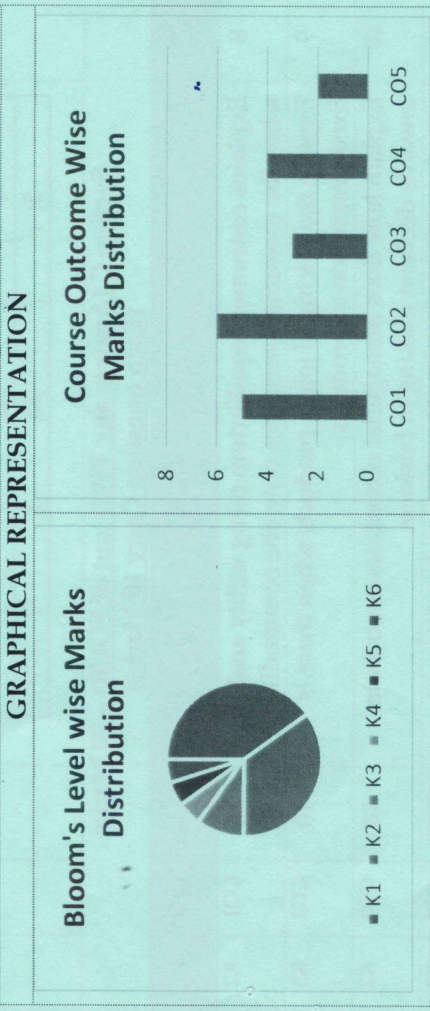


Program	Master of Business Administration	
Subject Name	Applied Managerial Economics	Session Odd, 2025-26
Semester	I	Year Jan, 2026
Time: 3 Hour Max. Marks : 50	<ul style="list-style-type: none"> Start writing from 2nd page onwards; don't Write on the 1st Page Backside Answer all Questions of Section A (Compulsory) Answer Any Four out of Six of Section B Answer Any Two out of Four of Section C Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers.</u> 	
Knowledge Level (KL)	K1 : Remembering	K3 : Applying
	K2 : Understanding	K4 : Analysing
		K5 : Evaluating
		K6 : Creating

Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks

Q.N	QUESTIONS	Marks	COs	KL
i	Total Product (TP) is: a) Output per unit b) Addition to output c) Total output produced d) Average output	01	CO1	K1
ii	Opportunity cost means: a) Total cost b) Fixed cost c) Next best alternative foregone d) Business cost	01	CO1	K1
iii	Which is a macroeconomic problem? a) Consumer happiness b) Firm's profit c) Unemployment d) Best pricing policy	01	CO3	K2
iv	The primary objective of a business firm is: a) Product maximization b) Inventory maximization c) Slowing the growth d) Profit maximization	01	CO2	K1
v	Demand curve slopes downward because of: a) Law of supply	01	CO2	K1

CO- Course Outcomes,	KL- Knowledge Level,	PO – Program Outcome
CO1	Recognize economic concepts to solve complex managerial problems and make data-driven decisions	
CO2	Conduct behavioural economic analyses to understand the impact of demand and production on market dynamics.	
CO3	Evaluate pricing and profit policies to enhance organizational competitiveness and sustainability	
CO4	Demonstrate an understanding of the knowledge economy and its influence on modern business practices.	
CO5	Utilize Artificial Intelligence tools to perform advanced economic analysis and enhanced decision making in managerial roles	



vi	b) Law of diminishing marginal utility c) Increase in income d) Rise in cost Which is a feature of knowledge-based economy? a) Low technology b) Manual labour c) Use of information and skills d) Agriculture dominance	01	CO4	K2
vii	One major constraint of knowledge economy is: a) Good capital b) Skill gap c) Production d) Growth	01	CO2	K5
viii	Artificial Intelligence (AI) used for predicting future demand is called: a) Cost optimization b) Customer insight c) Demand forecasting d) Automation	01	CO5	K3
ix	For a commodity with perfectly inelastic demand, an increase in price will lead to: a) A proportionate fall in quantity demanded b) A more than proportionate fall in quantity demanded c) No change in total expenditure d) An increase in total expenditure	01	CO4	K6
x	If the value of elasticity of demand is equal to 1, then Elasticity of demand is: a) Unity b) 0 c) 10 d) 100	01	CO5	K5

Section B (Answer any FOUR out of SIX) – 20 Marks
(Each question Carry 5 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	Explain why do managers need to know economics?	05	CO2	K1
3	Differentiate between skimming pricing and penetrating pricing.	05	CO1	K1
4	What do you mean by Knowledge Economy? Briefly mention its features	05	CO3	K1

5	Explain how does Artificial Intelligence impacts business decisions.	05	CO2	K2
6	Explain the Law of demand. Give any two of its assumptions.	05	CO1	K2
7	Calculate Average product from the given schedule:	05	CO4	K4

Units of Labour	Total Product	Average Product
1	56	?
2	72	?
3	69	?
4	52	?
5	30	?

Section C (Answer any TWO out of FOUR) – 20 Marks
(Each question Carry 10 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
8	Explains consumers equilibrium using utility analysis when the consumer consumes only one commodity.	10	CO1	K2
9	Explain the pricing of joints products when there is fixed proportion of products.	10	CO2	K3
10	Explain how does managerial economics contribute towards decision making in business.	10	CO3	K2
11	What is production function? Explain the nature of Total Product with the help of a suitable diagram.	10	CO4	K2

Program	Master of Business Administration	
Subject Name	Marketing Management	Session
Semester	I	Year
Time: 3 Hour Max. Marks : 50	Odd, 2025-26 Jan, 2026	

• Start writing from 2nd page onwards; don't write on the 1st Page # Backside

- Answer all Questions of Section A (Compulsory)
- Answer Any Four out of Six of Section B
- Answer Any Two out of Four of Section C
- Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers.

Knowledge Level (KL)

K1 : Remembering K3 : Applying K5 : Evaluating
 K2 : Understanding K4 : Analysing K6 : Creating

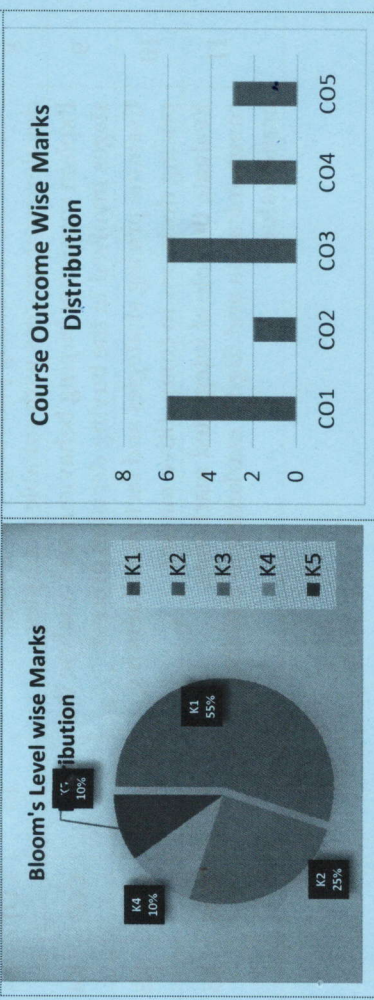
Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks

Q.N	QUESTIONS	Marks	COs	KL
i	Marketing is best defined as: A. Selling aggressively B. Advertising products C. Satisfying customer needs profitably D. Distribution of goods	1	CO1	K1
ii	Which is a major challenge for marketers in the 21st century? A. Stable markets B. Rapid technological changes C. Low competition D. Limited choices	1	CO1	K1
iii	The marketing mix consists of: A. Product, Planning, Price, Policy B. Product, Price, Place, Promotion C. Price, People, Process, Profit D. Product, Promotion, People, Profit	1	CO1	K1
iv	Positioning refers to: A. Product cost B. Production volume C. Image of the product in the consumer's mind D. Packaging style	1	CO3	K1

