



**VIDYABHARTI TRUST COLLEGE OF
BUSINESS, COMPUTER-SCIENCE AND RESEARCH**

(Affiliated to Veer Narmad South Gujarat University, Surat.)

Vidyabharti Trust, Umrah, At & Po: Baben, Ta: Bardoli, Di: Surat, Pin: 394601.

DATE: 10.10.2026
TIME: 10:00-12:00

INTERNAL EXAM OCTOBER 2026
SYBBA DM-SEM-3
SUBJECT: – BUSINESS STATISTICS

STUDENT SEAT NO.:
SIGN:
TOTAL MARKS: 50

Instruction –

- 1) Do all Rough Work on last page of your Answer books.
- 2) Exchange of Calculator/Stationary items is strictly prohibited
- 3) Use proper space for Formulas & Steps
- 4) Properly identify Type of Data before solving problem.
- 5) Maintain neatness and readability. Unreadable or messy work will not be evaluated.

Q1 ATTEMPT ANY FIVE OUT OF SEVEN

2*5= 10

- A. Define dispersion.
- B. What is Business Statistics.
- C. Define primary & secondary data.
- D. Define various charts & graphs.
- E. Explain mean, median & mode.
- F. Define coefficient of determination.
- G. Define coefficient of variation.

Q2(A) From the following data, Calculate Mean and Median.

7*2= 14

Central wages	10	11	12	13	14	15	16	17	18
No. of wages earner (F)	2	5	10	28	36	21	17	12	9

(B) From the following data, Calculate Mode.

Class	0-5	5-10	10-20	20-30	30-50	50-70	70-100
F	5	17	25	32	12	6	2

OR

Q2(A) Calculate Karl Pearson Correlation Coefficient from the following data.

7*2= 14

Height of Father (Inch)	65	66	67	67	68	69	71	73
Height of Son (Inch)	67	68	64	68	72	70	69	70

(B) Calculate Correlation from the following data using Rank Spearman method.

Supply	160	164	172	182	166	170	178	192	186
Price	292	280	260	234	266	254	230	190	200



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SYBBA DM-SEM-3
SUBJECT: - BUSINESS STATISTICS

STUDENT SEAT NO.:
SIGN:
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Q3(A) Obtain Regression equation of X on Y & Y on X from the following data. $7*2=14$

Marks of P	46	42	44	40	43	41	45
Marks of Q	40	38	36	35	39	37	41

(B) Find mean deviation and coefficient of mean deviation of the following observation:
25, 30, 28, 32, 35, 40, 45

OR

Q3 (A) Calculate Quartile deviation and it's coefficient for the following observation. $7*2=14$

Marks obtained	10-12	12-14	14-16	16-18	18-20	20-22	22-24	24-26	26-28
No. of Students	5	13	15	17	19	21	23	25	27

(B) Find Simple mean and Weighted Arithmetic mean for the following observation.

Price per ton	42.5	51.25	50	52	44.25	54
No of tones	25	30	40	50	10	45

Q4 WRITE SHORT NOTES (ANY THREE)

$4*3=12$

- A) Measure of Central Tendency.
- B) Scop & Applications of Business Statistics
- C) Types of Data in Business Statistics.
- D) Difference between Correlation and Causation.
- E) Difference between Correlation and Regression.

**** BEST OF LUCK ****



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DATE: 07-10-2026
TIME: 10 AM TO 12 PM

INTERNAL EXAM OCTOBER
SYBBA SEM- 3
SUBJECT: COST AND MANAGEMENT
ACCOUNTING

STUDENT SEAT NO.:
SIGN:

TOTAL MARKS: 50

Instructions:

- Write to-the-point answers.

10

1 Answer the following questions in brief. (Any Five)

- Define management accounting
- What is marginal costing?
- Define budgetary control.
- Define flexible budget.
- What is cash budget?
- What is trend analysis?
- State the core components of marginal costing.

