TILAK MAHARASHTRA VIDYAPEETH, PUNE BACHELOR OF COMMERCE (B.COM)

EXAMINATION: MAY- 2024

FIRST SEMESTER

Subject: Study of Business Houses (BCOM23-104)

Date: 15/05/2024		Total marks: 60		Time: 2.00 pm to 4.30 pm
	Instructions:	 Attempt all Questions Figures to the right indicated 	ate full marks	
Q. 1)	Answer the Multiple Choice questions. (Any 10)			(10)
1.	is o	dd in Bajaj Group.		
	a) Bajaj Fin		b) KOEL	
	c) Bajaj Auto		d) Bajaj Electricals	
2.	Mr. L K Kirloskar is more with			
	a) Agri Engg		b) Consultancy	
	c) Automobile		d) Pharma	
3.	is not from Mafatlal Group.			
	a) Gagalbhai		b) Anil	
	c) Narottamda	S	d) Arvindbhai	
4.	is t	he original place of Birlas.		
	a) Kolkatta		b) Mumbai	
	c) Delhi		d) Pilani	
5.	Where is the Head office of Hindustan Times ?			
	a) New Delhi		b) Chennai	
	c) Kolkatta		d) Pune	
6.	is no	ot a Ambani Group company.		
	a) TCS		b) RIL	
	c) JIO		d) Rcap	
7.	Mr. Mafatlal u	sed more with		
	a) Construction	ns	b) Textiles	
	c) Automobile		d) Pharma	
8.	Kirloskar Gro	up was formed in		
	a) 1898		b) 1988	
	c) 1888		d) 1998	
9.	Bajaj Group C	SR is known for		
	a) Nehru Socia	al Service	b) Gandhian Social Wor	rk
	c) Patel Social	Service	d) Jina Social Service	

10.	shifted Bajaj Group to Pune area.					
	a) Sanjeev Bajaj	b) Jamnanlal				
	c) Rajeev Bajaj	d) Rahul Bajaj				
11.	Head office of Bajaj Auto Ltd is at					
	a) Delhi	b) Mumbai				
	c) Chennai	d) Pune				
12.	What is the main Productline of Bajaj Finance Ltd?					
	a) Education Finance	b) Medical Finance				
	c) Auto Finance	d) None of these				
13.	is not an activity of Bajaj Group.					
	a) TISS	b) Automobile				
	c) Finance	d) Electricals				
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.	Dhirubhai Ambani					
5.	Community initiatives of Mahendras					
Q. 3)	Answer the following question in 150 words. (any 2) (20)					
1.	Write the history and specialty of house of Mahendras.					
2.	Write down the History and Specialty of Kirloskar Group.					
3.	Write the history of Tata House.					
4.	Write the history of house of Ambani's.					
Q. 4)	Answer the following question in 300 word	ls. (any one)	(15)			
1.	Write down detailed note on house of Tata's.					
2.	Write down detailed note on House of Kirloskar House.					
3.	Write down detailed note on House of Bajaj House.					