CO- Course Outcomes, KL- Knowledge Level, PO – Program Outcome

CO1	Understand fundamental marketing concepts and frameworks
CO2	Explain product, pricing, promotion, and distribution decisions
CO3	Apply segmentation, targeting, and positioning concepts
CO4	Analyze marketing channels, pricing strategies, and ethical issues
CO5	Evaluate integrated marketing communication and digital strategies

GRAPHICAL REPRESENTATION



v	A product bought frequently with minimal effort is called: A. Convenience product B. Shopping product C. Specialty product D. Industrial product	1	CO2	K1
vi	Market segmentation means: A. Selling same product to all B. Dividing market into distinct groups C. Reducing competition D. Increasing promotion	1	CO3	K1
vii	The stages of Product Life Cycle are: A. Planning, Growth, Profit, Decline B. Introduction, Growth, Maturity, Decline C. Design, Launch, Profit, Loss D. Entry, Survival, Exit	1	CO3	K1
viii	Marketing channels are mainly related to: A. Advertising B. Distribution of goods and services C. Pricing decisions D. Promotion planning	1	CO4	K1
ix	Integrated Marketing Communication focuses on: A. Advertising only B. Coordinated and consistent promotion tools C. Sales promotion only D. Digital media only	1	CO5	K1
x	Digital marketing mainly uses: A. Print media B. Radio C. Internet and social media platforms D. Outdoor media	1	CO5	K1

Section B (Answer any FOUR out of SIX) – 20 Marks
(Each question Carry 5 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	Explain the nature, scope, and importance of marketing in modern organizations.	5	CO1	K1
3	Discuss the functions of marketing management and the role of marketing environment.	5	CO1	K2
4	Explain types of consumer products and their relevance in marketing decisions.	5	CO2	K2
5	Describe the concept of market segmentation and its importance in marketing strategy.	5	CO3	K2

6	Explain the Product Life Cycle (PLC) and its implications for marketing strategy.	5	CO3	K2
7	Discuss the role of marketing channels in delivering customer value.	5	CO4	K2

Section C (Answer any TWO out of FOUR) – 20 Marks
(Each question Carry 10 Marks)

Q. No.	QUESTIONS	Marks	COs*	KL
8	Analyze the marketing planning and strategy development process with suitable examples.	10	CO1	K4
9	Explain consumer buying behaviour and analyse the stages involved in the buying decision process.	10	CO3	K4
10	Examine pricing strategies and factors influencing pricing decisions in competitive market	10	CO4	K5
11	Evaluate the role of integrated marketing communication and digital marketing in building brand value.	10	CO5	K5



Program Master of Business Administration

Subject Name Tech Edge Synergy - I

Session Odd, 2025-26

Semester I

Year Jan, 2026

• Start writing from 2nd page onwards; don't write on the 1st Page Backside

• Answer all Questions of Section A (Compulsory)

• Answer Any Four out of Six of Section B

• Answer Any Two out of Four of Section C

• Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers.

Time: 3 Hour
Max. Marks : 50

Knowledge Level (KL)

K1 : Remembering

K3 : Applying

K5 : Evaluating

K2 : Understanding

K4 : Analysing

K6 : Creating

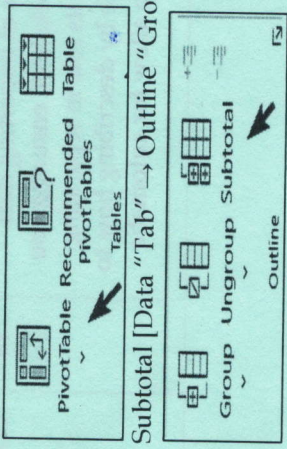
Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks

Q. N	QUESTIONS	Marks	COs	KL
1				
i	How should you enter a number to correctly display it as 20% after applying the percentage format? a) 20 b) 2000 c) 0.2 d) 0.02	01	CO1	K3
ii	What is the purpose of Wrap Text in cell formatting? a) To change the font size b) To change the font color c) To display long sentences on multiple lines within a single cell d) To automatically fit text into a single cell	01	CO1	K3
iii	Which function would you use to find the total of all numbers in a selected range of cells? a) COUNT b) SUM c) AVERAGE d) TOTAL	01	CO1	K2
iv	If cells A1=10, A2=20, A3=Text, and A4=30, what value will the formula =AVERAGE(A1:A4) return? a) 15 (Ignores text and blank cells, divides by the number of values) b) 20 (The sum of 10+20+30 is 60, divided by 3 numeric cells.) c) 25 (Assumes text equals zero) d) #DIV/0! (Indicates division by zero)	01	CO2	K3

9	A) Define the purpose of the DSUM function in MS Excel and explain how it differs from a standard SUMIF or SUMIFS function, particularly regarding the use of a "Criteria Range." B) Identify and explain the three arguments required to construct a DSUM formula: 1. Database 2. Field 3. Criteria C) Write the formula to calculate the total "Profit" from a database in range A1:E100, where the word "Profit" is the header of the fourth column, and the conditions are defined in a criteria range located at G1:H2.	10 (3+4+3)	CO5	K4
10	Differentiate between single-level sorting and multi-level sorting in Excel. Explain when and why you would use each type of sorting, and provide suitable examples to illustrate your answer.	10	CO3	K2
11	Explain the step-by-step process of importing data from a text file into an Excel worksheet, ensuring you define the term "delimiter" and its role in separating data into columns, and conclude by describing how to link the data to the source file to allow for automatic updates via the Refresh feature	10	CO5	K5

v	Given I1="ABC-123-XYZ". What is the result of the formula: =CONCATENATE(LEFT(I1, 3), RIGHT(I1, 3))? a) ABC-XYZ b) 123 c) ABCXYZ d) XYZABC	01	CO2	K3
vi	The MIN function is used to find the smallest numerical value in a range of cells. Which of the following are ignored by the MIN function? a) Cells containing the number 0. b) Negative numbers. c) Logical values, empty cells, and text. d) Only cells that are merged.	01	CO2	K2
vii	Given S1="Alpha", S2="Beta". What is the result of the formula: =IF(COUNT(S1:S2)=2, CONCATENATE(RIGHT(S1, 2), LEFT(S2, 2)), "Fail")? a) AlphaBeta b) Fail c) ha ta d) haBe	01	CO2	K3
viii	Given P1="Formula", P2="Error". What is the result of the formula: =IF(LEN(P1)>LEN(P2), LEFT(P1, 3), LEFT(P2, 3))? a) Err b) Form c) For d) For Err	01	CO4	K3
ix	What is the primary cause of the #REF! error in an Excel cell? a) Using text in a mathematical calculation. b) A cell's formula refers to a cell, row, or column that has been deleted or is invalid. c) The column is too narrow to display the result. d) Misspelling a built-in function name.	01	CO4	K2
x	Which of the following is the quickest method to insert the SUM function to calculate the total of a column of numbers immediately above the active cell? a) Type the full formula =SUM(Range) manually. b) Use the fx (Insert Function) wizard. c) Copy and paste a formula from an adjacent cell. d) Click the AutoSum button on the Home or Formulas tab.	01	CO3	K2

