SYBMS · Sem III · NEP (AFKT) March 2026
28/3/26
AICTE
Dt:. 28.3.26

Malini Kishor Sanghvi College of Commerce and Economics

Subject: Basics of Copywriting Class: SYBMS Sem: III

Time: 1 hour Marks: 30

Note: 1) All questions are compulsory with internal choice.

2) Figures to the right indicate marks

Q1. A) What is copywriting? Explain the attributes of copywriter. (10 Marks)

OR

B) What is creative thinking? Explain the features of creativity. (10 Marks)

Q2. A) What is a creative brief? Discuss the key components of a creative brief. (10 Marks)

OR

B) Explain the different types of tones used in advertising. (10 Marks)

Q3. A) Discuss design and copywriting considerations for outdoor Ads. (10 Marks)

OR

B) Explain the key features and types of radio scripts. (10 Marks)

Dt:-28.3.26

Malini Kishor Sanghvi College of Commerce and Economics

Subject: Introduction to Advertising Class: SYBMS Sem: III

Time: 1 hour Marks: 30

Note: 1) All questions are compulsory with internal choice.

2) Figures to the right indicate marks

Q1. A) What is advertising? Discuss the benefits of advertising to Retailers. (10 Marks)

OR

B) Explain the types of advertising. (10 Marks)

Q2. A) Define IMC. Discuss the IMC planning process. (10 Marks)

OR

B) Explain the advantages of Public Relations. (10 Marks)

Q3. A) What is positioning strategies? Discuss the positioning strategies. (10 Marks)

OR

B) Define Sales promotion. Explain the types of Sales promotion. (10 Marks)

Dt:-27.3.26

SY BMS Sem III NEP- 2020 Major

Marks 30 Sales & Distribution Management Time 1 hour

Answer any 2 out of 3:

1. Answer the following 15 marks
   a) Describe qualities of sales managers
   b) Explain the importance of customer relationship management

2. Answer the following 15 marks
   a) Explain any 5 roles of distribution channels
   b) Discuss types of sales quotas

3. Answer the following 15 marks
   a) Describe selling strategies
   b) Explain the process of selling

Dt:- 27-3-26

Malini Kishor Sanghvi College of Commerce and Economics
Basics of Financial Services: Sem 3 BMS

Time: 1 hour **Marks: 30**

Note: 1. All questions are compulsory, subject to internal choice
2. Figures to the right indicate marks.

Q1 A. Explain in detail the different types of Financial Products. *(10 marks)*

OR

Q1 B. Explain the RBI as a regulator and the Supervision of the financial system. *(10 marks)*

Q2 A. Explain the functions of the Financial System. *(10 marks)*

OR

Q2 B. What are Non-Performing Assets (NPAs), and why are they a significant challenge for commercial banks? *(10 marks)*

Q3 A. Explain the SEBI reforms on stock exchanges. *(10 marks)*

OR

Q3 B. Describe the main functions and services provided by merchant banking institutions. *(10 marks)*

Dt:- 27.3.26

CLASS: S. Y. BMS (Marketing) AICTE NEP | SEMESTER: III
SUBJECT: Introduction to Marketing | DURATION: 1 hr
NOTE: 1. Attempt any TWO of the following questions. | MARKS: 30
2. Figures to the right side indicates maximum marks.
3. Answer to each question must begin on a new page.



Q. 1 Answer the following questions 15
(A) Define the term marketing, the 4P's and 4C's of marketing.
(B) What is Product Line and Product Life Cycle?

Q. 2 Answer the following questions 15
(A) Explain the difference between selling and marketing.
(B) Explain the term promotion and different types of promotional tools.

Q. 3 Answer the following questions 15
(A) What is MIS? Explain the features of MIS.
(B) Explain the concept of branding and its role and importance.

BEST OF LUCK

Dt:- 27.3.26

Class: **SYBMS-Finance** Marks: 30

Subject: Introduction to Finance Time: 1 hour

Note:1. All questions are compulsory. Semester: III

2. Figures to the right indicate full marks.

3. Answers to each question must be written on a new page.

Set C

ATTEMPT ANY TWO QUESTIONS OUT OF THREE.

Q. 1 Answer the following:

A. Evaluate the relationship of the finance department with other departments. 8

B. State the role of finance manager. 7

Q. 2 Answer the following:

A. Define Preference shares. Discuss the types of Preference shares. 8

B. What are Public Deposits? Discuss its features. 7

Q. 3 Answer the following:

A. What are the factors determining dividend policy? 8

B. Define Finance. State the characteristics of Finance. 7

24.3.26

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

Malini Kishor Sanghvi College of Commerce and Economics

Subject: Consumer Behaviour Class: SYBMS Sem: III

Time: 1 hour Marks: 30

Note: 1) All questions are compulsory with internal choice.

