SYBFM - sem III - NEP (ATKT) March 2026.

24.3.26

MUNDRA COMMERCE & ECONOMICS * M. K. SANGHVI COLLEGE OF

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।

28/3/26

Malini Kishor Sanghvi College of Commerce and Economics
Basics of Copywriting: Sem 3 BFM

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 the Idea generation techniques. *10 marks*

OR

Q1 B. Explain Divergent and Convergent thinking. *10 marks*

Q2 A. Discuss the lessons modern copywriters can learn from iconic ad campaigns.

OR

Q2 B. Discuss the importance of visual planning in the production of TV ads. *10 marks*

Q3 A. What are the types of direct mailers? *10 marks*

OR

Q3 B. Using the format provided below, prepare a Marketing Brief for the launch of a new *eco-friendly water bottle brand* targeted at urban students and young professionals. Focus on affordability, unique features, and competitive pricing. *10 marks*

Marketing Brief Format	
Section	**Details**
Project Title:	
Objective:	
Target Audience:	
Key Message:	
Media Channels:	
Deliverables:	
Timeline:	
Budget:	
KPIs:	
Point of Contact:	

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Malini Kishor Sanghvi College of Commerce and Economics
Introduction to Advertising: Sem 3 BFM

Time: 1 hour **Marks: 30**

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

Q1 A. Describe the effects of advertising on the economy. *10 marks*

OR

Q1 B. Explain the communication process in detail. *10 marks*

Q2 A. What are the advantages and disadvantages of publicity? *10 marks*

OR

Q2 B. How would you develop a creative strategy? *10 marks*

Q3 A. Point out the main qualities of effective layout. *10 marks*

OR

Q3 B. Outline the main steps in developing a big idea. *10 marks*

Dt:- 25.3.26

Malini Kishor Sanghvi College of Commerce and Economics
Equity Markets: Sem 3 BFM- NEP

Time: 2 hours **Marks: 60**

Note: 1. Attempt Any 4 out of 6
2. Figures to the right indicate marks.

Q 1 Answer the following: **15 marks**

A. Briefly explain various sources of Capital in an organization. *(8)*

B. Explain various classes of shares as per Peter Lynch. *(7)*

Q 2 Answer the following: **15 marks**

A. What are the various methods of raising funds in primary market? *(8)*

B. Explain Red Herring Prospectus in detail. *(7)*

Q 3 Answer the following: **15 marks**

A. What is ADR? Describe its different levels? *(7)*

B. Distinguish between primary market and secondary market *(8)*

Q 4 Answer the following: **15 marks**

A. Define listing of securities. Explain the advantages and disadvantages of listing of securities. *(8)*

B. Explain BSE in detail *(7)*

Q 5 Answer the following: **15 marks**

A. Who are the various members in stock exchange? *(7)*

B. How do equity markets influence the overall growth of an economy? *(8)*

Q6. Write Short Notes (Any 3 out of 5) **15 marks**

A. Functions of Equity Markets
B. Greenshoe Option
C. IDR
D. Circuit Breakers
E. Types of investors in equity market

Dt:- 24.3.26

24.3.26

Malini Kishor Sanghvi College of Commerce and Economics
Day Trading: Techniques and Practices: Sem 3 BFM

Time: 1 hour **Marks: 30**

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

1a. Differentiate between scalping, momentum trading, and breakout trading strategies in intraday markets. *(10 marks)*

or

1b. Explain the importance of market news and economic events in influencing intraday price movements. *(10 marks)*

2a. Discuss the concept of margin trading. How does leverage amplify both profits and losses ? *(10 marks)*

or

2b. What are support and resistance levels? How do they guide entry and exit decisions in day trading ? *(10 marks)*

3a. Describe the role of trader's psychology and discipline in achieving intraday success. *(10 marks)*

or

3b. A trader has □2,00,000 capital and uses 5x leverage for day trading. He buys shares at □400 and sells at □420. Calculate profit and return on actual capital. *(10 marks)*

Dt:- 27.3.26

Class: SYBFM
Subject: Debt Market
Semester: III **Time: 2 hour** **Marks: 60**

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

Attempt Any 4 out of 6

Q.1 Answer the following: **15M**

A) Define money market and explain the various instruments in the money market? (7)

B) Define debt market. Discuss the features of debt instruments. (8)

Q.2 Answer the following: **15M**

A) Explain the regulatory framework in the Indian debt market? (7)

B) What are Government Bonds (Dates G-Secs) and 9 different types of dated G-Secs? (8)

Q.3 Answer the following: **15M**

A) Explain the types of bonds? (7)

B) Enumerate the instruments rated by Agencies. (8)

Q.4 Answer the following: **15M**

A) (7)

1. A bond a face value of Rs.1,000 and a annual coupon payment of Rs.90. It is currently trading at Rs.1050 and will mature in 3 years. Calculate the approximate Yield to Maturity (YTM).

2. A bond has a face value of Rs.1000 an annual coupon payment of Rs.50, and a current market price of Rs.1050. What is the bond's Coupon Yield?

B) A bond with face value Rs.1000, 8% coupon rate, redeemable in 5 years at Rs.950, current market rate 10%. Calculate total PV and Weighted Sum. (8)

Q.5 Answer the following: **15M**

A) Describe the determinants of the value of bonds. (7)

B) Explain the Products and Platforms of CCIL? (8)

Q.6 Answer the following: **15M**

Case Study: RBI'S Open Market Purchase Supports Economic Recovery:

Following a period of economic slowdown due to external shocks and weak consumer demand, the Reserve Bank of India (RBI) initiated a strategic Open Market Operation (OMO) purchase of Rs. 25,000 crore worth of government securities. The primary objective was to inject liquidity into the banking system, thereby lowering interest rates and supporting credit growth to stimulate the economy.

In an OMO purchase, the RBI buys government securities from the market. This action increases the reserves of commercial banks, who now have more funds to lend. The increased demand for these securities also pushes their prices up and yields down, effectively reducing interest rates across the bond market. This supports borrowing by businesses and consumers alike.

In this case, the RBI targeted specific maturities across the yield curve, especially in the medium to long-term segment, to flatter the yield curve and make long-term borrowing more attractive This strategy is particularly beneficial during a recovery phase, where the goal is to revive investments and spending without triggering inflation.

The liquidity injection was timely. Banks, flush with funds, began offering more competitive interest rates on loans. Bond markets responded positively - yields on benchmark 10-year G Secs fell by around 10 basis points in the week following the OMO purchase. This eased the cost of borrowing for the government and private sector, encouraging investment in infrastructure, manufacturing, and services.

In contrast to reverse repos, which are temporary tools, OMO purchases have a permanent effect on the monetary base. They help align market interest rates with the central bank's accommodative policy stance. Additionally, by absorbing bonds from the market, OMOs support the government's borrowing program without creating pressure on yields.

This case highlights the RBI's dual role as a monetary policy authority and public debt manager. Through proactive use of OMOs, the RBI was able to support economic revival without compromising financial stability.

Questions:

(1) What is the primary objective of RBI's OMO purchase in this scenario?

(2) How does this affect interest rates and credit availability?

(3) Why would RBI use OMO purchase instead of reverse repo?

Missing QP.

Indian Theatre

EMSD.

History of Media.