2 Rajkamal Mfg. Ltd. produces 18,000 units at 60% production capacity. The particulars of expenses at this level of production are as follows: 14

a. Variable Expenses:

Materials 90,000
Direct labour 54,000
Direct Expenses 27,000

b. Semi-Variable Expenses:

Repairs and Maintenance 19,500
Indirect labour 4,000
Selling expenses 10,000
Distribution expenses 3,500
General expenses 8,000

c. Fixed Expenses:

Rent and Rates 55,000
Depreciation 32,000
Administrative expenses 57,000
Administrative salary 36,000

Additional particulars are as under:

- (1) Fixed expenses remain fixed upto 100% production capacity.
- (2) Variable expenses will increase by 5% per unit at production capacity of 75% and by 10% per unit at production capacity of 100%.
- (3) Semi-variable expenses will remain fixed from 45% to 65% production capacity; it will increase by 10% from 65% to 80% level and by 20% between 80% to 100% level.
- (4) Selling price per unit will be as under at various level: at 50% level Rs. 24; at 60% level Rs. 22; at 75% level Rs. 21; at 100% level Rs. 18.

Prepare a flexible budget for all these four levels and show at which level company should work so as to procure maximum benefit?

OR

07

2 a. Explain importance of budgetary control.

1



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2 b.

Sr. No.	Particulars	Ram Ltd. (₹)	Shyam Ltd. (₹)
1	Total Sales (out of which 20% are cash sales)	9,00,000	9,75,000
2	Cost of Goods Sold	6,00,000	6,11,000
3	Administration Expenses	75,000	81,250
4	Interest on Debentures	45,000	39,000
5	Income Tax	50%	50%
6	Equity Share Capital	4,50,000	5,20,000
7	10% Preference Share Capital	1,50,000	1,30,000
8	Retained Earnings	90,000	1,04,000
9	Profit & Loss A/c	60,000	65,000
10	15% Debentures	3,00,000	2,60,000
11	Creditors	1,20,000	91,000
12	Bills Payable	30,000	39,000
13	Bank Overdraft	75,000	71,500
14	Fixed Assets	8,25,000	7,86,000
15	Stock	2,25,000	2,60,000
16	Debtors	1,65,000	1,62,500
17	Bills Receivable	15,000	19,500
18	Cash and Bank Balance	45,000	52,000

07

From the above information, calculate the following accounting ratios for both companies and make a brief comment on each: 1. Net Profit Ratio, 2. Liquid Ratio, 3. Debtors Ratio (360 days to be taken for the year), 4. Debt-Equity Ratio — on the basis of long-term debt, 5. Capital Gearing Ratio

3 a. Explain objectives of financial statement.

07

3 b. A company manufactures and sells a product at ₹200 per unit. The variable cost per unit is ₹120 and the total fixed cost is ₹4,00,000 per year.

07

Calculate:

1. Contribution per unit
2. P/V Ratio
3. Break-Even Point in units
4. Break-Even Sales
5. Profit if the company sells 8,000 units

Particulars	Amt.
Selling Price per unit	Rs. 200
Variable Cost per unit	Rs. 120
Fixed Cost	Rs. 400000
Actual Sales Volume	8000 units

OR

3 a. Prepare a Cash Budget for the months of April, May and June from the following

07



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information:

Particulars	Amt.
Opening Cash Balance on 1st April	₹20,000
Cash Sales	₹30,000 per month
Credit Sales	₹60,000 per month
Collection from Credit Sales	50% in the month of sale and 50% in the following month
Purchases	₹40,000 per month
Payment for Purchases	50% in the month of purchase and 50% in the following month
Salaries	₹10,000 per month
Other Expenses	₹5,000 per month

- 3 b. From the following information of M/s ABC Ltd., prepare a Common Size Income Statement for the year ended 31st March 2026 and 31st March 2025. Also show each item as a percentage of Revenue from Operations. 07

Particulars	2025 (₹)	2026 (₹)
Revenue from Operations	8,00,000	10,00,000
Cost of Goods Sold	4,80,000	6,00,000
Gross Profit	3,20,000	4,00,000
Operating Expenses	1,60,000	2,20,000
Operating Profit	1,60,000	1,80,000
Non-operating Income	20,000	30,000
Non-operating Expenses	10,000	15,000
Profit Before Tax	1,70,000	1,95,000

