Parameter (d) Sampling unit

[P.T.O]

3. An orderly set of data arranged in accordance with their time of occurrence is called:
(a) Arithmetic series (b) Harmonic series (c) Geometric series (d) Time series
4. The science of collecting, organizing, presenting, analyzing and interpreting data to assist in making more effective decisions is called:
(a) Statistic (b) Parameter (c) Population (d) Statistics
5.The sample mean is a:
(a) Parameter (b) Statistic (c) Variable (d) Constant
6.The total of all the observations divided by the number of observations is called:
(a) Arithmetic mean (b) Geometric mean (c) Median (d) Harmonic mean
7.The measure of central tendency listed below is:
(a) The raw score (b) The mean (c) The range (d) Standard deviation
8. Scores that differ greatly from the measures of central tendency are called:
(a) Raw scores (b) The best scores (c) Extreme scores (d) Z-scores
9. Any measure indicating the center of a set of data, arranged in an increasing or decreasing order of magnitude, is called a measure of:
(a) Skewness (b) Symmetry (c) Central tendency (d) Dispersion
10.A time series consists of:
(a) Short-term variations (b) Long-term variations
(c) Irregular variations (d) All of the above
11.The graph of time series is called:
(a) Histogram (b) Straight line (c) Histogram (d) Ogive
12.Which measure of Central Tendency includes the magnitude of scores:
(a) Mean (b) Mode (c) Median (d) Range
13. Mode refers to the value within a series that occurs ---------no.of times
(a) Maximum (b) Minimum (c) Zero (d) Infinite
14.The sum of the squares of the deviations about mean is:
(a) Zero (b) Maximum (c) Minimum (d) All of the above
15.Ten families have an average of 2 boys. How many boys do they have together?
(a) 2 (b) 10 (c) 12 (d) 20

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10-12-2025

Printing Pages : 2 | Paper Code : B.Com-102B | (C) (SVSU): 2025-2026/R

Enrollment No. [ ]

B.Com

Ist YEAR I SEMESTER EXAMINATION

Fundamental of Business Analytics

[Time : 03:00 Hours] [Max. Marks : 70]

Note : Attempt all the questions as per given instructions.

I. Multiple Choice Questions (1 mark each)

1. The main goal of Business Analysis is to deliver ____ solutions.
   a) Random b) Value-driven c) Temporary d) Partial
2. Requirements must be ____ to be testable.
   a) Ambiguous b) Clear and measurable c) Complex d) Hidden
3. Which phase of a project involves requirement elicitation?
   a) Initiation b) Planning c) Execution d) Closure
4. CRM systems mainly improve ____ relationships.
   a) Employee b) Customer c) Vendor d) Shareholder
5. BI helps organizations make ____ decisions.
   a) Data-driven b) Intuitive c) Random d) Assumed
6. A Data Warehouse stores ____ data for trend analysis.
   a) Historical b) Temporary c) Deleted d) Incomplete
7. ETL is mainly used in ____ environment.
   a) Data Warehousing b) CRM
   c) Word Processing d) Email
8. Star schema is ____ than Snowflake schema.
   a) Simpler and faster b) More complex
   c) Slower d) Theoretical
9. A dimension table stores ____ attributes.
   a) Quantitative b) Descriptive c) Negative d) Mathematical
10. Balanced Scorecard translates vision into ____.
    a) Measurable objectives b) Budgets
    c) Policies d) Regulations
11. BI dashboards display ____ KPIs and metrics.
    a) Real-time b) Annual c) Static d) Archived
12. Mobile BI provides ____ decision making.
    a) On-the-go b) Offline c) Manual d) Delayed
13. In fact tables, grain defines the ____ of detail.
    a) Level b) Color c) Format d) Name
14. Data profiling detects ____ and patterns in data.
    a) Errors b) Images c) Audio d) Transactions
15. Social CRM combines social media data with ____.
    a) HR reports b) Business Intelligence tools
    c) Manual records d) Accounting systems

[P.T.O]

II. Long Answer Questions (Any three) (10 marks each)

1. Discuss the importance of requirement elicitation and validation in Business Analysis process.
2. Explain the concept of Enterprise Applications (ERP, CRM, SCM, KMS, BI) with examples and benefits.
3. Illustrate Data Integration Technologies and ETL tools with their advantages and limitations.
4. Analyze the link between Measures, Metrics, KPIs and Balanced Scorecard for organizational performance.

