S.Y. BMS - Sem IV - NEP - Reg - Exam - Mar'2026

Malini Kishor Sanghvi College of Commerce and Economics

Dt:- 6.3.26

Class:SYBCOM/SYBMS/SYBAF/SYBFM/SYBAMMC/SYBSCIT/SYBBI/SYBIM/SYBAFTNMP

Subject: Integrated Theatre Production **Marks: 30**

Semester: IV **Time: 1 hour**

Note:1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Answers to each question must be written on a new page.

Q. 1. Multiple Choice Questions: **06**

1. Lighting layout plan, ground plan, and cue sheets together form the _____ of theatre lighting preparation and documentation.

(a) Backbone (b) Mix (c) Method (d) Outline

2. _____ placement refers to the position and direction of lights on the stage.

(a) Light (b) Colour (c) Intensity (d) Focus

3. _____ is the technique of stitching or gluing small pieces of fabric onto a larger base to create decorative patterns.

(a) Applique (b) Painting (c) Embroidery (d) Weaving

4. A good musical background stays in the _____ of the audience.

(a) Memory (b) Music (c) Mastery (d) Foreground

5. _____ is one of India's most popular classical instruments.

(a) Sitar (b) Flute (c) Shehnai (d) Tabla

6. Programs like Adobe Premiere Pro allow _____ of pre-recorded visuals of projections with live performances.

(a) Synchronization (b) Stream-lining (c) Sensitizing (d) Editing

Q. 2. Answer the following: (Any 2) **06**

A. Briefly explain the lighting layout plan.

B. Express the ground plan of stage organisation.

C. Discuss in brief the cue sheet making.

D. Explain the light placement on the stage.

PTO.

Q. 3. Answer the following: (Any 2) **06**

A. Briefly explain Texture and Silhouette as elements of costume design.

B. Explain fabric selection in respect of costume construction.

C. Discuss painting as a decorative element in costume design.

D. Explain the symbolic design approach in theatre.

Q. 4. Answer the following: (Any 2) **06**

A. Explain the objectives of background music in theatre production.

B. Distinguish between Live Performance Effects and Recorded Effects.

C. Discuss the synchronising of sound with cues.

D. Explain the synchronising of sound with performance.

Q. 5. Answer the following: (Any 2) **06**

A. Explain microphones as an element of sound equipment.

B. Discuss the integration of computers and software in sound and music production.

C. Explain Cueing Using Digital Platforms for live performance.

D. State the managing of technical aspects using digital platforms.

S.Y.BMS - Sem IV - NEP - Reg - Exam - Mar'2026

Dt:- 6.3.26

CLASS: S. Y. BCom)/ BMS/ BAF/ BFM/ BSc IT/ BBI/ BIM/ BAFTNMP/BAMMC SEMESTER: IV

SUBJECT: Environmental Management and Sustainable Development (EMSD-II) DURATION:1hr

NOTE: 1. Attempt ANY THREE Questions of the following. MARKS:30
2. Figures to the right side indicates maximum marks.

M. K. GANGHWI COLLEGE OF COMMERCE & ECONOMICS MUMBAI-49

Q. 1 Explain in detail the thermal and radioactive pollution. 10

Q. 2 Briefly explain the Life Cycle Analysis. 10

Q. 3 Write a note on the Earth Summit at Johannsburg, 2002. 10

Q. 4 Explain the case study on the Cash begins growing at Gorai Dump Yard. 10

BEST OF LUCK

S.Y.BMS - Sem IV - NEP - Reg - Exam - Mar'2026

06:- 7.3.26

Malini Kishor Sanghvi College of Commerce and Economics

Subject: Globalisation and Advertising Class: SYBMS Sem: IV

Time: 2 hours Marks: 60

Note: 1) Question Number 1 is Compulsory.

2) Attempt any THREE questions from Q2 to Q5.

3) Figures to the right indicate marks

Q1. Case Study: Globalisation and Advertising Strategy of Nike. (15 Marks)

Globalisation has enabled brands to expand into international markets and reach diverse audiences. However, advertising in global markets requires balancing a consistent global identity with local cultural sensitivity.