- 4 Write short note on any three of the following.
- Differentiate between management and cost accounting.
 - Comparative financial statement
 - Classification of ratio
 - Differentiate between marginal costing and absorption costing
 - Users of financial statement

12



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DATE: 09/10/2026
TIME: 10 to 12 am

INTERNAL EXAM OCTOBER
SYBBA SEM-3
SUBJECT: HUMAN RESOURCE
MANAGEMENT

STUDENT SEAT NO.:
SIGN:
TOTAL MARKS: 50

Instructions:

- Write to-the-point answers.
- Figures to the right indicate marks allotted to those questions.
- Draw diagram wherever necessary.

- 1 Answer the following questions in brief. (Any Five) 10
- Define Strategic HRM
 - Define Human Resource Planning
 - Define Selection
 - What is ESOP.
 - What is Training & Development?
 - Employee Engagement
 - Difference between GIG employees and Virtual employees
- 2 Discuss in detail meaning of Human Resource Planning and its process 14
- OR**
- 2 a. Define Employee Engagement and explain 10 Cs of employee engagement 07
- 2 b. Elaborate Recruitment process in detail. 07
- 3 a. Explain HRM in Global competitive Environment 07
- 3 b. Discuss in detail On the Job and Off-the-job Training methods. 07
- OR**
- 3 a. Explain Selection process in detail. 07
- 3 b. Explain components of Compensation in detail. 07
- 4 Write short note on any three of the following. 12
- Explain Profit sharing
 - Determinants of compensation
 - Characteristics of HRM
 - Characteristics of GIG Employees
 - Components of Performance Management



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DATE: 09-10-2026

INTERNAL EXAM OCTOBER(2026)

STUDENT SEAT NO:

TIME: 2:00PM TO 3:00PM

SYBBA SEM 3

SIGN:

SUBJECT: SEC-301

TOTAL MARKS: 25

ISHW

Instructions:

- Write to-the-point answers.
- Figures to the right indicate marks allotted to those questions.
- Draw diagram wherever necessary.

- 1 Answer the following questions in brief. (Any Five) 10
- Define health.
 - What is meant by mind-body connection?
 - Differentiate between health and wellness.
 - Write any two ways to maintain digital wellbeing.
 - Write any two determinants of health behavior.
 - Define wellness.
 - Define digital wellbeing.
- 2 a. Explain the five components of health – physical, social, mental and spiritual health, along with their relevance to overall wellbeing. 08
- b. Discuss the various implications of the mind-body connection on physical and mental health. 07
- OR**
- 2 a. Define wellness and explain its importance in maintaining a healthy and balanced life. 08
- b. What is wellbeing? Explain why wellbeing is important for an individual's overall quality of life. 07

---ALL THE BEST---



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DATE: 08-10-2026
TIME: 10:00 am to
12:00 am

INTERNAL EXAM OCTOBER-2026
SYBBA SEM- 3
SUBJECT: CC-302-Legal and Ethical issues
in business

STUDENT SEAT NO.:
SIGN:
TOTAL MARKS: 50

1 Answer the following questions in brief. (Any Five)

10

- Define Doctrine of Caveat Emptor.
- When condition is treated as warranty?
- What are business Ethics?
- Define Code of Conduct.
- Who are Stakeholder?
- Full Form: - ESG, BRSR, GRI, CSR
- Match A with B:

A	B
Goods identified at time of contact	Specific Goods
Goods to be manufactured later	Future Goods
Goods not identify at time of contract	Unascertained Goods
Goods existing at time of contract	Existing Goods

2 "When offer is accepted becomes promise, promise with consideration becomes agreement, agreement added with enforceability becomes contract"- with this statement explain the essential elements of a valid contract as contained in section 10 of the Indian Contract Act.

14

OR

- Define Sale and Agreement to sale. Discuss formation of contract of sale.
 - Explain the types of contracts in details with examples.
- Explain the characteristics of business ethics.
 - Discuss ethical concerns of stakeholders with special reference to marketing, finance and human resource.