III. Short Answer Questions (Any five) (5 marks each)

1. Explain the role of a BA across the project lifecycle.
2. Mention the importance of automation and integration in business IT applications.
3. What is the difference between structured and unstructured data?
4. Define Data Modeling and list its types.
5. What are the characteristics of a good KPI?
6. Discuss any four benefits of Balanced Scorecard in performance management.
7. Explain the role of BI in ERP systems with example.

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8-12-2025

Printing Page :2 | Paper Code : B.COM (H)-103 | (C) SVSU:2024-25/R

Enrollment No. [ ]

B.COM (H)

Ist YEAR Ist Semester EXAMINATION

Micro Economics

[Time : 3:00 Hours] [Max. Marks : 70]

Note: Attempt all the questions as per given instructions.

Section A: Objective Questions: Answer All Questions. [1x15=15]

S. No.	Question	Option A	Option B	Option C	Option D
1	According to IQ analysis, the firm maximizes its profit, when the.............is equal to the price ratio of labor and capital.	MRTS of labour and capital	MRS of land and labour	MRTS of all costs	MRS of two goods
2	..............shows all the possible combinations of labor and capital that can produce different levels of production	Demand schedule	Supply schedule	Iso-quant map	Ridge line
3	Production is defined as:	Creation of matter	Creation of utility in matter	Creation of infrastructural facilities	None of the above
4	________ to exchange in the market is an essential component of production.	Intention	Ability	Capacity	Possibility
5	Production does not include work done ________.	Within a household out of love & affection	Voluntary services	For self consumption	All of the above
6	No two pieces of land and alike. They differ in fertility and situation. Therefore, Land is ________.	Homogenous	Heterogeneous	Bitrogeneous	None of these.
7	Which of the following is correct about Land?	It is mobile	It has single use	Its supply is fixed	It is homogeneous
8	Which one of the following may be regarded as a part of social capital?	Roads	Bridges	Machinery	Both (a) & (b)
9	________ objective implies the profit maximizing behaviour of the firm.	Organic	Economic	Social	National

[P.T.O]

10	Which of the following is Correct?	MPn= TPn–TPn-1	MPn= MPn–MPn-1	MPn= TPn + TPn-1	None of the above
11	The Law of Variable Proportions is associated with:	Short period	Long period	Both short and long periods	Neither short nor long period
12	The concept of Returns to Scale is related with:	Very short period	Short period	Long period	None of above
13	Direct Cost is also known as : .	Indirect Cost	Traceable Cost	Opportunity Cost	Accounting Cost
14	A company produces 10 units of output and incurs ₹ 30 per unit as variable cost and ₹ 5 per unit of fixed cost. What will be its total cost of producing 10 units₹	₹ 300	₹ 35	₹ 305	₹ 350
15	The Cost function expresses the relationship between ________ and ________.	Costs, input	Costs, Output	Dependent Variable, Cost	None of these

Section B: Long Questions: Answer Any Three **[10×3=30]**

1. Explain the Law of Demand and discuss the factors responsible for the downward slope of the demand curve.
2. Discuss the concept of Consumer's Surplus. How does it measure consumer welfare?
3. Define and explain Isoquants. Discuss the concept of Marginal Rate of Technical Substitution (MRTS).
4. What are Economies and Diseconomies of Scale? Explain their effects on long-run average cost (LAC).

Section C: Short Questions: Answer Any Five **[5×5=25]**

1. Describe Total cost and Average cost.
2. What is the Law of Variable Proportions?
3. What is Marginal product and return to scale?
4. Explain to Cost of Production and Accounting.
5. Differentiate to Firm and Industry.
6. Describe to Long run and Short run Scale.

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05-12-2025

Printing Page :2

Paper Code : B.COM (H)-102

(A) SVSU:2024-25/R

Enrollment No.

B.COM (H)
Ist YEAR Ist Semester EXAMINATION
Financial Accounting

[Time : 3:00 Hours] [Max. Marks : 70]

Note: Attempt all questions as per instructions. Calculator is allowed for this exam.

I Long Question :Answer Any Three [10×3=30]

1. What do you understand by Partnership Deed? Discuss the dissolution of a firm?
2. Sahil Bros. Kolhapur, purchased a Machinery on 1st April 2008 for Rs 47,000 and spent Rs 3,000 for its installation. On 1st October 2008 additional Machinery Costing Rs 5,000 was Purchased. On 1st July 2009 the Machinery Purchased. on 1st October 2008 was sold for Rs 3,000 and on the same date new Machinery was purchased for Rs 12,000.
   They decided to provide to depreciation @ 10% p.a. under Straight Line Method on 31st March every year. Prepare Machinery Account and Depreciation Account for 3 year only.
3. What is Financial Accounting? Explain its advantages and limitations.
4. Who are the users of accounting information? Explain them with their requirements of accounting information.

