S.Y.BFM - Sem IV - NEP - Medical Exam - Mar'2026

M. K. SANGHVI COLLEGE OF COMMERCE & ECONOMICS MUMBAI-40

Malini Kishor Sanghvi College of Commerce and Economics

Subject: Globalisation and Advertising Class: SYBFM 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: Apple Inc. (15 Marks)

Globalisation has enabled companies to operate across borders and create strong international brand identities. One of the most successful examples is Apple Inc.. Through innovative products and powerful advertising, Apple has built a premium global image while adapting to local markets. Founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne, Apple has grown into one of the most valuable brands in the world.

Apple's major global products include:

- iPhone
- iPad
- MacBook
- Apple Watch

With the rise of global markets, Apple expanded rapidly into countries like India, China, and Europe.

Global Standardisation

- Apple follows a highly standardised advertising strategy across countries:
- Minimalistic design
- Focus on product innovation
- Emotional storytelling
- Consistent visual identity

Campaigns like "Shot on iPhone" were launched globally with the same core concept, ensuring brand consistency.

This helps Apple:

Maintain a strong premium image

Reduce advertising costs

Create global brand recognition

Emotional Branding

- Apple's advertising promotes:
- Creativity
- Innovation
- Individuality
- Simplicity

The famous "Think Different" campaign positioned Apple as a brand for creative thinkers and visionaries.

Local Adaptation (Glocalisation)

- Although Apple maintains global consistency, it adapts in certain areas:
- Festival-themed campaigns (e.g., Diwali in India)
- EMI and financing options in price-sensitive markets
- Regional digital marketing content
- This balance between global standardisation and local adaptation is known as "Think Global, Act Local."

Impact of Globalisation on Apple

- Simultaneous global product launches
- Strong cross-border brand identity
- Increased competition from brands like Samsung Electronics
- Expansion of digital and social media advertising
- Globalisation has helped Apple scale quickly while maintaining brand uniformity.

Challenges Faced

- High pricing in developing markets
- Government regulations (especially in China)
- Cultural differences
- Strong local competitors

Questions:-

1. Explain in detail with example the type of global strategy does Apple follow. (5 Marks)
2. Why does Apple maintain similar ads worldwide? (5 Marks)
3. What are the benefits of this approach? (5 Marks)

Q2. A) Explain the phases of client-agency relationship and 3P's of service. (8 Marks)

B) Explain the phases in campaign management. (7 Marks)

Q3. A) Explain the phases in product planning and development. (8 Marks)

B) Discuss the necessity and significance of Entrepreneurship. (7 Marks)

Q4. A) Explain the STP and execution of marketing plan. (8 Marks)

B) Discuss the marketing audit and marketing objectives. (7 Marks)

Q5. A) Discuss the AIDA Framework. (8 Marks)

B) Discuss the role of Public Relations in building agency image. (7 Marks)

S.Y. BFM - Sem IV - NEP - Medical Exam - Mar'2026

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

Malini Kishor Sanghvi College of Commerce and Economics

Subject: Globalisation and Advertising | Class: SYBFM | Sem: IV

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

Questions:-

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2. Why does Apple maintain similar ads worldwide? (5 Marks)
3. What are the benefits of this approach? (5 Marks)

Q2. A) Explain the phases of client-agency relationship and 3P's of service. (8 Marks)

B) Explain the phases in campaign management. (7 Marks)

Q3. A) Explain the phases in product planning and development. (8 Marks)

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S.Y.B FM - Sem IV - NEP - Medical Exam - Mar'2026

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

Malini Kishor Sanghvi College of Commerce and Economics

Subject: Globalisation and Advertising | Class: SYBFM | Sem: IV

Time: 2 hours | Marks: 60

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M. K. SANGHVI COLLEGE OF COMMERCE & ECONOMICS ★ MUMBAI-48

Questions:-

1. Explain in detail with example the type of global strategy does Apple follow. (5 Marks)
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3. What are the benefits of this approach? (5 Marks)

Q2. A) Explain the phases of client-agency relationship and 3P's of service. (8 Marks)