07

07

07

07

OR

- what do you mean by the consumer protection rights Act, 1986? Explain the different types of consumer rights with suitable examples and also maintain the roles of consumer council.
- Discuss the breach of contract.

07

07

4 Write short note on any three of the following.

12

- Difference between sale and agreement to sale
- Discharge of contract
- Corporate social responsibility
- Elements of warranty
- Different types of consumer rights

*** THANK YOU ***



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DATE:
TIME:

INTERNAL EXAM OCTOBER
SYBBA SEM:3
SUBJECT: MEL-1

STUDENT SEAT NO.:
SIGN:
TOTAL MARKS: 25

Instructions:

- Write to-the-point answers.
- Figures to the right indicate marks allotted to those questions.
- Draw diagram wherever necessary.

- 1 Answer the following questions in brief. (Any Five) 10
- Explain Linguist barriers.
 - What is fluency?
 - What is Intelligibility in speaking?
 - Explain any 2 barrier of listening process.
 - Ram saw he's friend at a restaurant.(correct the sentence)
 - Explain pronoun with example.
 - What is a jargon?

- 2 Write an appreciation letter to your friend for securing first position in the university examination. 07

OR

Draft a notice for employees regarding a temporary work-from-home arrangement due to office renovation. 07

- 3 What is reading skill? Explain essential skills and strategies of reading. 08

OR

Read the following passage and answer the questions below: 08

Welcome to God's own country; One of India's most beautiful states, Kerala, is an exotic cocktail of the very best that nature can offer. Soak in the flavors of this tropical paradise, among the beauty of pencil-slim coconut palms, where the flowers are especially bright and their fragrance especially strong. When God created Kerala, He wanted it to be remembered as a land of abundance. So, there are tons of coconuts and cashews, heaps of spices and generous amounts of fish. Add to that a generous sprinkling of rivers, mountains and some of the world's finest beaches. What you get is a land of natural wonders that attracts visitors from all over the world.

Kerala is just the place for you if you love variety. There is something here to please everyone. You are sure to fall in love with the serene beauty of Kerala's magical backwaters. When you have experienced that, you can sample the excitement of Kerala's bustling cities or retreat into the villages to see firsthand how time can stand still. Better still, take a trip to the spice gardens in the hills, to inhale the fragrance of cardamoms. If that makes your taste buds tingle and fills you with dreams of food, you need not worry. Kerala's cuisine is known for its spices. hot flavors. The coconut and the spices give the food especially the



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seafood a pungency that is enhanced by tamarind. Your meal would be incomplete without appam, rasam, fish curry and some delicious payasam. To wash it down, sip the naturally refreshing water of a tender coconut. And, when you have had your fill, move into the markets to shop for gold, handicrafts, spices, cashewnuts and coffee. Bargain-hunters will never have a problem since English is spoken and understood everywhere in Kerala.

Questions:

1. What is the other name used for Kerala in this passage? Can you figure out the reason for this from the passage?
2. Why is Kerala described as a land of abundance?
3. What is special about the food that one finds in Kerala?
4. Why do foreigners visit Kerala?
5. What are some of the attractions of Kerala? Mention at least five.
6. Give a suitable title of the passage.
7. Give the synonym of paradise.

---ALL THE BEST---



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DATE:
TIME:

INTERNAL EXAM OCTOBER
SYBBA SEM:3
SUBJECT: MEL-1

STUDENT SEAT NO.:
SIGN:
TOTAL MARKS: 25

Instructions:

- Write to-the-point answers.
- Figures to the right indicate marks allotted to those questions.
- Draw diagram wherever necessary.

- 1 Answer the following questions in brief. (Any Five) 10
- a. Explain Linguist barriers.
 - b. What is fluency?
 - c. What is Intelligibility in speaking?
 - d. Explain any 2 barrier of listening process.
 - e. Ram saw he's friend at a restaurant.(correct the sentence)
 - f. Explain pronoun with example.
 - g. What is a jargon?

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OR

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6. Give a suitable title of the passage.
7. Give the synonym of paradise.