Nike, founded in 1964 in the USA, is one of the world's leading sportswear brands. It operates in more than 170 countries and is known for its powerful and emotional advertising campaigns.

Strong Global Brand Identity

- Nike maintains:
- The famous Swoosh logo
- The global tagline "Just Do It"
- Focus on motivation, determination, and performance
- These elements are consistent worldwide, creating strong global brand recognition.

Use of Global Celebrities

- Nike uses internationally recognised athletes such as:
- Michael Jordan
- Cristiano Ronaldo
- Serena Williams
- This strengthens its global appeal and credibility.

Local Adaptation

- Although Nike maintains global branding, it adapts advertisements to local markets:
- In India, ads focus on cricket and local athletes.

- In China, campaigns highlight basketball and youth culture.
- In the Middle East, advertisements are culturally sensitive in dress and themes.
- Nike also runs region-specific digital campaigns tailored to local audiences.

Challenges Faced

- Cultural differences
- Political controversies (e.g., socially bold campaigns)
- Competition from brands like Adidas and Puma
- Ethical concerns about manufacturing practices

Questions:-

1. How does Nike maintain a global brand image? (5 Marks)
2. Explain Nike's "Think Global, Act Local" strategy. (5 Marks)
3. What are the advantages and risks of Nike's global advertising strategy? (5 Marks)

Q2. A) Explain the phases in campaign management. (8 Marks)

B) What is Account Planning? Discuss primary duties of an Account Planner. (7 Marks)

Q3. A) Discuss the traits of effective Entrepreneurs. (8 Marks)

B) Explain the phases in product planning and development. (7 Marks)

Q4. A) Discuss the marketing audit and marketing objectives. (8 Marks)

B) What is Business Plan? Explain the purpose of Business Plan for an agency. (7 Marks)

Q5. A) Explain the common structure of a Request for Proposal. (8 Marks)

B) Discuss the characteristics and benefits of DAGMAR approach. (7 Marks)

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Dt:- 9.3.26

M. K. SANGHVI COLLEGE OF COMMERCE & ECONOMICS MUMBAI-49

SUB: Business Communication | Set-A | TIME: 1 hr

COURSE: SYBMS/SYBAMMC/SYBFM/SYBCOM/SYBAF | SEM : IV | MARKS: 30 mks

N.B. (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q 1. a) Define the term Interview. Explain any four types of Interview. (10)

OR

b) Discuss in brief the role of interviewee and interviewer. (10)

Q 2. a) Explain in brief the types of Committee Meeting. (10)

OR

b) Prepare the Notice, Agenda and two resolution for a Board Meeting of Sangeeta Industries, Bhandup, Mumbai. (10)

Q 3. Attempt ANY TWO. (10)

a) Write a letter of inquiry to Sintex Apparels Ltd. Enquiring about various types of mens wear that you wish to stock in your shop.

b) Bharat Stores, Pune has received a consignment of bangles from Shiva Bangles, Faridabad in a damaged condition. Write a complaint letter on their behalf.

c) Write a petition in the form of a letter to be presented to the District Consumer Forum about refrigerator which has turned out to be a defective piece that you bought from much advertised Ganesh Electronics, Indore who ignored all your complaints.

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MALINI KISHOR SANGHVI COLLEGE OF COMMERCE & ECONOMICS

SUBJECT: RESEARCH METHODOLOGY (30Marks) **TIME: 1.00 HOURS**

CLASS: S.Y.B.M.S. **SEM-IV** **SEAT NO.**

Sem End Examination MARCH-2026 Dt:- 9.3.26

Note: (i) Attempt any **TWO** out of given THREE questions
(ii) Simple Calculator is allowed
(iii) Graph papers will be provided on request.

Q-1 Attempt any **TWO** out of given THREE questions.

A. What is research and why it is important? Explain some important types of research
B. Why sampling is important? Explain the difference between Random and non-random sampling.
C. What is hypothesis. Describe the types of hypotheses. State the sources of hypothesis.