Section B (Answer any FOUR out of SIX) - 20 Marks (Each question Carry 5 Marks)				
QUESTIONS				
Q. No.		Marks	COs	KL
2	Within the range of cells D1:D50 contains various value, calculate the following:	05	CO2	K5

	a. The count of cells containing the value "1" and store the result in cell C51. b. The count of cells containing the value "No" or "Nope" and store the result in cell C52. c. The count of cells containing which is blank and store the result in cell C53. What formulas should be used in cells C51, C52, and C53 to accomplish these calculations?	05	CO4	K3
3	Explain the purpose of the VLOOKUP function in MS Excel and describe a business scenario where this function would be more efficient than searching for data manually	05	CO4	K2
4	Identify and explain the four arguments required to complete a VLOOKUP formula: i. Lookup_value ii. Table_array iii. Col_index_num iv. Range_lookup	05	CO3	K2
5	Explain any one of the following Excel features: 1. Database Functions (e.g. DSUM, DMAX, DCOUNT) 2. Pivot Table ["Insert" Tab → Tables "Group"] 	05	CO3	K2
6	3. Subtotal [Data "Tab" → Outline "Group"] What is difference between "Sort" and "Filter" in MS Excel?	05	CO3	K2
7	Explain the difference between absolute referencing and relative referencing in Excel.	05	CO1	K2
Section C (Answer any TWO out of FOUR) - 20 Marks (Each question Carry 10 Marks)				
QUESTIONS				
Q. No.		Marks	COs	KL
8	You are given a graph in Figure 1. Using Excel, explain the steps you would take to modify or adjust the graph to match the format shown in Figure 2. Describe any changes in chart type, formatting, or data adjustments that are necessary to reach from Figure 1 to Figure 2. Figures are illustrated after Section C questions.	10	CO3	K6



Section C (Answer any TWO out of FOUR) – 20 Marks
(Each question Carry 10 Marks)

Q. No.	QUESTIONS	Marks	COs	KL												
8	Solve the Linear Programming Problem (LPP) using the graphical method: Maximize $P = x + y$, Subject to: $8x + 5y \leq 100$ $x \geq 0, y \geq 0$	10	CO2	K6												
9	Distinguish between primary and secondary data. Explain any two different methods to collect primary data.	10	CO3	K1												
10	What are questionnaires? A researcher wants to study customer satisfaction with online shopping services. Construct a simple questionnaire that can be used to collect primary data for this research.	10	CO3	K3												
11	Five students got the following percentage of marks in Mathematics and English: <table border="1" style="margin: 10px auto;"> <thead> <tr> <th>Mathematics</th> <th>English</th> </tr> </thead> <tbody> <tr> <td>87</td> <td>29</td> </tr> <tr> <td>22</td> <td>63</td> </tr> <tr> <td>33</td> <td>52</td> </tr> <tr> <td>75</td> <td>46</td> </tr> <tr> <td>37</td> <td>48</td> </tr> </tbody> </table> Calculate coefficient of Rank Correlation from the above data.	Mathematics	English	87	29	22	63	33	52	75	46	37	48	10	CO4	K2
Mathematics	English															
87	29															
22	63															
33	52															
75	46															
37	48															

CO - Course Outcomes	KL - Knowledge Level	PO - Program Outcome
CO1	Students will demonstrate proficiency for a stronger foundation in quantitative analysis.	
CO2	Students will be able to handle large datasets make informed data-driven decisions.	
CO3	Students will develop statistical aptitude to analyse, interpret data and draw meaningful conclusions.	
CO4	Students will be able to develop predictive capabilities to forecast trends and make data backed predictions	
CO5	Students will use optimization techniques to solve complex optimization.	

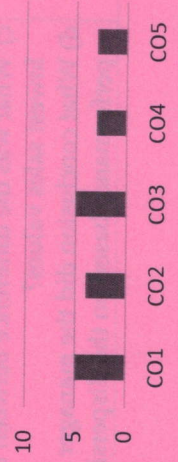
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



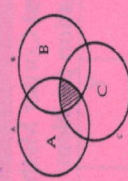
■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



Program	Master of Business Administration		
Subject Name	Quantitative Techniques for Business Solutions	Session	
Semester	I	Year	
		Jan, 2026	
		Odd, 2025-26	
Time: 3 Hour			
Max. Marks: 50			
	<ul style="list-style-type: none"> Start writing from 2nd page onwards; don't Write on the 1st Page Backside Answer all Questions of Section A (Compulsory) Answer Any Four out of Six of Section B Answer Any Two out of Four of Section C Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers. 		
Knowledge Level (KL)	K1: Remembering K2: Understanding	K3: Applying K4: Analysing	K5: Evaluating K6: Creating

Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks

Q. N	QUESTIONS	Marks	COs	KL
1	Consider the following Venn diagram:  <p>The shaded portion of the diagram can best be expressed as: a) XY b) $x - y$ c) $A \cap B \cap C$ d) $A + B$</p>	01	CO1	K3
ii	Coefficient of correlation lies between: a) There is no correlation coefficient b) 1 and 1 c) +1 and -1 d) 2 and 2	01	CO3	K1
iii	An index number mainly considers: a) Only Price b) Price and Quantity c) Only Quantity d) Index number do not consider anything	01	CO3	K1
iv	The probability of an impossible event is: a) 0 b) 1 c) 2 d) 0.5	01	CO4	K2

v	Fishers' method is used to obtain: a) Fishes b) Index Numbers c) Calculus d) Trigonometry	01	CO1	K2
vi	The median of the series 3, 5, 7, 8, 9 is a) 10 b) 2 c) 7 d) 0	01	CO2	K3
vii	Game theory mainly studies: a) Weather forecasting b) Agriculture c) Strategic decision-making d) Football	01	CO2	K1
viii	The null hypothesis is usually denoted by: a) H_0 b) H_2 c) H_4 d) H_6	01	CO1	K3
ix	The range of a data set is 60. If the lowest value is 15 and three new observations 20, 45, and 90 are added to the data, what will be the new range? a) 60 b) 65 c) 75 d) 90	01	CO1	K5
x	Which of the following is a hypothesis test? a) t-test b) No-test c) All-test d) None	01	CO4	K4

Section B (Answer any FOUR out of SIX) - 20 Marks
(Each question Carry 5 Marks)

Q. No.	QUESTIONS	Marks	COs	KL																									
2	Using the North west Corner Method, solve the following transportation problem: <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>Source/ Destination</th> <th>X</th> <th>Y</th> <th>Z</th> <th>Supply</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>4</td> <td>3</td> <td>6</td> <td>20</td> </tr> <tr> <td>B</td> <td>2</td> <td>5</td> <td>8</td> <td>30</td> </tr> <tr> <td>C</td> <td>3</td> <td>1</td> <td>7</td> <td>25</td> </tr> <tr> <td>Demand</td> <td>15</td> <td>35</td> <td>25</td> <td>75</td> </tr> </tbody> </table>	Source/ Destination	X	Y	Z	Supply	A	4	3	6	20	B	2	5	8	30	C	3	1	7	25	Demand	15	35	25	75	05	CO5	K4
Source/ Destination	X	Y	Z	Supply																									
A	4	3	6	20																									
B	2	5	8	30																									
C	3	1	7	25																									
Demand	15	35	25	75																									
3	One fair die is tossed. Find the probability of getting: a) The number 6 b) Odd numbers c) A number greater than 3	05	CO5	K1																									
4	Let, $A = \{1, 2, 3, 4, 5\}$ and, $B = \{4, 5, 6, 7, 8\}$, $C = \{7, 8, 9, 10, 11\}$, find a) $A \cup B$ b) $A \cap C$ c) $(A \cup B) \cup C$	05	CO3	K2																									
5	The following table shows the distribution of monthly income (in ₹) of workers in a factory. Calculate the mean income.	05	CO2	K1																									

