



# PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

ISO 9001 : 2015 Certified

## **NOTICE**

**DATE - 20/09/2022**

### **ATKT Internal Examination September, 2022**

#### **BMS (SEM. II)**

#### **INSTRUCTIONS FOR THE STUDENTS HAVING ATKT IN INTERNALS:**

1. **Date of Submission of the Projects- 30<sup>th</sup> September, 2022.**  
**Timings 11:00 am to 12:00 noon. Reporting time for students: 10.45 am. Venue:  
Second floor staffroom.**
2. Students have to be present in person for the submission.
3. Internal project topics are also uploaded on the college website.
4. Submission of projects or assignments to be done on proper A4 size paper, handwritten by the candidate himself only. The Front page should contain details of Roll no, Name of the student, Semester, Subject.
5. Print out of the questions uploaded should be attached along with the project.
6. Students should also enclose a photocopy of the ATKT fee paid receipt along with each of his projects.
7. On the date of submission there will be a viva voce on the given questions/topics.
8. If the student fails to present himself on the given date and time he will be marked ABSENT for the said subject.
9. Any Submissions after the above mentioned date and time will not be accepted and entertained under any circumstances.

**Prof. Durgesh Kenkre**  
Exam Convenor

**Prof. Subhashini Naikar**  
Vice Principal, SFC

**Dr. Kiran Mane**  
I/c Principal

DI/N-STD/GEN/00

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**Subject Professor details for ATKT project submission:**

<b>Name of the subject</b>	<b>Name of the faculty</b>
Principles of Marketing	Prof. Nirav Tawadia
Industrial Law	Prof. Poonam Sharma
Business Mathematics	Prof. Manisha Jadhav
Business Communication -II	Prof. Shruti Rao
Business Environment	Prof. Poonam Sharma
Principles of Management	Prof. Nirav Tawadia

**Principles of Marketing**

**1150 SHAIKH SAUD ANWAR**

1. Discuss the stages in new product development.
2. Explain the role of branding in marketing.
- 3 . Discuss the importance of Marketing research.
- 4.What do you mean by consumer behaviour ? Explain its features.
5. Differentiate between Product research and consumer research.

**1193 MUKRI AMAN SHIRAJ**

1. Discuss the 4P's of marketing.
2. What is the distribution channel explained with an example.
3. Explain the concept of Needs and Exchanges in detail.
4. What segmentation explains Geographic and demographic segmentation.
5. Discuss on challenges of Internet Marketing.

**INDUSTRIAL LAW**

**JAISWAL ANJALI ARVIND 1059**

- 1) Explain the doctrine of assumed risk and common employment
- 2) Establishments covered under Payment of Bonus Act
- 3) Employees covered under Payment of Gratuity Act

- 4) Explain strikes, lockouts and layoffs
- 5) Role of trade union relating to industrial disputes

**KENJALE PRATHMESH DASHARATH 1075**

- 1) Explain provisions of strike.
- 2) What are the benefits of registering a trade union?
- 3) What is an Industry? What is an industrial dispute? Explain the provisions of Settlement.
- 4) What are the benefits of ESI?
- 5) When is an employer liable to pay compensation under the Employees Compensation Act?

**RODRIGUES NIKITA BLAISE 1134**

- 1) Explain General & Political Funds.
- 2) What is an award? Explain the rules on Award under Industrial Disputes Act.
- 3) Explain the provisions related to Welfare Measures in a Factory.
- 4) Explain the provisions related to the Pension Scheme.
- 5) What is Gratuity? Explain Continuous Service & Forfeiture of Gratuity.

**SHAIKH SAMEERA LIYAQAT 1139**

- 1) What is the process of registration of a trade union?
- 2) Define and explain retrenchment.
- 3) What is the object of the Bonus Act? Also mention what is the eligibility, disqualification, minimum & maximum Bonus as per Bonus Act?
- 4) Write a detailed note on the Central Board.
- 5) What are the rules related to Employment of Young Children?

**MUKRI AMAN SHIRAJ 1193**

- 1) Explain provisions on membership and amalgamation of trade unions.
- 2) What is the amount of compensation paid to employees under different disablements as per the Employees Compensation Act?
- 3) What are the provisions related to Retrenchment under the Industrial Disputes Act?
- 4) What are the provisions of the Constitution of ESI Corporation & Standing Committee?
- 5) What are the provisions related to Health Measures under Factories Act?

**SINGH SHRUSHTI JOGINDER 1202**

- 1) Write a note on Withdrawals from Provident Fund.
- 2) What are the provisions related to Deductions from Wages?
- 3) What are the provisions related to Safety Measures under Factories Act?
- 4) What is the amount of compensation paid to employees under different disabilities as per the Employees Compensation Act?
- 5) What is Allocable Surplus & Available Surplus? Explain Set On & Set Off of Bonus.

## Business Mathematics

### 1059 JAISWAL ANJALI ARVIND

1	Solve the linear equations using Cramer's Rule $2x + y + 2z = 5, 3x - y - z = 11, 4x + 7y + 8z = 20$
2	Using Newton's backward difference interpolation formula find the polynomial $f(x)$ whose graph passes through the points $(0,5), (1,4), (2,6)$
3	Find $dy/dx$ where $y = (x^4 + x - 1)/(6x^4 - 8)$ .
4	Write down Minors and Cofactors of each element of the Matrix $\begin{matrix} 0 & 1 & 2 \\ 1 & 4 & 6 \\ 3 & 5 & 5 \end{matrix}$
5	Solve the Equation $\begin{matrix} 3 & 5 & 7 \\ 7 & 9 & 31 \\ 9 & 15 & 4X+1 \end{matrix} = 0$