II. Short Question: Answer any Five [5×5=25]

1. What are nominal and real accounts? Explain with example.
2. Journalise the following transactions –
   a. Started business with cash Rs. 5,00,000 and stock Rs. 1,00,000/-
   b. Cash deposited in the bank Rs. 25,000/-
   c. Goods purchased worth Rs. 15,000 in cash.
   d. Goods worth Rs. 1500/- distributed as advertisement.
   e. Salary paid to Ramesh Rs. 300/-
   f. Harish returned sold goods worth Rs. 300/-
3. Differentiate between Journal and ledger.
4. Explain Branch accounting.
5. Calculate: (a) Current Liabilities, (b) Inventory;
   When the Firm's data is : Current Ratio- 2.75:1, Liquid Ratio-1.5:1, current Assets- Rs. 6,30,000.
6. What do you mean by Admission of Partnership in a firm?
7. "Capital account is a personal account", Explain the statement.
8. What do you understand by Hire Purchase?
9. Explain capital receipts?

[P.T.O]

III. Objectives Question: Answer All Question **[15×1=15]**

1. Long term assets having no physical existence but, possessing a value are called fixed assets. (T/F)
2. Accounting furnishes data on Income and cost for the managers. (T/F)
3. Amount of depreciation is deducted from the value of respective assets in the balance sheet.(T/F)
4. Balance sheet is not a financial statement. (T/F)
5. The debts which are to be repaid within a short period (a year or less) are referred to as current liabilities. (T/F)
6. In accounting, transactions and events which are of qualitative nature are recorded. (T/F)
7. Liability- side of the balance-sheet comprises of capital & reserves. (T/F)
8. Land is an intangible asset. (T/F)
9. Accrued Income is a/an liability. (T/F)
10. Accounting is the language of the business. (T/F)

11. Accounting gives information or data on

A. Financial states of the organisations
B. Company's assessment obligation for a specific year
C. Income and Cost for the supervisors
D. All the above mentioned

12. Copyrights, Patents, and Trademarks are instances of

A. Fixed resources
B. Current resources
C. Investments
D. Intellectual property

13. Gross profit is

A. Sales – Purchases
B. Sales – Cost of products sold
C. Cost of products sold + Opening stock
D. Net benefit – costs

14. The revenues and expenses of a company are displayed in which statement?

A. Balance Sheet
B. Cash Flow Statement
C. Income Statement
D. None of the above

15. The main Purpose of Financial Accounting is?

A. To Provide financial information to shareholders
B. To maintain balance sheet
C. To minimize taxes.
D. To keep track of liabilities

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01-12-2025

Printing Page :2 | Paper Code : B.COM (H)-101 | (C) SVSU:2024-25/R

Enrollment No. [| | | | | | | | | | | | |]

B.COM (H)

Ist YEAR Ist Semester EXAMINATION

Business Organization and Management

[Time:- 3 Hrs] [Max. Marks:-70

I. Long Question : Answer any three **[10 X 3= 30]**

1. Explain Change Management with its types, importance and principles.
2. Define Management with its nature and characteristics
3. Define Leadership. Explain various Leadership Styles.
4. Explain the concept, process and importance of controlling.
5. Describe Planning. Explain the importance and process of Planning

II Short Question: Answer any Five **[5X5= 25]**

1. Define McGregor theory of motivation.
2. Define the process of Communication
3. Define the Principles of Directing.
4. Describe the qualities of a good Leader
5. Define Johari Window.
6. Describe various life positions.
7. Explain the types of Ego states.
8. Define the causes and ways to resolve conflict.

III Objectives Question: Answer all Question **[15X1= 15]**

1. Which of the following is NOT a principle of Scientific Management?
A. Harmony, not discord
B. Division of work
C. Cooperation, not individualism
D. Science, not rule of thumb

2. According to Fayol, how many functions of management are there?
A. 4 B. 5 C. 6 D. 7

3. Political environment includes:
A. Values and beliefs
B. Government policies and stability
C. Technology changes
D. Economic reforms only

4. Planning is primarily concerned with:
A. Doing the work
B. Setting objectives and deciding how to achieve them
C. Organizing resources
D. Supervising workers

5. Delegation means:
A. Shifting responsibility permanently
B. Transferring authority to subordinates
C. Reducing accountability
D. Eliminating supervision