6	<table border="1" style="margin-left: 20px;"> <thead> <tr> <th>Monthly income (₹)</th> <th>Number of workers</th> </tr> </thead> <tbody> <tr> <td>0 - 100</td> <td>5</td> </tr> <tr> <td>100 - 200</td> <td>9</td> </tr> <tr> <td>200 - 300</td> <td>14</td> </tr> <tr> <td>300 - 400</td> <td>8</td> </tr> <tr> <td>400 - 500</td> <td>4</td> </tr> </tbody> </table> <p>The following table shows the distribution of marks obtained by students in an examination. Draw a histogram based on the given data.</p> <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>Marks</th> <th>Number of students</th> </tr> </thead> <tbody> <tr> <td>0 - 10</td> <td>8</td> </tr> <tr> <td>10 - 20</td> <td>6</td> </tr> <tr> <td>20 - 30</td> <td>14</td> </tr> <tr> <td>30 - 40</td> <td>16</td> </tr> <tr> <td>40 - 50</td> <td>10</td> </tr> </tbody> </table>	Monthly income (₹)	Number of workers	0 - 100	5	100 - 200	9	200 - 300	14	300 - 400	8	400 - 500	4	Marks	Number of students	0 - 10	8	10 - 20	6	20 - 30	14	30 - 40	16	40 - 50	10	05	CO1	K2
	Monthly income (₹)	Number of workers																										
0 - 100	5																											
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0 - 10	8																											
10 - 20	6																											
20 - 30	14																											
30 - 40	16																											
40 - 50	10																											
7	<p>Read the case and answer the question that follows:</p> <p>ABC Supermarket evaluated the daily sales (in ₹ thousands) of five sales executives over a week. The sales figures were 8, 10, 12, 10, and 20. The average (mean) sales worked out to be ₹12. At first glance, the mean suggested satisfactory performance. However, the manager observed that the sales were not evenly distributed among employees. The highest sale was ₹20 and the lowest was ₹8, giving a difference of ₹12 between them. This difference highlighted a wide variation in individual performance. When each sales figure was compared with the mean, some values were close to ₹12 while one value was far above it. This increased the average deviation from the mean. Squaring these deviations further emphasized the spread in data, resulting in a higher variance and standard deviation. The analysis showed that although average sales were acceptable, sales performance lacked consistency among employees.</p> <p>a) How many sales executives' sales data were analysed in the case study? b) What was the average (mean) daily sales value mentioned in the passage? c) What was the difference between the highest and lowest sales values? d) What conclusion did the manager draw about sales performance based on the dispersion analysis?</p>	05	CO5	K4																								

CO1	Explain the fundamental principles of accounting, including key differences among financial, cost, and management accounting.
CO2	Apply the accounting cycle to prepare financial statements for non-corporate entities, integrating adjustments for assets and liabilities.
CO3	Analyze advanced financial statements, including income statements, balance sheets, and cash flow statements, to assess financial health.
CO4	Evaluate financial performance using ratio analysis, DuPont analysis, and predictive analytics to forecast future trends.
CO5	Develop a comprehensive budget incorporating CVP analysis and zero-based budgeting principles for decision-making and control.

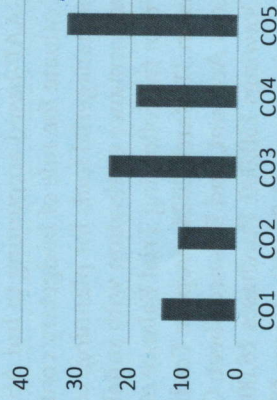
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



Program: Master of Business Administration

Subject Name: Financial Reporting Statement and Analysis

Session: Odd, 2025-26

Semester: I

Year: Jan, 2026

- Start writing from 2nd page onwards; don't write on the 1st Page Backside

- Answer all Questions of Section A (Compulsory)
- Answer Any Four out of Six of Section B
- Answer Any Two out of Four of Section C

Time: 3 Hour
Max. Marks : 50

Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers.

Knowledge Level (KL)

K1 : Remembering

K3 : Applying

K5 : Evaluating

K2 : Understanding

K4 : Analysing

K6 : Creating

Section A (Each question Carry 01 Marks from Q1-i to x) - 10 Marks

Q. N	QUESTIONS	Marks	COs	KL
1				
i	Which of the following is a limitation of the balance sheet? A) It shows liquidity position B) It is prepared on a particular date C) It reflects historical cost D) It shows assets and liabilities	1	CO3	K3
ii	An increase in accounts receivable will result in: A) Increase in cash from operations B) Decrease in cash from operations C) Increase in financing cash flow D) No impact on cash flow	1	CO3	K3
iii	The current ratio is used to measure: A) Profitability B) Long-term solvency C) Liquidity D) Operational efficiency	1	CO4	K1
iv	Which ratio is a part of DuPont analysis? A) Current ratio B) Net profit margin C) Inventory turnover ratio D) Debt-equity ratio	1	CO4	K2
v	Trend analysis is primarily used to: A) Compare firms within the same industry B) Predict future performance based on past data C) Prepare budgets D) Calculate break-even point	1	CO4	K3

vi	Predictive analytics in financial analysis mainly relies on: A) Historical intuition B) Auditing standards C) Statistical and data-driven techniques D) Legal compliance	1	CO4	K4
vii	The break-even point is the level of sales at which: A) Total revenue is maximum B) Contribution is zero C) Total cost equals total revenue D) Profit is maximum	1	CO5	K1
viii	Contribution is calculated as: A) Sales - Fixed cost B) Sales - Variable cost C) Fixed cost - Variable cost D) Profit - Fixed cost	1	CO5	K2
ix	Zero-Based Budgeting requires that: A) Previous year's budget be adjusted B) Only incremental costs be justified C) Every activity be justified from scratch D) Budgets be prepared only for cash items	1	CO5	K3
x	Which budgeting technique is most suitable for controlling costs at different activity levels? A) Fixed budget B) Cash budget C) Flexible budget D) Capital budget	1	CO5	K4
Section B (Answer any FOUR out of SIX) - 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	A company estimates sales of 10,000 units at ₹50 per unit. Variable cost is ₹30 per unit and fixed cost is ₹1,50,000. Prepare a budgeted income statement and comment on profitability.	5	CO5	K3
3	The following information relates to LMN Ltd.: Net Profit ₹1,20,000; Sales ₹12,00,000; Total Assets ₹8,00,000. Compute Return on Equity using DuPont Analysis and interpret the result.	5	CO4	K4
4	Explain Ind AS and IFRS. Highlight any four key differences relevant to Indian companies.	5	CO1	K2
5	Discuss the importance and limitations of financial statements for managerial decision-making.	5	CO3	K4
6	Explain the concept of budgetary control. How does it help management in planning and controlling operations?	5	CO5	K3
7	The following is the Balance Sheet of ABC Traders as on 31 March 2024: Equity & Liabilities: Equity Share Capital ₹4,00,000; Reserves ₹2,00,000; Long-term Loan ₹3,00,000; Current Liabilities ₹1,00,000. Assets: Fixed Assets ₹6,00,000; Inventory ₹2,00,000; Receivables ₹1,00,000; Cash	5	CO3	K3

₹1,00,000. Prepare a Common Size Balance Sheet and interpret the capital structure.				
Section C (Answer any TWO out of FOUR) - 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	A company sells a product at ₹100 per unit. Variable cost per unit is ₹60 and fixed cost is ₹4,00,000 per annum. (a) Calculate Break-Even Point (units and value) (b) Prepare a Break-Even Chart (tabular form) (c) Calculate Margin of Safety if actual sales are 12,000 units (d) Comment on the firm's cost structure.	10	CO5	K5
9	Discuss GAAP vs Ind AS vs IFRS. Critically evaluate the challenges faced by Indian firms while transitioning from GAAP-based accounting to Ind AS.	10	CO1	K4
10	Evaluate the role of budgetary control and CVP analysis as managerial tools for planning, coordination, and performance evaluation with suitable illustrations.	10	CO5	K5
11	From the following Trial Balance of M/s Rohan Traders as on 31 March 2024, prepare Trading Account, Profit & Loss Account, and Balance Sheet: Capital ₹6,00,000; Drawings ₹50,000; Purchases ₹8,00,000; Sales ₹12,00,000; Opening Stock ₹1,20,000; Wages ₹80,000; Rent ₹60,000; Salaries ₹1,00,000; Debtors ₹2,40,000; Creditors ₹1,80,000; Cash ₹90,000; Plant & Machinery ₹3,50,000. Adjustments: Closing Stock ₹1,60,000; Outstanding Salaries ₹20,000; Depreciation on Plant @10%.	10	CO2	K5

