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

# Malini Kishor Sanghvi College of Commerce and Economics

Dt:- 5.3.26

**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.

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Dt:- 5.3.26

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.



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.BFM - Sem IV - NEP - Reg - Exam - Mar' 2026

Dt:- 6.3.26

**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: Unilever (15 Marks)

Globalisation has enabled multinational corporations to operate across continents while serving diverse consumer needs. One of the strongest examples is Unilever, a global FMCG giant known for balancing international brand consistency with local adaptation in advertising.

Operating in over 190 countries, Unilever owns brands across food, personal care, and home care categories. Its success lies in combining global scale with deep local market understanding.

Formed in 1929 through the merger of a British soap company and a Dutch margarine company, Unilever expanded rapidly due to globalisation and trade liberalisation.

**Some of its globally recognised brands include:**

- **Dove**
- **Lifebuoy**
- **Surf Excel**
- **Lux**

In markets like India, Unilever operates through Hindustan Unilever Limited (HUL).

**Globalisation Strategy of Unilever**

Unilever follows a "multi-local" strategy, meaning it operates globally but gives autonomy to local subsidiaries to design products and advertisements suited to local markets.

**Standardisation vs Localisation**

- Unilever balances global branding with local relevance:

- Global Standardisation:
- Core brand values remain consistent worldwide.
- Example: Dove promotes real beauty and self-esteem globally.

**Local Adaptation:**

- Advertisements reflect local language, culture, and traditions.
- In India, Surf Excel's campaign "Daag Achhe Hain" connects emotionally with Indian mothers and children.
- This approach strengthens both global recognition and local acceptance.

**Emotional & Social Advertising**

**Unilever focuses heavily on purpose-driven advertising:**

- Dove's "Real Beauty" campaign promotes body positivity.
- Lifebuoy campaigns focus on hygiene awareness in rural markets.
- Surf Excel ads focus on values like kindness and empathy.

Globalisation has allowed these social messages to spread across countries while adapting culturally.

**Rural and Emerging Market Strategy**

**In developing countries like India:**

- Smaller, affordable packaging (sachets)
- Local-language advertisements
- Community outreach programs
- Advertising highlights affordability and everyday usefulness rather than luxury.

**Digital Transformation**

**Unilever uses:**

- Social media marketing
- Influencer collaborations
- Regional digital campaigns
- E-commerce advertising
- Globalisation and digital media have enabled faster brand communication worldwide.

**Impact of Globalisation on Unilever's Advertising**

**Global brand visibility**

- Economies of scale in production
- Faster market penetration
- Cross-cultural brand expansion

Unilever's ability to combine global strategy with local adaptation has made it one of the most successful FMCG companies globally.

**Challenges Faced**

- Cultural differences across markets
- Increasing competition from local brands
- Regulatory restrictions
- Rising consumer awareness about sustainability

**Questions:-**

1. How has globalisation contributed to Unilever's global success? (5 Marks)
2. Explain Unilever's strategy of balancing global standardisation and local adaptation in advertising. (5 Marks)
3. What challenges does Unilever face while advertising in diverse international markets? (5 Marks)

Q2. A) Discuss the process of agencies acquiring and losing clients. (8 Marks)

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

Q3. A) Explain factors affecting the success of product development? (8 Marks)

B) Discuss the role of an entrepreneur. (7 Marks)

Q4. A) Discuss the STP and execution of marketing plan. (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:- 7.3.26

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

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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M.K.S College of Commerce & Economics.

SYBFM– Semester 4

SAFM

Dt:- 7.3.26

**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 - Reg - Exam - Mar'2026

Dt:- 9.3.26

**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. What is treasury management? Explain the importance of treasury management? 8
B. Difference between Financial Management and Treasury Management 7

**Q. 2** Answer the following:

A. Explain the meaning and functions of the capital market. 8
B. Described the products of International Treasury. 7

**Q. 3** Answer the following:

A. Discuss the different types of foreign exchange rates? 8
B. Explain the terms used in foreign exchange market. 7

**Q. 4** Answer the following:

A. Define treasury risk. Explain the major types of treasury risks. 8
B. Explain TMS and its importance. 7

**Q. 5** Answer the following:

A. Calculate inverse quote: 8

1. GBP 1 = INR 99.1100/ 99.9900. To find INR GBP?

2. GBP 1 = USD 1.6549/1.6600. To find USD GBP?

B. Calculate the rate of currencies GBP INR. 7

USD INR = 60.1500/ 60.1600

GBP USD = 1.6500/ 1.6600

**Q. 6** Answer the following:

A. Discuss the instruments in the money market. 8

B. Explain the organizational structure of treasury. 7

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Dt;- 10.3.26

**Malini Kishor Sanghvi College of Commerce and Economics**

**Commodity Markets: Sem 4 SYBFM**

**Time: 2 hours** **Marks: 60**

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

**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)** Differentiate between spot market and futures market. *(8 marks)*

**(B)** Describe the dynamics of global commodity markets and the factors influencing them. *(7 marks)*

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

**(A)** The spot price of gold is Rs 39,000, the locker rent is Rs 500, and the insurance charges are Rs 750. The interest rate on the borrowed fund is 12% p.a. compounded on a monthly basis. What will be the fair value of 3-month future contracts?

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

(i) Sold futures contracts of SBI Bank with a lot size of 400 shares at Rs. 60 spot and at expiry it closed at Rs 64.

(ii) Sold a future contract of ICICI Bank with a lot size of 3,000 shares at Rs. 80 spot and at expiry it closed at Rs 75. Find the net profit or loss for the investor from both positions.

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

**(A)** Explain any 3 major commodity exchanges in India and their roles.

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

**(A)** Amit buys a Call option of Delta Ltd. at a strike price of Rs 400 by paying a premium of Rs 60.

Calculate the profit or loss on the option position if the spot price on expiry is: Rs 200, Rs 300, Rs 400, Rs 500, Rs 600, Rs 700, Rs 800, Rs 900, Rs 1000, Rs 1100.

Also, draw the pay-off diagram.

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

**(A)** What are Commodity Futures? Discuss their advantages and disadvantages in commodity trading.

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

**(A)** Explain the importance of Training and Development of Dealers and Government in strengthening commodity markets in India.