

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF COMMERCE (B.COM)
EXAMINATION: MAY - 2025
FIRST SEMESTER

Subject: Study of Business Houses (BCOM23-104)

Date: 16/05/2025	Total marks: 60	Time: 10.00 am to 12.30 pm
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Instructions: 1) Attempt all Questions
2) Figures to the right indicate full marks

Q. 1) Answer the Multiple Choice questions. (Any 10) (10)

- Where is the Head office of Hindustan Times ?
 - New Delhi
 - Chennai
 - Kolkata
 - Pune
- When was Reliance Industries established ?
 - 1973
 - 1963
 - 1966
 - 1976
- Who is the Founder of the House of Kirloskar's ?
 - SLK
 - LKK
 - CSK
 - None of these
- What is the main Product line of Bajaj Finance Ltd?
 - Education Finance
 - Medical Finance
 - Auto Finance
 - None of these
- What is the main Product line of KOEL?
 - Oil Engines
 - Rubber Parts
 - Cement
 - None of these
- The Ambani group motivated share investments by _____.
 - Middle class
 - Foreigners
 - Women
 - Politicians
- The First Non Tata family Chairman in Tata Group - _____.
 - Dorabji
 - Ratan
 - Cyrus Mistry
 - Jamshetji
- Bajaj Auto was led by _____.
 - Rahul Bajaj
 - Shekhar Bajaj
 - Rajeev Bajaj
 - Sanjeev Bajaj
- Mr. Ghanshyamdas Birla was influenced by _____.
 - Gandhiji
 - Nehru
 - Sawarkar
 - None

10. Which is odd item of Ambani Group activities ?
- | | |
|---------------------------|--------------------------|
| a) Investors Movement | b) Independence Movement |
| c) Communication Movement | d) Textiles Movement |
11. Who is the Founder of the House of Mahindra's ?
- | | |
|-------------------|--------------|
| a) Dhirubhai | b) Gagalbhai |
| c) J. K. Mahindra | d) Ratan |
12. What is the original place of Tatas?
- | | |
|----------|----------------|
| a) Fort | b) Chinchpokli |
| c) Dadar | d) Boriwali |
13. Who is the founder of the House of Bajaj?
- | | |
|------------------|-------------------|
| a) Rahul Bajaj | b) Jamnalal Bajaj |
| c) Sanjeev Bajaj | d) Rajeev Bajaj |

Q. 2) Write Short Note (Any 3) (15)

1. Philanthropy of the House of Birlas
2. Dhirubhai Ambani
3. Some of the institutes established by the Tata Group
4. Companies of Mahindra Group
5. Chitale Industries

Q. 3) Answer the following question in 150 words. (any 2) (20)

1. Write the community initiatives of the Mahindra group.
2. Discuss Ambani's control over stock exchange.
3. State the journey of Ghanshyamdas Birla.
4. Write the history of Tata House.

Q. 4) Answer the following question in 300 words. (any one) (15)

1. Explain the history and speciality of the house of Mafatlals.
2. State the contribution of the Bajaj House for Rural Development.
3. Write down the History and Specialty of Kirloskar Group.