CO1	Explain the fundamentals of operations management, including process analysis, facility layouts, and manufacturing vs. service operations.
CO2	Apply forecasting and inventory management techniques to optimize operational efficiency in real-world scenarios.
CO3	Analyze supply chain strategies and aggregate production planning to develop efficient and responsive operational systems.
CO4	Evaluate quality management and sustainability practices, including TQM, Six Sigma, and green manufacturing approaches.
CO5	Develop project management plans, incorporating advanced techniques such as CPM, PERT, EVM, and risk mitigation strategies.

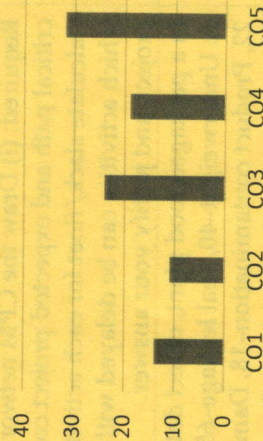
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand

NAAC
GRADE
ACCREDITED UNIVERSITY

[29/01/2026]

END SEM EXAMINATION
School of Commerce &
Management

Program Master of Business Administration

Subject Name Operations & Project Management

Semester I

Session Odd, 2025-26

Year Jan, 2026

• Start writing from 2nd page onwards; **don't Write on the 1st Page Backside**

• Answer all Questions of Section A (Compulsory)

• Answer Any Four out of Six of Section B

• Answer Any Two out of Four of Section C

• Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers.

Time: 3 Hour

Max. Marks : 50

Knowledge Level (KL)

K1 : Remembering

K2 : Understanding

K3 : Applying

K4 : Analysing

K5 : Evaluating

K6 : Creating

Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks

Q. N	QUESTIONS	Marks	COs	KL
1				
i	A lean supply chain primarily emphasizes: A) Responsiveness and flexibility B) Cost efficiency and waste reduction C) High safety stock D) Customization	1	CO3	K2
ii	An agile supply chain is most appropriate when: A) Demand is stable and predictable B) Products have long life cycles C) Demand is volatile and uncertain D) Costs must be minimized at all times	1	CO3	K3
iii	The main objective of aggregate production planning is to: A) Schedule individual jobs B) Balance demand and capacity in the medium term C) Control shop-floor activities D) Improve product quality	1	CO3	K2
iv	Material Requirements Planning (MRP) primarily depends on: A) Forecast error B) Master Production Schedule and BOM C) EOQ calculations D) Supplier performance	1	CO3	K3
v	Which quality philosophy emphasizes continuous improvement and employee involvement?	1	CO4	K1

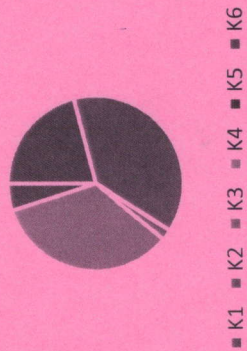
	A) Six Sigma B) ISO 9001 C) Total Quality Management (TQM) D) Inspection-based quality			
vi	In Six Sigma, the DMAIC methodology is mainly used for: A) Designing new products B) Improving existing processes C) Managing suppliers D) Forecasting demand	1	CO4	K2
vii	A Pareto chart is based on the principle that: A) All problems have equal impact B) Most problems are caused by few key factors C) Quality depends on inspection D) Variation cannot be controlled	1	CO4	K2
viii	Green manufacturing primarily aims at: A) Maximizing output B) Reducing environmental impact of operations C) Increasing automation D) Outsourcing production	1	CO4	K3
ix	The critical path in a project network represents: A) The shortest path B) Activities with maximum float C) Activities with zero slack time D) Activities with lowest cost	1	CO5	K2
x	Earned Value Management (EVM) is mainly used to: A) Improve quality standards B) Track cost and schedule performance of projects C) Allocate resources D) Identify project stakeholders	1	CO5	K3
Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	A manufacturing firm has an annual demand of 10,000 units. Ordering cost per order is ₹500 and carrying cost per unit per annum is ₹20. Calculate the Economic Order Quantity (EOQ) and the number of orders per year. Interpret the result.	5	CO2	K3
3	The demand for a product for the last five months is as follows: Jan – 120, Feb – 130, Mar – 125, Apr – 140, May – 135 units. Using a 3-month moving average, forecast demand for June and comment on the result.	5	CO2	K3
4	Explain the principles of Total Quality Management (TQM) and discuss its significance in achieving	5	CO4	K2

5	continuous improvement. Briefly explain Six Sigma methodology and the significance of the DMAIC framework in process improvement.	5	CO4	K3
6	Explain the project life cycle and discuss the importance of Work Breakdown Structure (WBS) in project planning.	5	CO5	K2
7	Discuss the importance of risk identification and risk mitigation in project management. How does effective risk management contribute to project success?	5	CO5	K4
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	A project consists of the following activities: Activity Table P (Pred: –) Duration 3 days Q (Pred: P) Duration 4 days R (Pred: P) Duration 6 days S (Pred: Q) Duration 5 days T (Pred: Q, R) Duration 4 days U (Pred: S, T) Duration 6 days V (Pred: R) Duration 7 days W (Pred: U, V) Duration 2 days. Required: (i) Draw the CPM network, (ii) Determine the critical path and expected project completion time, (iii) Calculate slack/float for each activity, (iv) Identify which activities can be delayed without delaying the project, and justify your answer.	10	CO5	K5
9	In a packaged food plant, defect data (per 10,000 packs) is: Underweight–40, Seal leakage–65, Wrong labelling–22, Product contamination–18, Damaged packs–55, Missing batch code–20. (a) Use Pareto analysis to rank defects and identify priority areas (b) Create a Fishbone diagram for “Seal leakage” covering likely root causes across 6M (c) Recommend control measures and how you would track improvement over time.	10	CO4	K6
10	Explain line balancing and efficiency optimization in an assembly line. Discuss key performance measures (e.g., cycle time, idle time, line efficiency, balance delay) and managerial actions to improve them.	10	CO1	K4
11	Explain continuous review and periodic review inventory systems. Compare their suitability for FMCG vs. spare-parts inventory, and justify the choice with operational reasoning.	10	CO2	K5

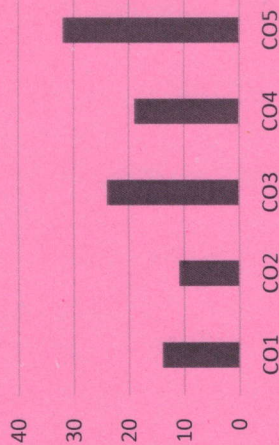
CO1	Recall fundamental management concepts, functions, and their evolution, including the contributions of key management thinkers.
CO2	Explain and interpret the principles of planning, organizing, staffing, and controlling, along with their relevance to real-world scenarios in Indian and global contexts.
CO3	Apply managerial and interpersonal skills, such as emotional intelligence, negotiation, and time management, to solve workplace challenges effectively.
CO4	Analyze leadership styles, networking techniques, and organizational challenges to recommend adaptive strategies for effective management and team building.
CO5	Design innovative management solutions and leadership frameworks that address contemporary challenges, leveraging technology and cultural insights.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