6. Which of the following is not an element of delegation?
A. Authority B. Responsibility C. Accountability D. Discipline

7. Controlling ensures:
A. Freedom of action
B. That actual performance meets planned objectives
C. Only top management involvement
D. Planning without follow-up

8. Which of the following is not an element of directing?
A. Motivation B. Communication

C. Leadership D. Departmentation

9. According to Maslow's Need Hierarchy Theory, the highest level of need is:
A. Safety B. Social C. Esteem D. Self-actualization

10. The last step in the control process is:
A. Comparing performance B. Setting goals
C. Taking corrective action D. Measuring output

11. Communication is a process of:
A. Transmitting and understanding information
B. Giving orders only
C. Collecting reports
D. Issuing instructions mechanically

12. The most effective way to overcome communication barriers is:
A. Avoid communication
B. Encourage feedback and active listening
C. Use complex language
D. Limit interaction

13. The Adult Ego State in TA represents:
A. Emotions and impulses
B. Logical thinking and data-based decisions
C. Imitation of parental behavior
D. Dependence and playfulness

14. The Johari Window was developed by:
A. Abraham Maslow and Douglas McGregor
B. Joseph Luft and Harrington Ingham
C. Eric Berne and Frederick Herzberg
D. Peter Drucker and Henry Fayol

15. Conflict in organizations can arise from:
A. Clear roles and open communication
B. Poor communication, incompatible goals, or resource scarcity
C. Mutual respect and cooperation
D. Shared objectives

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29-11-2025

Printing Pages : 2 **Paper code :** **B.Com 101A/C010101T** **(A) (SVSU): 2024-25/R**

Enrollment No. | | | | | | | | | | | | | |

B.Com
Ist YEAR Ist SEMESTER EXAMINATION
BUSINESS ORGANIZATION THEORY

[Time:- 3 Hrs] **[Max. Marks:-70**

I. Long Question : Answer any three **[10 X 3= 30]**

1. Write the importance of Business Organization with its definition.
2. Explain One Person Company with its features.
3. Define Plant Location. Describe the factors affecting Plant Location.
4. What is Business Combination? Explain the Advantages and Disadvantages of Business Combination with its key elements.
5. Explain the advantages and disadvantages of SoleProprietorship **with its definition.**

II Short Question: Answer any five **[5X5= 25]**

1. Write the difference between Industry and Commerce.
2. Explain the key features of Ancient Period of Business Organization.
3. Write the importance of Plant Location.
4. Write the features of Partnership Firm.
5. Explain the principles of good plant layout.
6. Write the types of Plant layout.
7. Explain the objectives of Business Combination.
8. Describe the stages of Business Development

Objectives Question: Answer all Question **[15X1= 15]**

1. Which of the following best defines business?
A) Non-economic activity
B) Economic activity aimed at earning profits
C) Charitable activity
D) Social service

2. The uncertainty of return in business is due to —
A) Government control
B) Business risks
C) Competition only
D) Legal regulations

3. -----In this form of business, due to the simple structure of an organization, the entrepreneur brings his own capital.
a. Partnership
b. Joint Stock Company
c. Sole proprietorship
d. None of the Above

4.Plant location should be selected to:
A) Maximize cost of transportation
B) Minimize production and distribution costs
C) Increase distance from market
D) Reduce profit

5. The stage of business development characterized by use of machinery is —
A) Craft stage
B) Guild stage
C) Industrial revolution stage
D) Primitive stage

P.T.O

6.Which of the following is not a characteristic of business?
A) Economic activity
B) Profit motive
C) One-time activity
D) Risk and uncertainty
7. Which of the following is a difference between Industry and Commerce?
A) Industry produces goods; Commerce distributes them.
B) Commerce produces goods; Industry sells them.
C) Both are same.
D) Commerce deals with raw materials.
8. This utilizes all sorts of a marketing tool to communicate with the customers and increase sales.

a. Advertising-
b. Direct Promotion-
c. Sales Promotion-
d. None of the above

9.The full form of **SWOT** analysis is:

A) Strengths, Weaknesses, Opportunities, Threats
B) Systems, Work, Output, Techniques
C) Skills, Work, Organization, Targets
D) Strategy, Wealth, Opportunities, Trends

10 .Corporate Social Responsibility (CSR) refers to:
A) Company's responsibility only to its owners
B) Business responsibility toward society and environment
C) Profit-sharing with shareholders
D) Government taxation policy