### 1065 KACHWALA SALMAN NURUDDIN

#### 1. Solve the linear equations using Cramer's Rule

$$x + y + z = 0, 2x + y + z = 2, 4x - y - 3z = 20$$

2. If  $A = \begin{matrix} 3 & -1 \\ 2 & 3 \end{matrix}$  find Matrix B such that  $A+B = 0$ . Define Triangular Matrix.

3 Write steps to find Inverse of Matrix using Ad joint Method with suitable example

4. Using Newton's backward difference interpolation formula find the polynomial  $f(x)$  whose graph passes through the points  $(0,5), (1,4), (2,6), (3, 12)$

5. Explain the terms Maxima and Minima in detail with suitable examples.

### 1077 KAHAIR KASHISH SANJAY

1. Explain Multiplication and Derivative rule of Derivable functions with examples .

2. Explain Minors and Cofactors of  $3 \times 3$  Matrix with suitable examples.

3. Find  $f(1.5)$  using Newtons interpolation formula.

$$(0,1) (1,0) (2,1) ,(3,10) ,(4,33)$$

4 .Explain Permutation and Combination with suitable example.

5. Explain all types of Annuity.

### 1164 PATWAL RISHIT UMESH

1. Solve the linear equations using Cramer's Rule

$$2x + y + 2z = 5, 3x - y - z = 11, 4x + 7y + 8z = 20$$

2. Using Newton's backward difference interpolation formula find the polynomial  $f(x)$  whose graph passes through the points  $(0,5), (1,4), (2,6)$

3. Find  $dy/dx$  where  $y = (x^4 + x - 1)/(6x^4 - 8)$ .

4. Write down Minors and Cofactors of each element of the Matrix:

0 1 2

1 4 6

3 5 5

5. Solve the Equation

3 5 7

7 9 31 = 0

9 15 4X+1

### **1171 SONI MITALI YOGESH**

1. Solve the linear equations using Cramer's Rule  $2x + y + 2z = 5$ ,  $3x - y - z = 11$ ,  $4x + 7y + 8z = 20$

2. Using Newton's backward difference interpolation formula find the polynomial  $f(x)$  whose graph passes through the points (0,5) (1,4) ,(2,6)

3. Find  $dy/dx$  where  $y = (x^4 + x - 1)/(6x^4 - 8)$ .

4. Write down Minors and Cofactors of each element of the Matrix 0 1 2 1 4 6 3 5 5

5. Solve the Equation 3 5 7 7 9 31 = 0 9 15 4X+1

### **1201 SINGH RISHABH NARENDRA**

1. Find  $f(1.5)$  using Newton's interpolation formula.

(0,1) (1,0) (2,1) ,(3,10) ,(4,33)

2. Explain the terms Maxima and Minima in detail with suitable examples.

3. Explain Multiplication and Derivative rule of Derivable functions with examples .

4. Write down Minors and Cofactors of each element of the Matrix 0 1 2 1 4 6 3 5 5.

5. Find  $dy/dx$  where  $y = (x^4 + x - 1)/(6x^4 - 8)$ .

## **Business Communication -II**

### **1016 CHAUHAN RAJNISH RAJESH**

1. A committee has been appointed to investigate the possibility of starting a photocopy cum stationary shop in your college premises . Draft a feasibility report with suitable recommendations.
2. Draft a notice cum agenda for the monthly board meeting of Anita travels Pvt.LTd. Mahalaxmi ,Mumbai .
3. Write different kinds of Business reports.
4. Explain Do's and Don'ts of a group discussion.
5. Explain video conferencing in detail.

### **1051 GUPTA SONU SANJAY**

1. Draft a sales letter to promote the sales of a tourist agency in Alibag . Use the semi block layout.
2. Rajesh Shah purchased an AZ washing machine for MANISHA sales ,however ,within the warranty period of One year the washing machine stopped operating and MANISHA sales failed to rectify the defect the manufacturer AZ Ltd were also unable to repair the washing machine . Draft a letter address to the consumer redressal forum seeking compensation .Use the full block letter.
3. Write functions of a sales letter.
4. Write a short note on internal measures to promote public relations.
5. Discuss the functions of the public relations Department in an Organisation.

## **Business Environment**

### **1041 GUPTA DIPESH SANTOSH**

- 1 What is the technological environment? Explain its features.
- 2 What are the functions of the WTO?
- 3 Explain briefly the different foreign market entry strategies.
- 4 Explain the demerits of MNCs.
- 5 Explain the need for FDI in Developing countries.

### **1051 GUPTA SONU SANJAY**

1. What are the different investment opportunities for Indian industry?
2. Write short note on LPG model
3. What is the role of the private sector in business? Explain
4. Discuss on social responsibilities of Business.
- 5 . Explain the challenges faced by the Indian economy.

### **1159 SHETYE HEPHIBA GANESH**

1. Discuss on SWOT analysis.
2. Discuss the legal Environment in detail.

3. Do core traditional values have an impact on business? Comment.
4. Social audit explains its importance for business.
5. Explain the role of Government in business

### **Principles of Management**

#### **1006 BANDIVADEKAR DISHA PANDURANG**

1. Explain MBO. Explain the features of MBO.
2. Briefly point the difference between formal and informal organization.
3. State the main causes of conflict between line and staff officials in an enterprise. How can they be removed?
4. 4.Mention the advantages and disadvantages of Departmentation by Product?
5. Define Decision-Making. Explain the characteristics of Decision Making

#### **1051 GUPTA SONU SANJAY**

1. What is meant by formal organization? Explain its features?
2. What is departmentation? explain any 3 bases of departmentation?
3. What is matrix organization? Explain its features?
4. State the qualities of a successful leader?
5. Define controlling? Why there is need for controlling