Q-2 Attempt any **TWO** out of given THREE questions.

A. Explain Survey method of data collection: Telephonic Survey, Mail, Email, Internet Survey, Social Media, and Media Listening.
B. Define with suitable example of types of Questions: (i) Structured/Close Ended and (i) Unstructured/ Open Ended (iii) Dichotomous (iv) Multiple Choice Questions.
C. What is scaling Techniques? Explain: (i) Likert Scale, (i) Semantic Differential Scale.

Q-3 Attempt any **TWO** out of given THREE questions.

A. Explain the steps in data processing and its importance.
B. Explain the meaning of Analysis of Data and why is important in research?
C. Outline various steps in report writing.

S.Y.BMS - Sem IV - NEP - Reg. Exam - Mar'2026

Dt:- 10.3.26

Malini Kishor Sanghvi College of Commerce and Economics
Production and Total Quality Management: Sem 4 SYBMS

Time: 2 hours **Marks: 60**

Note: 1. Attempt any FOUR questions from the following.
2. Figures to the right indicate marks.
3. Use of a simple calculator allowed.

Q 1. Answer the following:

(A) Define Continuous Production. Mention the different types of Continuous Production Systems. *(15 marks)*

Q 2. Solve the following: (All 3) *(15 marks)*

(i) The annual demand of an item is 3,600 units. The unit cost of the item is Rs 15. The procurement cost is Rs 300. The inventory carrying rate is 25%. Find the EOQ.

(ii) M/s LMN Ltd consumes 700 units of a component every year. Price per unit is Rs 20. The ordering cost per order is Rs 180. Inventory carrying costs are estimated to be 15% of total inventory turnover. Determine the optimal order quantity that will minimize total inventory cost.

(iii) The following information refers to electric kettles: Annual demand = 28,000 units. Unit price = Rs 3,500. Ordering cost per order = Rs 600. Inventory carrying cost = 20% of unit price per annum. Calculate the Economic Order Quantity.

Q 3. Answer the following:

(A) Discuss in brief the (i) ABC and (ii) FSN, 'Inventory Control Techniques.' *(15 marks)*

Q 4. Solve the following: *(15 marks)*

(A) From the following, calculate total productivity and various partial productivity ratios.

Unit selling price	6000 units @ selling price of Rs 50
Human Capital	10,000 labour hours @ Rs 5 ph
Machine	500 machine hour @ Rs 24 ph
Capital	Rs 1,25,000

Q 5. Answer the following:

(A) What do you mean by Total Quality Management? Discuss the principles TQM. *(15 marks)*

Q 6. Answer the following:

(A) What are the steps involved in New Product Development? *(8 marks)*

(B) Explain the philosophy given by Philip Crosby *(7 marks)*

S.Y.BMS - Sem IV - NEP - Reg-Exam - Mar'2026

Dt:- 11.3.26

M. K. SANGHVI COLLEGE OF COMMERCE & ECONOMICS
MUMBAI-49

REGULAR EXAM

Class: SYBMS **Semester: IV** **Date:-**

Subject: Tourism Marketing

Marks: 30 Marks **Time: 1 hr.**

Note-

1. **Figures to the right indicate full marks.**
2. **Attempt any two out three questions given below.**

Q.1. **A.** Explain the features of Tourism. **(8)**

B. Discuss the objectives of Tourism Marketing. **(7)**

Q.2. **A.** Discuss the role and contribution of railways, airways and waterways in Tourism. **(8)**

B. Explain the challenges of Indian Tourism Industry. **(7)**

Q.3. Short Notes. (Any 3) **(15)**

A. Type of Tourism Products.

B. Reservation.

C. Accommodation.

D. Need and Importance for market segmentation in Tourism.

E. Bases for segmentation in Tourism.

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Dt:-11.3.26

M.K. SANGHVI COLLEGE OF COMMERCE & ECONOMICS MUMBAI-46

REGULAR EXAM

Class: SYBMS (FINANCE) **Semester: IV** **Date:-**

Subject: Risk Management

Marks: 30 Marks **Time: 1 hr.**

Note-

1. **Attempt any two out three questions given below.**
2. **Figures to the right indicate full marks.**