11. The latest stage in the evolution of business organization focuses on:
A) Artificial intelligence, innovation, and sustainability
B) Barter trade
C) Traditional manual production
D) Limited communication

12Banking, insurance, and advertising are examples of —
A) Trade
B) Aids to trade
C) Primary industry
D) Secondary industry
13. The social objective of a business organization is —
A) Maximization of profit
B) Consumer satisfaction and welfare
C) Reduction of production cost
D) Market expansion

14. Stages of business development includes-

a. Maturity
b. Decline
c. Startup
d. All of the above

15.Classification of business activities includes —
A) Industry and Commerce
B) Manufacturing and Retailing only
C) Industry, Trade, and Aids to Trade
D) None of the above

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29-11-2025

Printing Pages: 1 **Paper Code : C010101T** **(B) (SVSU : 2024-2025/R**

ENROLLMENT NO. | | | | | | | | | | | | | |

B.COM
I SEMESTER EXAMINATION
BUSINESS ORGANIZATION THEORY

[Time: 3:00 Hours] **[Max. Marks: 75]**

I. Long Question : Answer any three **[10 X 3= 30]**

1. Define Joint Stock Company. Explain its features.
2. Explain the incorporation of Public Limited Company with its Definition.
3. Define Business Organization. Write the importance of Business Organization
4. Explain the Primary and Secondary factors affecting the plant location.
5. Explain the concept of Plant Layout with its advantages.

II Short Question: Answer any five **[6X5= 30]**

1. Write short notes on-
   a) Advertising b) Direct Promotion C) Online Promotion
2. Describe the qualities of a successful Businessman
3. Define the advantages of Rationalization.
4. Differentiate between Industry and Commerce.
5. Explain the Advantages of Business Combination.
6. Explain Demerits of Sole Proprietorship.
7. Write the features of One Person Company.

Objectives Question: Answer all Question **[1X15= 15]**

1.A partnership firm can be formed with a minimum of:
A) One person B) Two persons C) Three persons D) Four persons
2. Which of the following is true for a One Person Company (OPC)?
A) It requires at least two directors B) The company is limited by guarantee
C) It can be converted into a private or public company after a certain period D) An OPC cannot have more than one director
3. A key characteristic of a private limited company is:
A) No restrictions on share transfers B) It must have a minimum of seven members
C) Its shares cannot be offered to the public D) It has a public listing
4. In the case of a partnership, if one partner leaves, the partnership:
A) Continues unchanged B) Automatically dissolves
C) Can continue with the remaining partners, subject to agreement D) Can only continue if a new partner is found
5. In a public limited company, the minimum number of shareholders required is:
A) 1 B) 2 C) 3 D) 7
6. Which of the following is a characteristic of the "Growth" stage in business development?
A) Slow increase in sales B) Rapid increase in sales and market share
C) Decline in revenue D) Introduction of new products
7. The production of goods by manufacturing processes, such as factories, falls under which type of industry?
A) Primary Industry B) Secondary Industry C) Tertiary Industry D) Quaternary Industry
8. In the "Maturity" stage of business development, a company typically experiences:
A) Stable sales growth with fewer new customers B) A decline in profits
C) High competition and product diversification D) Loss of market share
9. Which of the following is a feature of "Personal Selling" as a promotional tool?
A) Using mass media to communicate with potential customers
B) Direct interaction between a sales representative and a potential buyer
C) Offering discounts and deals D) Developing relationships with media channels
10.Which of the following is an example of a "Primary Industry"?
A) Construction B) Farming C) Automobile manufacturing D) Retail trade
11 In plant layout, which of the following aims to reduce material handling costs and improve the flow of goods?
A) Process Layout B) Fixed Position Layout C) Product Layout D) Combination Layout
12.A business combination where two companies from the same industry but different markets join to expand their market reach is called:
A) Horizontal Combination B) Vertical Combination C) Conglomerate Combination D) Diagonal Combination
13.Rationalization in business refers to:
A) Merging of companies to form a larger organization B) Reduction in the number of employees to increase efficiency
C) A process of improving business operations to reduce costs and increase productivity
D) Expansion of the company's product line
14. In a business organization, which of the following is a key characteristic of a well-defined structure?
A) No hierarchy B) Clear lines of authority and communication
C) Complete independence of departments D) Frequent changes in roles and responsibilities
15. Which of the following is considered an essential quality for a successful businessman?
A) Ability to avoid risk entirely B) Strong leadership skills
C) Reliance on others for decision-making D) Avoiding long-term planning

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