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|  | Sanjay Ghodawat University, Kolhapur Established as State Private University under Govt. of Maharashtra. Act No XL, 2017 | 2017-18 |
| Year and Program: FY BBA | School Of Commerce & Management | Department: FY BBA |
| Course Code: MBC112.1 | Course Title: Corporate India | Semester – Odd (I) |
| Day and Date 2 June 2018 10:30 AM to 1:30 PM | End Semester Examination | Time: 3 hrs, Max Marks: 100 |

Instructions: 1) All Questions are compulsory.

| | | Marks | COs |
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| Q.1 | Answer the following | | |
| a) | State whether True & False (Attempt any 5 out of 6) | 10 | CO112.1.1 |
| | 1) Titan is not associated with the Tata Group. | | |
| | 2) SBI stands for State Bank of India. | | |
| | 3) Alia Bhat is the brand ambassador of Patanjali Products. | | |
| | 4) The company Britannia Biscuits started in Calcutta. | | |
| | 5) Sachin Bansal and Binny Bansal are siblings. | | |
| | 6) Reliance Jio is a decade old company. | | |
| b) | Answer the short questions (Attempt any 5 out of 6) | 10 | CO112.1.2 |
| | 1) Godrej Consumer Products Limited | | |
| | 2) Amul's Butter Girl | | |
| | 3) Adi Godrej | | |
| | 4) Britannia Biscuits | | |
| | 5) Sachin Bansal and Binny Bansal | | |
| | 6) Baba Ramdev | | |
| Q.2 | Answer any Two: | | |
| a) | Briefly explain the Godrej Consumer Products Limited. | 10 | CO112.1.1 |
| b) | Explain in brief the products under the brand name Patanjali. | 10 | CO112.1.1 |
| c) | Explain in brief the history of the Flipkart | 10 | CO112.1.1 |
| Q.3 | Answer any Two: | | |
| a) | Explain the brand positioning of Samsung Mobile | 10 | CO112.1.1 |
| b) | Explain the marketing mix strategies of Britannia biscuits | 10 | CO112.1.1 |
| c) | Explain SWOT analysis of Reliance Jio. | 10 | CO112.1.1 |
| Q.4 | Answer any Two: | | |
| a) | Explain in brief the journey of Amul brand. | 10 | CO112.1.1 |
| b) | Explain about different services provided by SBI. | 10 | CO112.1.1 |
| c) | Explain various mergers and subsidiaries of SBI | 10 | CO112.1.1 |
| Q.5 | Answer the following | | |
| a) | Explain in brief the working style of Ratan Tata | 10 | CO112.1.2 |
| b) | Explain the business model of Amul | 10 | CO112.1.2 |