Q.1. Answer the following. **(15 marks)**

A. What is Risk Management? Explain the Process of Risk Management.

B. B. The following particulars are furnished about Mutual Fund Schemes P, Q and R.

Particulars	Scheme P	Scheme Q	Scheme R
Dividend Distribution	1.75	-	1.3
Capital Appreciation	2.97	3.53	1.99
Opening NAV	32	27.15	23.5
Beta	1.46	1.1	1.4

Q.2. Answer the following. **(15 marks)**

A. Explain the SWOT Analysis.

B. B. An Indian Firm M/S Pranjal and co have imported goods worth $1,00,000 which is payable on 1 Dec. Today it is 20 Nov. Firm wants to hedge its position by trading in $ futures. Following are rates available on 20 Nov.

Cash market Rs. /$ = 84

Futures market Rs. /$ = 85.5

On 1 Dec there is 60% probability that prices will be:

Cash Rs. /$ = 86

Futures market Rs. /$ = 87

On 1 Dec there is 40% probability that prices will be:

Cash Rs. /$ = 82

Futures market Rs. /$ = 82.5

Find Out:

(a) Strategy to be adopted by firm.
(b) No. of futures contract firm should take position if 1 contract is for $ 50,000.
(c) Profit/ loss to firm and expected payment to be made.

Q.3. Answer the following. **(15 marks)**

A. Explain the concept of Managing Risk. What are the different methods of mitigation of risk?

B. Write a detailed note on Options.

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S.Y.BMS - Sem IV - NEP - Reg. Exam - Mar'2026

Dt:- 11.3.26

Malini Kishor Sanghvi College of Commerce and Economics

Subject: Strategic Financial Management

Class: SYBMS Sem: IV

Time: 1 hour Marks: 30

Note: 1) ATTEMPT ANY 2 QUESTIONS OUT OF 3.
2) Figures to the right indicate marks

Q.1] A] The details regarding 2 companies are given below: [8]

	M LTD	N LTD
R	20%	12%
Ke	10%	10%
E	RS. 10	RS. 10

By using Walter's Model, Calculate the value of an equity share of each of these companies when the dividend payout ratio is (a) 20% (b) 40%

B]

CASH FLOW	10,000	12,000	14,000	16,000	18,000
PROBABILITY	0.10	0.20	0.40	0.30	0.10

Compute Standard Deviation. [7]

Q.2] total available fund for capital expenditure in a year in a firm is estimated at 2,50,000. the mutually exclusive investment proposals along with profitability index are given below:

PROJECT	L	M	N	O	P	Q	R
INITIAL OUTLAY ('000)	20	40	35	105	25	45	20
PI	0.95	1.20	1.15	1.30	1.10	1.25	1.05

Which of the above projects should be accepted? [15]

Q.3] Write Short Notes (Any 3) [15]

1] Factors influencing dividend policy

2]essentials of an optimum Capital Structure

3] techniques of Capital Budgeting

4] RADR

5] Advantages of Capital Rationing

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Dt:- 11.3.26

M. K. SANGHVI COLLEGE OF COMMERCE & ECONOMICS MUMBAI-86

Malini Kishor Sanghvi College of Commerce and Economics

Subject: Rural Marketing Class: SYBMS Sem: IV

Time: 1 hour Marks: 30

Note: 1) Answer any TWO questions out of THREE

2) Figures to the right indicate marks

Q1. Define Rural Marketing. Explain the problems of Rural Market. (15 Marks)

Q2. A) Discuss the importance of branding. (8 Marks)

B) Rural Consumer vs. Urban Consumer comparison. (7 Marks)

Q3. A) Discuss the Non-Conventional Media and personalized Media. (8 Marks)

B) What is promotional strategy? Explain the promotional strategies. (7 Marks)