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DATE: 07/10/2026

TIME: 10:00AM-

12:00AM

INTERNAL EXAM OCTOBER

SYBBA SEM- 3 (DM)

SUBJECT: Service Management

STUDENT SEAT NO.:

SIGN:

TOTAL MARKS: 50

Instructions:

- Write to-the-point answers.
- Figures to the right indicate marks allotted to those questions.
- Draw diagram wherever necessary.

- 1 Answer the following questions in brief. (Any Five) 10
 - a. Define Service Management.
 - b. What do you mean by Enhancing supplementary services?
 - c. Enlist service classification on the basis of expertise required.
 - d. What do you mean by possession processing service?
 - e. List down factors responsible for the growth of service sector.
 - f. Explain the term Public relation.
 - g. Define Service Blueprinting.
- 2 Explain unique characteristics of services along with its implications. Also discuss various strategies to overcome these implications 14
OR
- 2 a. Explain various challenges confronted by service sector in India. 07
- 2 b. Explain pricing tripod in detail. 07
- 3 Define Service Blueprint. Explain various components Service Blueprint of Service Blueprint Also draw Service Blueprint for the service of your choice. 14
OR
- 3 a. Draw diagram of Gaps model. Explain GAP-3 with any three ways to reduce GAP-3. 07
- 3 b. Explain promotional tools in service marketing. 07
- 4 Write short note on any three of the following. 12
 - a. Explain various factors affecting growth of service sector.
 - b. Explain Revenue Management in detail.
 - c. Explain Service Escape in detail.
 - d. Explain role of employee in service delivery process.
 - e. Explain complaining behavior of consumer.



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DATE: 08-10-2026

TIME: 10:00 am to

12:00 pm

INTERNAL EXAM OCTOBER-2026

SYBBA SEM- 3 Dm

SUBJECT: CC-302-Social Media Marketing

STUDENT SEAT NO.:

SIGN:

TOTAL MARKS: 50

- 1 Answer the following questions in brief. (Any Five) 10
- State the meaning of social media.
 - Differentiate between Social Media Sharing and Social Bookmarking.
 - Define Social Media Optimization (SMO).
 - State any four benefits of LinkedIn for businesses.
 - Why is Target Audience important in Social Media Marketing?
 - What is Social Media ROI?
 - What is Customer Relationship Management through social media?
- 2 Explain the role of Social Media Websites, Mobile Apps, Email and Blogging in modern marketing. 14
- OR**
- 2 a. What is Social Bookmarking? Explain its importance and major Bookmarking Websites. 07
- b. Explain how effective Social Media Management helps an organization to reach and engage its target audience. 07
- 3 a. Explain Social Media Optimization (SMO), its objectives and major techniques. 07
- b. Explain the meaning and importance of Social Media Strategy. Discuss its major components. 07
- OR**
- a. Explain how businesses can establish and maintain relationships with customers through social media. 07
- b. Explain the role of Social Media Platforms in customer engagement, communication, promotion and relationship building. 07
- 4 Write short note on any three of the following. 12
- Different types of Social Media Websites
 - The Don'ts of Social Media Marketing
 - Paid Social Media Promotion and other methods
 - Facebook as a Social Media Marketing platform
 - The different types of Blogging

*** THANK YOU ***



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DATE: 9/10/2026

TIME: ~~10:00AM~~ TO
12:00PM

INTERNAL EXAM OCTOBER-2026

SYBBA DM SEM-3

SUBJECT: Search Engine Marketing

STUDENT SEAT NO.:

SIGN:

TOTAL MARKS: 50

Instructions:

- Write to-the-point answers.
- Figures to the right indicate marks allotted to those questions.
- Draw diagram wherever necessary.