Program	Master of Business Administration		
Subject Name	Managerial Skills For Effectiveness	Session	Odd, 2025-26
Semester	I	Year	Jan, 2026
Time: 3 Hour Max. Marks : 50	<ul style="list-style-type: none"> Start writing from 2nd page onwards; don't Write on the 1st Page Backside Answer all Questions of Section A (Compulsory) Answer Any Four out of Six of Section B Answer Any Two out of Four of Section C Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under <u>Unfair Means</u> and will Result in the <u>Cancellation of the Papers.</u> 		
Knowledge Level (KL)	K1 : Remembering	K3 : Applying	K5 : Evaluating
	K2 : Understanding	K4 : Analysing	K6 : Creating

Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks

Q. N	QUESTIONS	Marks	COs	KL
i	Management is best described as a process of: a) Controlling resources b) Getting work done through others c) Coordinating machines d) Maximizing profits	01	CO1	K1
ii	Which level of management is responsible for long-term decision making? a) Operational level b) Supervisory level c) Tactical level d) Strategic level	01	CO1	K2
iii	The principle of unity of command was proposed by: a) Frederick W. Taylor b) Henri Fayol c) Max Weber d) Elton Mayo	01	CO1	K3
iv	Technical skills are most important at which level of management? a) Top level b) Middle level c) Lower level d) All levels equally	01	CO2	K2
v	Which managerial role involves conflict handling and resource allocation? a) Interpersonal role b) Informational role c) Liaison role d) Decisional role	01	CO2	K2
vi	The Human Relations approach mainly emphasized: a) Standardization of work	01	CO2	K2

	b) Formal authority c) Human needs and motivation d) Strict supervision				
vii	Departmentalization based on functions means grouping activities according to: a) Geographic areas c) Customers Centralization refers to: a) Equal distribution of authority b) Delegation of authority c) Concentration of authority at top levels d) Elimination of authority	01	CO2	K2	
viii	Balanced Scorecard is primarily used as a tool for: a) Planning c) Directing Which recent management trend focuses on flexibility and rapid response to change? a) Bureaucratic management b) Scientific management c) Administrative management d) Agile management	01	CO5	K3	
ix		01	CO5	K3	
x		01	CO5	K3	

Section B (Answer any FOUR out of SIX) - 20 Marks
(Each question Carry 5 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	Define management and explain its nature.	05	CO1	K2
3	Distinguish between strategic, tactical, and operational planning.	05	CO1	K2
4	Explain the concept of span of control and its significance.	05	CO3	K3
5	Describe emotional intelligence and its relevance for managers.	05	CO3	K3
6	Explain departmentalization and its types.	05	CO4	K3
7	Explain the role of communication in leadership and team cohesion.	05	CO4	K3

Section C (Answer any TWO out of FOUR) - 20 Marks
(Each question Carry 10 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss the evolution of management thought with reference to Scientific, Administrative, and	10	CO1	K4

Bureaucratic approaches.				
9	Explain the functions of management with suitable examples.	10	CO2	K4
10	Analyze transformational, transactional, and servant leadership styles in dynamic environments.	10	CO4	K5
11	Case Study Zenith Manufacturing Ltd., an Indian mid-sized firm, introduced AI-based control systems and agile practices. While top management supports the change, middle managers and employees face anxiety, resistance, communication gaps, and leadership challenges that affect productivity and teamwork. Q. Identify the key management and leadership challenges in the case. Suggest suitable managerial and leadership strategies to address these challenges.	10	CO5	K5

11	What are the three states of Ego and how do they help an individual take decisions and interact with others?	10	CO2	K2
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CO- Course Outcomes, **KL-** Knowledge Level, **PO** – Program Outcome

Course Outcomes	CO1	CO2	CO3	CO4	CO5
	Understand organizational behaviour and its implications in the modern world	Interpret one's and others' behaviour in organizations and their impact on work behaviour, attitudes, and perception	Examine group behaviour and motivation theories till the modern context	Distinguish the different leadership styles and the influence of each on individuals, groups, and organizations.	Classify among with power, politics, and conflict, and manage cross-cultural issues in the organization.

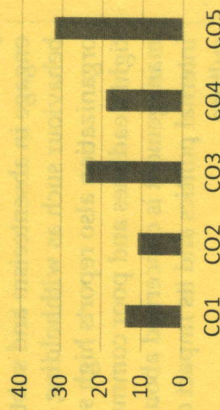
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



Program	Master of Business Administration	
Subject Name	Organisational Behaviour	
Semester	I	Session Odd, 2025-26 Year Jan, 2026
Time: 3 Hour Max. Marks : 50	<ul style="list-style-type: none"> Start writing from 2nd page onwards; don't Write on the 1st Page's Backside Answer all Questions of Section A (Compulsory) Answer Any Four out of Six of Section B Answer Any Two out of Four of Section C Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers. 	
Knowledge Level (KL)	K1 : Remembering	K3 : Applying
	K2 : Understanding	K4 : Analysing
		K5 : Evaluating
		K6 : Creating

Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks

Q. N	QUESTIONS	Marks	COs	KL
1				
i	Which of the following is not a determinant of personality according to OB theory? a) Heredity b) Environment c) Situation d) Organizational structure	01	CO1	K1
ii	Locus of control refers to: a) Degree of emotional intelligence b) Belief about control over life outcomes c) Ability to influence others d) Level of self-esteem	01	CO2	K2
iii	Individuals with high self-esteem are more likely to: a) Avoid challenging tasks b) Be highly dependent on supervision c) Take risks and accept responsibility d) Resist feedback	01	CO2	K3
iv	Machiavellianism in organizations is associated with: a) High ethical standards b) Emotional sensitivity c) Manipulative and pragmatic behaviour d) Democratic leadership	01	CO3	K2

v	Perception can best be defined as: a) Objective interpretation of reality b) Process of selecting, organizing, and interpreting sensory input c) Ability to influence others d) Cognitive intelligence	01	CO2	K2
vi	The halo effect is a type of: a) Attribution error b) Motivation bias c) Perceptual bias d) Leadership bias	01	CO2	K1
vii	Which leadership model emphasizes matching leadership style with situational demands? a) Trait Theory b) Behavioural Theory c) Contingency Theory d) Charismatic Leadership	01	CO4	K2
viii	According to Maslow, which need becomes dominant once lower-level needs are satisfied? a) Physiological b) Safety c) Social d) Self-actualization	01	CO1	K2
ix	Workplace deviant behaviour refers to actions that: a) Enhance organizational performance b) Violate organizational norms and threaten well-being c) Are formally rewarded d) Improve team morale	01	CO1	K1
x	Power in organizations primarily refers to: a) Formal authority only b) Ability to control resources c) Capacity to influence others' behaviour d) Position in the hierarchy	01	CO5	K2
Section B (Answer any FOUR out of SIX) - 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Explain the major determinants of personality and discuss how personality influences workplace behaviour.	05	CO2	K3
3	Discuss the relationship between attitudes and job performance. How can managers influence employee attitudes?	05	CO1	K2
4	Discuss locus of control and self-esteem as important personality traits in organizations, with suitable examples.	05	CO2	K2

