TILAK MAHARASHTRA VIDYAPEETH, PUNE

BACHELOR OF COMMERCE (B.COM)

EXAMINATION: DECEMBER 2023

FIRST SEMESTER

Subject: Study of Business Houses (BCOM23-104)

Date: 09	9/12/2023	Total marks	s: 60	Time: 10.00 am to 12.30 pm
	Instructions:	 Attempt all Questions Figures to the right indic 	ate full marks	
Q. 1)	Answer the Multiple Choice questions. (Any 10) is the main Product line of GRASIM			(10)
	a) Wood		b) Silk	
	c) Tea		d) None	
2.	Tata Group was founded in			
	a) 1868		b) 1688	
	c) 1968		d) 1988	
3.	is the Founder of Tata Group			
	a) JRD Tata		b) Dorabji Tata	
	c) Jamshetji Ta	ata	d) Ratan Tata	
4.	Reliance Indus	stries established in		
	a) 1973		b) 1963	
	c) 1966		d) 1976	
5.	is the Founder of the House of Mahindras			
	a) Dhirubhai		b) Gagalbhai	
	c) JK Mahindr	a	d) Ratan	
6.	Bajaj Auto was	s led by		
	a) Rahul Bajaj		b) Shekhar Bajaj	
	c) Rajeev Baja	ij	d) Sanjeev Bajaj	
7.	is C	Odd in Bajaj Group		
	a) Bajaj Fin		b) KOEL	
	c) Bajaj Auto		d) Bajaj Electricals	
8.	Mr. L K Kirlos	skar is more with	_	
	a) Agri Engg		b) Consultancy	
	c) Automobile		d) Pharma	
9.		is not from Mafatlal Group		
	a) Gagalbhai		b) Anil	
	c) Narottamdas	s	d) Arvindbhai	

10.	is the original place of Birlas				
	a) Kolkatta	b) Mumbai			
	c) Delhi	d) Pilani			
11.	Where is the Head office of Hindustan Times?				
	a) New Delhi	b) Chennai			
	c) Kolkatta	d) Pune			
12.	is not a Ambani Group company				
	a) TCS	b) RIL			
	c) JIO	d) Rcap			
13.	Mr. Mafatlal used more with				
	a) Constructions	b) Textiles			
	c) Automobile	d) Pharma			
Q. 2)	Write Short Note (Any 3)		(15)		
1.	Some of the institutes established by the Tata Group				
2.	Kirloskar companies				
3.	Companies of Mahindra Group				
4.	Some of the initiatives taken by KBL				
5.	Corporate social responsibility by Bajaj				
Q. 3)	Answer the following question in 150 wor	rds. (any 2)	(20)		
1.	Write a note on Ghanshyamdas Birla.				
2.	Write history of house of Bajaj.				
3.	Write history and specialty of house of Mah	nendras.			
4.	Write down History and Specialty of Kirloskar Group.				
Q. 4)	Answer the following question in 300 wor	rds. (any one)	(15)		
1.	Write down detailed note on house of Tata'	s.			
2.	Write down detailed note on house of Mafa	tlal's.			
3.	Write down detailed note on house of Amb	ani's.			