- 1 **Answer the following questions in brief. (Any Five)** **10**
 - a. What is SEM?
 - b. What is quality Score in PPC?
 - c. Why UI/UX design is important for landing pages?
 - d. What are the role cookies in affiliate marketing?
 - e. Define Google Ads.
 - f. How do you enroll in an Affiliate marketing program?
 - g. What is CPC?
- 2 Where does rule-based personalization play a role in marketing at the internet scale, and how does it benefit users? **14**

OR

 - 2 a. What is SEM? Explain importance of SEM in details. **07**
 - 2 b. Explain PPC advertising. How does it function and why is it important for businesses? **07**
- 3 a. Define Affiliate Marketing. How does it work and what are its key benefits for businesses and affiliates? **07**
- 3 b. What is the role of landing pages in SEM and how do UI/UX and call-to-action affect user psychology? **07**

OR

 - 3 a. List out the functions of multi-tier affiliate marketing and explain how commissions are distributed among different levels. **07**
 - 3 b. Where can campaign objectives be set and which metrics are used to monitor PPC with Google Analytics? **07**
- 4 Write short note on any three of the following. **12**
 - a. Manual vs. Automated Bid Management
 - b. Common payment methods in affiliate programs.
 - c. Re-marketing in SEM
 - d. Quality Score
 - e. Difference between SEO and SEM?



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DATE: 10-10-2026

TIME: 02 PM TO 03 PM

INTERNAL EXAM OCTOBER

SYBBA SEM- 3

SUBJECT: INDIAN ECONOMICS AND
BUSINESS MODEL-I

STUDENT SEAT NO.:

SIGN:

TOTAL MARKS: 50

Instructions:

- Write to-the-point answers.

- 1 Answer the following questions in brief. (Any Five) 10
- a. What is Arthashastra?
 - b. State any two features of ancient Indian economic thought.
 - c. What is meant by social capital?
 - d. Enumerate the seven elements of Kautilya's Saptang Theory of State.
 - e. What is meant by Dharmic economic thought?
 - f. What was the role of ethics in ancient Indian economic thought?
 - g. What is meant by black money?
- 2 a. Explain the evolution of ancient Indian economic thought with reference to Dharmashastras and Arthashastra. 08
- 2 b. Analyze the role of social structures ('Caste as Social Capital') in fostering business clusters, trust, and micro-entrepreneurship in India. 07
- OR**
- 3 a. Compare the modern socio-economic welfare model with the ancient Indian framework of ethical wealth creation. 08
- 3 b. Elaborate on Kautilya's economic ideas regarding state revenue, public expenditure, trade, and price control. 07



VIDYABHARTI TRUST COLLEGE OF BUSINESS, COMPUTER-SCIENCE AND RESEARCH

(Affiliated to Veer Narmad South Gujarat University, Surat.)

Vidyabharti Trust, Umrakh, At & Po: Baben, Ta: Bardoli, Di: Surat, Pin: 394601.

DATE: 10/10/2026
TIME: 10:00 AM –
12:00 PM

INTERNAL EXAM OCTOBER 2026
SYBBA SEM-III
SUBJECT: Management Information
System

STUDENT SEAT NO.:
SIGN:
TOTAL MARKS: 50

Instructions:

- Write to-the-point answers.
- Figures to the right indicate marks allotted to those questions.
- Draw diagram wherever necessary.

- 1 Answer the following questions in brief. (Any Five) 10
 - a. Define data.
 - b. State the dimensions of information system.
 - c. List any four functions of DBMS.
 - d. Mention the types of E-Communication.
 - e. Define E-Business.
 - f. What is PMIS?
 - g. Mention the types of Agile Methodologies used in PMIS.
 - 2 List out types of Information Systems (IS) and explain any two in detail with suitable examples. 14
- OR**
- 2 a. Explain in detail functions of MIS. 07
 - 2 b. Explain Expert System in detail. 07
 - 3 a. Difference between Data and Information. 07
 - 3 b. Explain DBMS architecture (1 tier, 2 tier, 3 tier) in detail with diagram. 07
- OR**
- 3 a. Explain the process of BPR in detail. 07
 - 3 b. Explain Applications of DSS in detail. 07
 - 4 Write short note on any three of the following. 12
 - a. Scrum Methodology.
 - b. E-communication
 - c. Lean Development Methodology.
 - d. Explain difference between DSS and GDSS.
 - e. Explain Executive Information System