



Sanjay Ghodawat University, Kolhapur

2018-19

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

Year and Program FYBBA	School of Commerce and Management	Department
Course Code MBC1121(OLD)	Course Title: Corporate India	Semester – Odd (I)
Day and Date Saturday 01/06/2019	End Semester Examination	Time: 3 hrs, Max Marks: 100 10.30 am to 1.30 pm.

- Instructions:**
- 1) All Questions are compulsory.
 - 2) Figures on the right indicate marks, Bloom's Taxonomy levels and

Course Outcomes.

		Marks	Level	COs
Q.1	Answer the following			
a)	State whether True & False (Attempt any 5 out of 6) 1) Baba Ramdev is the brand ambassador of Patanjali Products 2) SBI stands for Social Bank of India. 3) Jaguar and Land rover are not associated with the Tata Group. 4) Reliance Jio is a state owned company. 5) Sachin Bansal and Binny Bansal are not related. 6) The company Britannia Biscuits started in Britain.	10	1	CO112.1.1
b)	Answer the short questions (Attempt any 5 out of 6) 1) Britannia Biscuits 2) Flipkart 3) Ratan Tata 4) Sachin Bansal and Binny Bansal 5) Samsung Mobile 6) Amul's Butter Girl	10	1	CO112.1.2
Q.2	Answer any Two:			
a)	Explain the brand positioning of Samsung Mobile	10	1	CO112.1.1
b)	Explain the marketing mix strategies of Britannia biscuits	10	1	CO112.1.1
c)	Briefly explain the Godrej Consumer Products Limited.	10	2	CO112.1.1
Q.3	Answer any Two:			
a)	Determine the SWOT analysis of Reliance Jio.	10	4	CO112.1.1
b)	Draw a conclusion of the entrepreneurial lessons learnt from the story of Flipkart.	10	3	CO112.1.1
c)	Briefly explain Tata Nano- World's Affordable Car by Tata Motors.	10	2	CO112.1.1
Q.4	Answer any Two:			
a)	Explain in brief the journey of Amul brand.	10	3	CO112.1.2
b)	Explain about different services provided by SBI.	10	2	CO112.1.2
c)	Briefly explain the Godrej Consumer Products Limited.	10	1	CO112.1.2

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Q.5 Answer the following

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|----|--|----|---|-----------|
| a) | Explain in brief the working style of Ratan Tata | 10 | 2 | CO112.1.2 |
| b) | Explain various mergers and subsidiaries of SBI | 10 | 2 | CO112.1.2 |

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