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S.Y. BFM - Sem IV - NEP - Medical Exam - Mar'2026

Dt:- 23.3.26

Malini Kishor Sanghvi College of Commerce and Economics
Commodity Markets: Sem 4 SYBFM

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) Explain the meaning of the commodity market. Analyze the advantages and disadvantages of investing in commodity markets in India. *(15 marks)*

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

(A) The spot price of gold is Rs 31,000, the locker rent is Rs 500, and the insurance charges are Rs 750. The interest rate on the borrowed fund is 14% p.a. compounded on a monthly basis. What will be the fair value of the future after 3 months?

(B) An investor took the position in the futures market, which is as follows:

(i) Bought future contract on SBI Bank with a lot size of 1,000 shares at Rs. 200 spot and at expiry it closed at Rs 201.

(ii) Bought a future contracts on L & T with a lot size of 2,000 shares at Rs. 80 spot and at expiry it closed at Rs 84. Find the net profit or loss for the investor from both positions.

Q 3. Answer the following:

(A) What is the importance of logistics and warehousing in commodity markets? *(7 marks)*

(B) Difference between Equity Markets and Commodity Markets. *(8 marks)*

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

(A) Naitik buys a Call option of Omega Ltd. at a strike price of Rs 75 by paying a premium of Rs 15.

Calculate the profit or loss on the option position if the spot price on expiry is: Rs 40, Rs 50, Rs 60, Rs 70, Rs 80, Rs 90, Rs 100, Rs 110, Rs 120, Rs 130.

Also, draw the pay-off diagram.

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

(A) Explain Commodity Specific Exchanges and Multi-Commodity Exchanges with suitable examples.

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

(A) Explain the role of the Commodity Exchanges and Other Institutions in strengthening commodity markets in India.

S.Y.BFM - Sem IV - NEP - Medical Exam - Mar'2026

M.K.S College of Commerce & Economics.

SYBFM– Semester 4

SAFM

Dt:-18-3.26

Marks: 30

Duration: 1 Hr.

Instructions:

1. Attempt Any Two out of (1),(2),(3)
2. Figures to the right indicate full marks.
3. Illustrate your answers with examples where applicable.

(1) Answer Any Two of the Following: (15)

(a) Discuss the key components of the financial sector in India with suitable examples.

(b) Explain the Global Industry Classification Standard (GICS) and compare it with Indian NSE/BSE indices.

(c) How do GDP growth, inflation, interest rates, and monetary policy influence sector performance?

(2) Answer Any Two of the Following: (15)

(a) Critically analyse the role of ESG (Environmental, Social, Governance) in sectoral performance with examples.

(b) What is sector rotation strategy? Explain its relevance in investment decision-making with reference to business cycles.

(c) Compare the performance of cyclical vs. non-cyclical sectors during different phases of the economy, citing real-life Indian case studies.

(3) Answer Any Two of the Following: (15)

(a) Discuss the step-by-step process of extracting sectoral data from NSE with an example.

(b) Explain the calculation and interpretation of P/E, EPS, and ROE ratios with solved examples.

(c) Compare the SWOT analysis of Banking and Pharma sectors with case studies.

S.Y.BFM - Sem IV - NEP - Medical Exam - Mar'2026

Dt:- 20.3.26

Class: SYBFM Marks: 60
Subject: Treasury Management Time: 2 hour
Note: 1. All questions are compulsory. Semester: IV
2. Figures to right indicate full marks.
3. Answer to each question must be written on new page.

ATTEMPT ANY FOUR QUESTIONS OUT OF SIX.

