



THE MOGAVEERA VYAVASTHAPAKA MANDALI – MUMBAI
MVM Educational Campus
Creating Quality...Delivering Excellence
M V Mandali's Colleges of Commerce & Science
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Affiliated to University of Mumbai
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MVM Educational Campus Marg, Off Veera Desai Road, Andheri (West), Mumbai - 400 058
☎: 022-49619817/49619818 | ✉: principal.degreecollege@mvmeducation.com | www.mvmeducation.com

Assignment for ATKT – Internal Exam – March 2025.

Program : B.M.S.

Note:

- All assignments are to be submitted in assignment sheets only.
- All students should mention their name and allotted examination seat number on the 1st page of the assignment.
- All submissions are to be made on 24th March 2025 from 10:30 am to 12:30 pm only.

SEMESTER – I	
SUBJECT : Business Law	
ASSIGNMENT TO BE SUBMITTED TO : Ms. Soumya Kutty	
QUESTIONS: write short notes on following:-	
1. Breach of contract (meaning, remedies)	
2. Characteristics of negotiable instruments	
3. Patent (definition, invention & attributes)	
4. Types of trademarks	
5. Transfer and transmission of shares.	
SUBJECT : Business Statistics	
ASSIGNMENT TO BE SUBMITTED TO : Mr. Virupanagouda	
QUESTIONS:	
Refer - Sheet - I	



SUBJECT : Foundation Course

ASSIGNMENT TO BE SUBMITTED TO : Ms. Purna Singh

QUESTIONS:

1] Project work on HIV/AIDS - awareness, prevention, treatment & services.

2] Project work on child ^{OR} abuse - effects & ways to prevent.

* The project work should be handwritten.

SUBJECT : Business Economics

ASSIGNMENT TO BE SUBMITTED TO : Mr. Vinod Sakat

QUESTIONS:

① Explain the scope of Business Economics.

② Discuss on Elasticity of Demand.

③ Explain the production function.

④ Explain short run & long run equilibrium under monopoly.

⑤ Discuss on discriminating pricing.

SEMESTER - II

SUBJECT : Principles of Marketing

ASSIGNMENT TO BE SUBMITTED TO : Ms. Soumya Kutty

QUESTIONS: Write short notes on following :-

1. Brand Equity

2. Product Life Cycle

3. Selling v/s Marketing

4. Internet Marketing

5. Extended P's of Services

SUBJECT : Business Environment

ASSIGNMENT TO BE SUBMITTED TO : Ms. Usha Kukreja

QUESTIONS: Write short notes on following:-

1. Types of Industry.

2. Joint Hindu Family Business.

3. Socio cultural Environment.

4. CSR

5. Investment opportunity in Service Industry.



SEMESTER - III

SUBJECT : Consumer Behaviour

ASSIGNMENT TO BE SUBMITTED TO : Ms. Usha Kukreja

QUESTIONS: write a short note on following :-

1. Need for innovation.
2. Adopter categories.
3. Adv. & Dis adv. of Online Shopping.
4. Merits & Demerits of Brick & mortar Shopping.
5. Howard Sheth model of consumer decision making.

SUBJECT : Advertising

ASSIGNMENT TO BE SUBMITTED TO : Ms. Usha Kukreja

QUESTIONS: write short notes on following :-

1. Digital advertising.
2. Content marketing.
3. Lifestyle advertising.
4. Ambush marketing/advertising.
5. Global advertising.

SUBJECT : Corporate Finance

ASSIGNMENT TO BE SUBMITTED TO : Dr. Navsin Mistry

QUESTIONS:

Solve Question Paper of Oct, 2024.



SUBJECT : Introduction To Cost Accounting

ASSIGNMENT TO BE SUBMITTED TO : Ms. Prerna Singh

QUESTIONS:

Solve Question Papers of Oct - 2024.

SUBJECT : IT in Business Mgmt. - I

ASSIGNMENT TO BE SUBMITTED TO : Mr. Virupanagouda

QUESTIONS:

- 1) office Automation system (OAS)
- 2) Management Information System (MIS)
- 3) Success and failure of IT.
- 4) Explain LAN, WAN & MAN
- 5) Explain Virus, hacking, phishing & Spyware

SUBJECT : Accounting for Managerial Decisions

ASSIGNMENT TO BE SUBMITTED TO : Ms. Pavitra Acharya

QUESTIONS:

Solve Sem III. October 2024 Question Paper.



SUBJECT : Strategic Management

ASSIGNMENT TO BE SUBMITTED TO : Ms. Soumya Kutty

QUESTIONS: write short notes on following:-

1. Retrenchment strategies
2. Diversification
3. Synergy
4. BCG Matrix
5. McKinsey's 7s framework model

SEMESTER - V

SUBJECT : Investment Analysis & Portfolio Management

ASSIGNMENT TO BE SUBMITTED TO : Ms. Pavitra Acharya

QUESTIONS:

Solve Sem V, Oct/Nov 2024 Question Paper.

SUBJECT : Logistics & Supply Chain Management

ASSIGNMENT TO BE SUBMITTED TO : Ms. Soumya Kutty

QUESTIONS: write short notes on following:-

1. Logistics Park
2. 3PL v/s 4PL
3. RoRo and LASH
4. Golden Quadrilateral
5. Reverse logistics

Pavitra

Ms. Pavitra Acharya
Exam In-charge (Faculty of Commerce)

Soumya



Sheet - I

1) Mean, Median, and Mode

The marks obtained by 10 students in a test are:

45, 50, 55, 60, 50, 65, 70, 50, 75, 80

Calculate:

- Mean
- Median
- Mode

2) Standard Deviation & Coefficient of Variation

The following are the daily incomes (in ₹) of 5 employees:

400, 450, 500, 550, 600

Calculate:

- Standard Deviation
- Coefficient of Variation (CV)

3) Karl Pearson's Coefficient of Correlation

The data below shows the marks in **Statistics (X)** and **Economics (Y)** for 6 students:

| X (Statistics) | 35 | 40 | 50 | 60 | 65 | 80 |

| Y (Economics) | 30 | 35 | 50 | 55 | 60 | 70 |

Calculate the **correlation coefficient (r)** between X and Y.

4) Index Numbers

The prices and quantities of commodities in the base year and current year are given below:

Commodity	Base Year Price	Base Year Quantity	Current Year Price
A	₹20	5	₹30
B	₹25	10	₹40
C	₹15	6	₹20

Calculate the **Laspeyres Price Index**.

Viru
20/03/25