5	Analyse the process of perception and explain common perceptual biases affecting managerial decision-making.	05	CO2	K3
6	Compare and contrast major leadership models and their relevance in contemporary organizations.	05	CO4	K3
7	Explain theories of workplace motivation and evaluate their practical applicability in modern organizations.	05	CO3	K2
Section C (Answer any TWO out of FOUR) - 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Case: "Turbulence at Orion Tech Solutions" Orion Tech Solutions, a fast-growing IT firm, has recently experienced increased employee turnover, interpersonal conflicts, and declining productivity. Several employees complain about their project manager's autocratic leadership style, favouritism, and excessive use of positional power. High performers feel demotivated, while some employees engage in absenteeism and subtle forms of deviant behaviour such as withholding information. The organization also reports high stress levels due to tight deadlines and poor communication. Senior management is concerned about the growing internal politics and its impact on organizational culture. • Identify the key organizational behaviour issues present in the case. • Analyse the leadership style of the project manager and its consequences. • Examine the role of power, politics, and perception in escalating conflict at Orion Tech Solutions. • How does stress contribute to workplace deviant behaviour in this case? • Suggest strategic OB-based interventions to improve leadership effectiveness, motivation, and conflict management.	10	CO5	K3
9	What are the major leadership models and what is their relevance in contemporary organization?	10	CO4	K5
10	Discuss the Maslow's Need Hierarchy Model. Analyse its impact on the understanding of Motivation.	10	CO4	K2

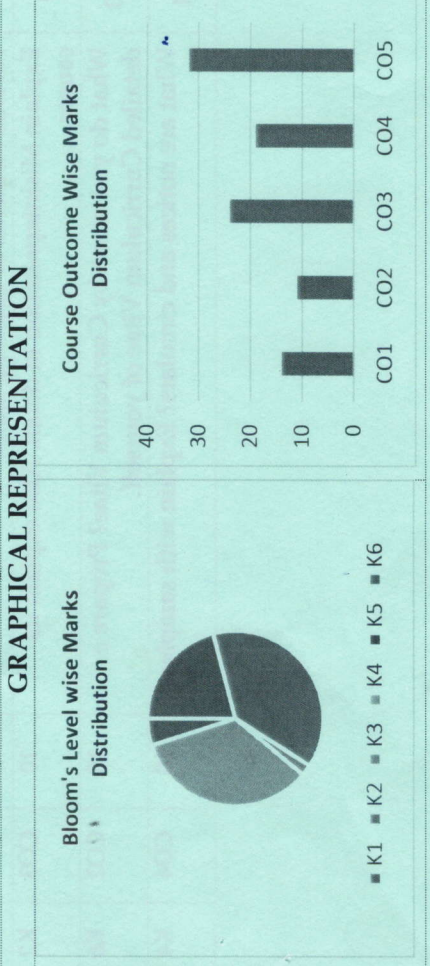
Program	Master of Business Administration	
Subject Name	Business Communication	
Semester	I	Year
	Session	Odd, 2025-26
	Year	Jan, 2026
Time: 3 Hour Max. Marks : 50	<ul style="list-style-type: none"> Start writing from 2nd page onwards; don't write on the 1st Page Backside Answer all Questions of Section A (Compulsory) Answer Any Four out of Six of Section B Answer Any Two out of Four of Section C Possession of Mobile Phones or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will come under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers.</u> 	
Knowledge Level (KL)	K1 : Remembering K2 : Understanding	K3 : Applying K4 : Analysing K5 : Evaluating K6 : Creating

Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks

Q.N	QUESTIONS	Marks	COs	KL
i	Communication is derived from the Latin word: a) Communis b) Communicare c) Communique d) Communa	01	CO1	K1
ii	Which Communication flows from subordinates to supervisors? a) Downward b) Upward c) Horizontal d) Diagonal	01	CO3	K3
iii	On the _____ it is possible for an immediate feedback. a) Letter b) Telephone c) Email d) Fax	01	CO4	K2
iv	The verbal communication and non verbal communication is _____ a) Similar in nature b) Not similar in nature c) Matches sometime	01	CO5	K2

CO- Course Outcomes, KL- Knowledge Level, PO – Program Outcome

CO1	Understand the fundamental principles, types, and barriers of business communication.
CO2	Demonstrate competence in oral and written communication, including presentations, meetings, and professional writing
CO3	Identify the role of non-verbal communication and cultural differences in business interactions.
CO4	Apply effective listening, negotiation, and interpersonal skills in professional settings.
CO5	Analyze digital communication tools, online etiquette, and virtual meeting strategies for business communication.



v	d) None of these Which is an example of visual communication? a) Speech b) Chart c) Email d) Telephone call	01	CO5	K3
vi	MOM relates to what? a) Minutes of meeting b) Merge in meeting c) Middle of meeting d) None of these	01	CO3	K6
vii	The main advantage of written communication is a) Its record b) Direct c) Indirect d) All of these	01	CO5	K5
viii	The main objective of communication is _____. a) Information and persuasion b) Skill and personality development c) Control and management d) Need	01	CO1	K4
ix	Which type of listening involves understanding feelings? a) Critical listening b) Empathetic listening c) Passive listening d) Selective listening	01	CO5	K5
x	Minutes of resolutions is only resolutions _____. a) Recorded b) Development c) Decision-making d) Authenticated	01	CO3	K5

Section B (Answer any FOUR out of SIX) - 20 Marks
(Each question Carry 5 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	What is group communication? Why group communication is important when you are in a group?	05	CO1	K5
3	Explain with examples how interpersonal skills and relationship building are having its own importance?	05	CO4	K3
4	What do you mean by Business Proposal? Illustrate a Business Proposal as an example.	05	CO3	K6

5	What do you mean by cross cultural communication? Explain in detail.	05	CO3	K4
6	Explain in detail the various principles of Effective communication.	05	CO1	K1
7	What is non-verbal communication? Explain its objectives and various types.	05	CO1	K2
Section C (Answer any TWO out of FOUR) - 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain Listening Skills in detail. Also explain the various elements of listening skills.	10	CO3	K1
9	Explain Misinterpretation in detail. Also explain its causes.	10	CO3	K2
10	What do you mean by Curriculum Vitae? Prepare a detailed Curriculum Vitae of yourself.	10	CO2	K6
11	What are notices and circulars? Explain with samples.	10	CO4	K4

Q. No.	Marks	COs	KL
8	10	CO3	K1
9	10	CO3	K2
10	10	CO2	K6
11	10	CO4	K4

QUESTIONS

- 8 Explain Listening Skills in detail. Also explain the various elements of listening skills.
- 9 Explain Misinterpretation in detail. Also explain its causes.
- 10 What do you mean by Curriculum Vitae? Prepare a detailed Curriculum Vitae of yourself.
- 11 What are notices and circulars? Explain with samples.

Q. No.	Marks	COs	KL
1	01	CO3	K6
2	01	CO5	K5
3	01	CO1	K4
4	01	CO5	K5
5	01	CO3	K5

- 20 Marks

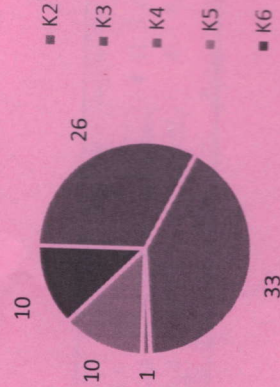
Marks	COs	KL
05	CO1	K5
05	CO4	K3
05	CO3	K6

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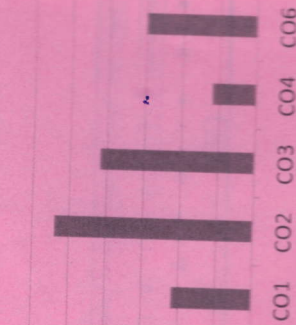
CO1	Describe basic computer concepts and identify emerging technologies.
CO2	Apply basic document formatting using MS Word
CO3	Create basic presentations using PowerPoint.
CO4	Develop and deliver effective presentations using advanced PowerPoint techniques.
CO5	Apply corporate etiquette, cyber security, and compliance principle

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



ARKA JAIN
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[16/01/2026]
END SEM EXAMINATION
School of Commerce &
Management

Program Master of Business Administration

Subject Name Computer Applications for Business Session Odd, 2025-26

Semester I Year Jan, 2026

- Start writing from 2nd page onwards; don't Write on the 1st Page Backside

- Answer all Questions of Section A (Compulsory)

- Answer Any Four out of Six of Section B

- Answer Any Two out of Four of Section C

- Possession of Mobile Phones or any kind of Written Material,

Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers.