Q. 1 Answer the following:

A. Design an organizational structure for a treasury department that optimizes its role and responsibilities.? 8
B. Explain the role of treasury management? 7

Q. 2 Answer the following:

A. Define the national treasury market. Explain the components 8
B. Explain the features of international treasury. 7

Q. 3 Answer the following:

A. Describe the factors that affect changes in exchange rates. 8
B. Discuss the concepts with the help of examples: 7
a. Direct Rate b. Indirect Rate

Q. 4 Answer the following:

A. Define risk mitigation and explain the approaches to risk mitigation. 8
B. Describe the scope of the treasury function. 7

Q. 5 Answer the following:

A. Calculate inverse quote: 8

1. USD 1 = EUR 0.7950/ 0.7980. To find EUR USD?
2. USD 1 = INR 61.4141/61.5151. To find IND USD?

B. Calculate the rate of following currencies AED EUR. 7

EUR INR = 82.5000/ 82.6000
AED INR = 16.4000/ 16.4500

Q. 6 Answer the following:

A. Discuss the concepts: 8
a. Government Treasury
b. Corporate Treasury
B. Discuss the components of the domestic treasury market. 7

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COLLEGE OF COMMERCE & ECONOMICS M.K. SANGHVI

Class: SYBCOM/SYBBI/SYBIM/ SYBAFTNMP /SYBFM/SYBAMMC/SYBMS/ SYBAF/SYBSC.IT

Subject: Indian Theatre: Classical Roots and Contemporary Expressions

Semester: ~~III~~ **Time: 1 hour** **Marks: 30**

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

Q.1. Multiple Choice Questions. (06)

(1) What distinguishes Experimental Theatre?

(a) Dance sequences (b) Linear plots (c) Proscenium stage (d) Non-linear storytelling

(2) One-Act Plays are known for:

(a) Epic storylines (b) Brevity and intensity (c) Multiple locations (d) Musical scores

(3) Street Theatre originated as a form of:

(a) Wedding entertainment (b) Educational skits (c) Protest and awareness (d) Circus acts

(4) One-Act Plays do not include:

(a) Brief scenes (b) Long intervals (c) Intense themes (d) Single act structure

(5) The term 'rasa' means:

(a) Plot (b) Emotion (c) Stage (d) Dialogue

(6) Sudraka's Mrcchakatika belongs to:

(a) Epic drama (b) Romantic comedy (c) Social drama (d) Tragedy

Q.2. Answer the Following Attempt any 2 out of 4 (Each of 3 Marks). (06)

1. How Vedic ritual perform in society at the time of Vedic era?

2. What is Natyashastra?

3. Explain the 4 primary methods of acting/Abhinaya according to Natyashastra.

4. How did the Bhakti and Sufi movements influence the performance style and themes of traditional Indian theatre?

Q.3. Answer the Following Attempt any 2 out of 4 (Each of 3 Marks). (06)

1. What are the nine primary rasas (Navarasas) in Indian performing arts.

2. According to the Natyashastra, what is the ultimate goal of a performance in relation to the audience and the creation of a rasa?

3. How do the theatrical modes of Natyadharmi and Lokadharmi influence the staging of a classical Indian performance?

4. Explain the fundamental difference between Sthayi Bhava, Vyabhichari Bhava, and Sattvika Bhava within the context of Indian aesthetics.

Q.4. Answer the Following Attempt any 2 out of 4 (Each of 3 Marks). (06)

1. Name any two famous plays written by Kalidasa and mention their themes.
2. How did Kalidasa blend drama and poetry in his theatrical works?
3. Why is Bhasa's use of reversal important for Sanskrit drama?
4. Write a short note on Sudraka.

Q.5. Answer the Following Attempt any 2 out of 4 (Each of 3 Marks). (06)

1. Explain the characteristics of commercial theatre.
2. How does children's theatre help in the overall development of a child?
3. Why is experimental theatre also called "avant-garde theatre"?
4. Explain the techniques used in commercial theatre to keep audiences entertained.

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Dt:- 18.3.26

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

SUB: Business Communication | Set-B | 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 in brief Exit and Selection Interview. (10)

OR

b) What are the steps of Group Discussion? (10)

Q 2. a) Discuss the role of a Chairperson in a meeting. (8)

OR

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

Q 3. Attempt ANY TWO. (10)

a) Write a sales letter for the promotion of a Smart phone.

b) 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 Motor Electronics, Kandivali who ignored all your complaints.

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