2) Figures to the right indicate marks

Q1. A) Discuss the importance of consumer behaviour and explain the consumer decision making process. (10 Marks)

OR

Q1. B) Define Consumer Behaviour. Explain the determinants of buyer behaviour. (10 Marks)

Q2. A) Discuss the factors affecting the need of the family. (10 Marks)

OR

Q2. B) Define Reference group. Explain the types of reference groups. (10 Marks)

Q3. A) Distinguish between E-Buying v/s Brick and Mortar Buying. (10 Marks)

OR

Q3. B) What is E-Buying? Explain the advantages of E-Buying. (10 Marks)

Dt:- 25.3.26

REGULAR EXAM OCTOBER, 2025

Class: SYBMS **Semester: III** **Date:-**

Subject: Business Economics

Marks: 60 Marks **Time: 2 hr.**

Note-

1. **Figures to the right indicate full marks.**
2. **Write any FOUR questions from the following.**
3. **Draw neat diagrams whenever necessary.**
4. **Use of simple calculator is permitted.**

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

A. Explain the Individual and Market Demand.

B. Discuss the nature of Demand Curve under different markets.

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

A. Explain the Cost Concept and different type of Costs.

B. Write a detailed note on Internal Economies of Scale.

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

A. Discuss the business application of Break-Even Analysis.

B. Explain concept and features of Monopolistic Competition.

Q.4. Answer the following. **(15 marks)**

A. Discuss the Equilibrium of Pricing Discriminating Monopolist.

B. Write a detailed note on Multiple-Product Pricing.

Q.5. Answer the following. **(15 marks)**

A. Write a detailed note on Cross Elasticity of Demand.

B. What is Isoquants? Explain the types of Isoquants.

Q.6. Answer the following. **(15 marks)**

A. Discuss the distinguish between Perfect Competition v/s Monopoly.

B. Explain the concept and degrees of Price Discrimination.

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Dt:- 24.3.26

M.K.S College of Commerce & Economics.

SYBMS – Semester 3

Equity and DEBT Markets.

Time: 1 hour Marks: 30

Note:

- All questions are compulsory.
- Figures to right indicate full marks.
- There is no internal options.
- Each question is of 15 marks

ATTEMPT ANY TWO OUT OF THREE

1.a. A company pays a dividend of Rs 10 per share. It is expected to grow @10%p.a. Cost of Equity is 12%. Calculate the price of equity share – (5 marks)

1.b. A company issues 10% bond of Rs1000 at par. The bond is redreamed after 5 years. The expected return on the bond is 9 %. Calculate the value of bond – (5 marks)

1.c. Short Note on Right Issue – (5 marks)

2.a. Elaborate the process of IPO – (8 marks)

2.b. Explain the role of Merchant bankers – (7 marks)

3.a. Write a short note on bonus shares – (5 marks)

3.b. Elaborate on the different type of bonds – (5 marks)

3.c. A 7% bond pf face value Rs 100 is purchased @ Rs 80. The bond matures after 7 years. Calculate YTM – (5 marks)

S.Y. BMS - Sem III - NEP - ATKT Exam - Mar' 2026

Dt:. 24.3.26



विषय: हिंदी भाषा : व्यावहारिक प्रयोग सेट - अ

मार्क्स : ३० समय : १ घंटा

प्र १. निम्नलिखित तीन मे से किन्ही दो प्रश्नो के उत्तर लिखिए: (१५ अंक)

१) मौखिक, लिखित और सांकेतिक भाषा में क्या भेद है? तीनों का विस्तारपूर्वक वर्णन कीजिए।

२) राजभाषा आयोग के कार्य और दायित्व संक्षिप्त में बताइए।

३) विशेषण के भेद स्पष्ट कीजिए।

प्र २. निम्नलिखित तीन मे से किन्ही दो प्रश्नो के उत्तर लिखिए: (१५ अंक)

१) रचना के आधार पर वाक्य के तीन भेद बताइए। या सरल, मिश्रित और संयुक्त वाक्य में क्या अंतर होता है? प्रत्येक के दो-दो उदाहरण दीजिए।

२) हिंदी भाषा में वर्तनी शुद्धता की आवश्यक सावधानियाँ और वर्तनी सुधार के उपाय बताइए।

३) अपने महाविद्यालय के पुस्तकालय में नई पुस्तकों की मांग हेतु प्रधानाचार्य को पत्र लिखिए।