Time: 3 Hour
Max. Marks : 50

Knowledge Level (KL)

K1 : Remembering

K2 : Understanding

K3 : Applying

K4 : Analysing

K5 : Evaluating

K6 : Creating

Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks

Q. N	QUESTIONS	Marks	COs	KL
1				
i	What is the main goal of the Internet of Things (IoT)? A) To create a new type of social media B) To connect everyday objects (like fridges or lamps) to the internet C) To increase the speed of your home Wi-Fi D) To replace all human workers with robots	01	CO1	K2
ii	2. Which of these is the best example of Big Data? A) A grocery list on a sticky note B) The records of every credit card swipe in the world today C) A single photo on your phone D) A saved contact in your email	01	CO1	K2
iii	What is the main reason why data in a blockchain is considered very secure? A) It is stored on one giant, secret supercomputer B) It can be easily edited by anyone C) Once a "block" of data is added, it is nearly impossible to change D) It only works when the internet is turned off	01	CO1	K2
iv	What is the primary goal of Artificial Intelligence? A) To make computers run faster B) To build machines that can simulate human thinking	01	CO1	K2

v	and learning C) To replace all human beings with robots D) To make the internet look better You receive an urgent email that looks like it's from your IT department, asking you to click a link and "immediately" enter your password. What should you do? A) Click the link quickly before your account gets locked. B) Reply to the email with your password to save time. C) Treat it as a "Phishing" attempt and report it to your actual IT team. D) Forward it to all your coworkers to warn them to click it too.	01	CO1	K2	view; Animations apply to individual objects on a slide. B) Transitions are for text only; Animations are for pictures only. C) They are two different names for the exact same thing. D) Transitions happen at the end of the presentation; Animations happen at the start.	05	CO1	KL			
vi	Why is "Data Privacy" important for a company and its employees? A) It makes the company's website look more professional. B) It is a legal requirement to protect personal information from being stolen or misused. C) It helps the company sell your personal info to advertisers for more money. D) It is only important for people who have something to hide.	01	CO1	K3	What is the difference between the World Wide Web (WWW) and the Internet? Briefly explain how they work together to allow you to view a website. How does a Blockchain ensure that digital data cannot be easily changed or deleted by a single person, and how does this "decentralization" benefit business transactions?	05	CO6	K2			
vii	You have finished typing a long report and want MS Word to automatically find and highlight any misspelled words. Which tool should you use? A) Find and Replace B) Copy and Paste C) Spell Check D) Word Count	01	CO2	K3	What is the primary purpose of the Slide Master, and how does it ensure consistency? What is a "Style" in MS Word, and how does it differ from manual formatting?	05	CO3	K3			
viii	When you want to save an existing document with a new name or in a different folder, which option should you select in the Backstage view (File menu)? A) Save C) Export B) Save As D) Share	01	CO3	K4	Define Transitions and Animations in Microsoft PowerPoint. Compare their primary functions and explain the specific steps to apply a different transition effect to each slide versus applying an entrance animation to an individual image.	05	CO4	K3			
ix	If you want to quickly add a new slide that is already formatted with a specific arrangement of placeholders (like a title and two columns of text), what should you use? A) Slide Master C) Animation Pane B) Slide Layout D) Design Ideas	01	CO4	K2	Explain the role of the Notes Pane and Presenter View in a professional business setting. Describe the layout of the Presenter View screen and explain how these tools allow a speaker to see their script and upcoming slides without showing them to the audience.	05	CO3	K3			
x	In PowerPoint, what is the difference between a Transition and an Animation? A) Transitions apply to the whole slide moving into	01	CO3	K2							
Section B (Answer any FOUR out of SIX) - 20 Marks (Each question Carry 5 Marks)											
Section C (Answer any TWO out of FOUR) - 20 Marks (Each question Carry 10 Marks)											
Q. No.	QUESTIONS								Marks	COs	KL
2	What is the difference between the World Wide Web (WWW) and the Internet? Briefly explain how they work together to allow you to view a website.								05	CO1	K2
3	How does a Blockchain ensure that digital data cannot be easily changed or deleted by a single person, and how does this "decentralization" benefit business transactions?								05	CO6	K2
4	What is the primary purpose of the Slide Master, and how does it ensure consistency?								05	CO3	K3
5	What is a "Style" in MS Word, and how does it differ from manual formatting?								05	CO2	K3
6	Define Transitions and Animations in Microsoft PowerPoint. Compare their primary functions and explain the specific steps to apply a different transition effect to each slide versus applying an entrance animation to an individual image.								05	CO4	K3
7	Explain the role of the Notes Pane and Presenter View in a professional business setting. Describe the layout of the Presenter View screen and explain how these tools allow a speaker to see their script and upcoming slides without showing them to the audience.								05	CO3	K3
Q. No.	QUESTIONS								Marks	COs	KL
8	You need to create a greeting card on an A5 sheet with a two-column layout and 0.5-inch margins. List the step-by-step process in MS Word to configure these specific page settings before you start adding content. (Hint: Figure 1)								10	CO2	K6

9	Refer to Figure 2.	10	K2
10	From each group, explain the feature of any 2 tools. Discuss the following features of Microsoft PowerPoint used to create professional business presentations: 1. Slide Master 2. SmartArt Graphics 3. Tables and Formatting 4. Sections and Slide Organization	10	K3
11	Select any four (4) topics and explain how each is applied within a technology-driven business environment. Provide a specific example for each chosen topic. Topics: 1. Professional Image and Grooming (Digital Presence): Maintaining a professional look on profile pictures and video feeds. 2. Workplace Manners in Digital Spaces: Respecting shared digital folders, calendars, and instant messaging boundaries. 3. Effective Verbal Communication: Clear communication during VOIP calls and digital presentations. 4. Professional Written Communication: Structuring business emails and formal reports using word processing tools. 5. Virtual Meeting Preparation and Setup: Technical readiness (hardware/software checks) before a session. 6. Video Conference Conduct: Professional behavior while using platforms like Zoom, Teams, or Google Meet. 7. Digital Time Management: Using shared calendars (e.g., Outlook) and task managers to meet project deadlines. 8. Conflict Resolution in Virtual Teams: Handling disagreements over chat or email without escalating tension.	10	K5

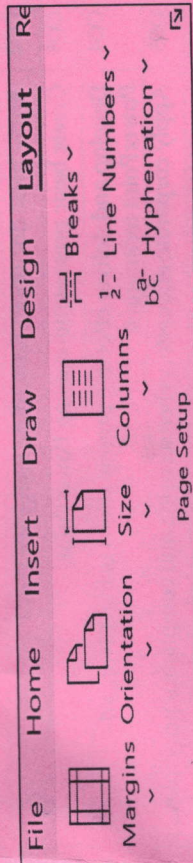


Figure 1

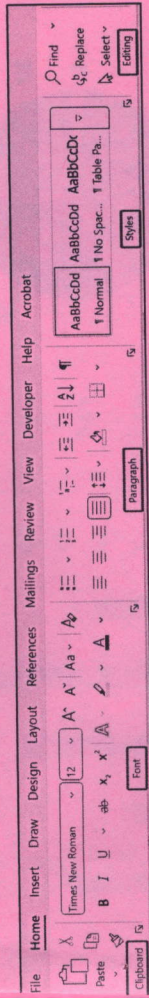


Figure 2