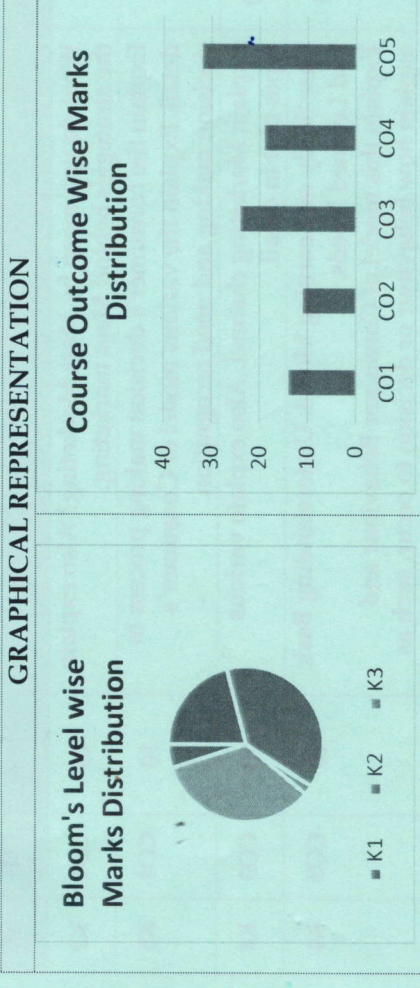


Program	Master of Business Administration	
Subject Name	Consumer Behaviour	Session
Semester	III	Year
		Odd, 2025-26

• 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

Time: 3 Hour
 Max. Marks : 50

CO- Course Outcomes,	KL- Knowledge Level,	PO - Program Outcome
CO1	Understand the importance of consumer behaviour in formulating marketing strategy	
CO2	Comprehend the various steps involved in the consumer purchase decision process.	
CO3	Analyze the influences that impact consumer decision making.	
CO4	Gain insights into the process of innovation and its dissemination in society.	
CO5	Recognize the ethical considerations in consumer behavior.	



Q.N	QUESTIONS	Marks	COs	KL
1				
i	Psychological theory that explains a) Job satisfaction and dissatisfaction b) Experience c) Work d) All of these	01	CO1	K2
ii	Maslow's Theory relates to what? a) Learning b) Motivation c) Perception d) None of these	01	CO2	K1
iii	Intrinsic Motivation comes from where? a) Inside b) Outside c) Nowhere d) None of these	01	CO1	K2
iv	Groups that have a direct or indirect influence on a person's attitude or behaviour are called: a) Sub Cultures b) Families c) Social Classes d) Reference groups	01	CO5	K5

v	Heterogeneity means _____ needs within a segment. a) Different b) Common c) Unique d) None of these	01	CO1	K2
vi	Economic segmentation relates to _____ a) Age b) Family c) Neighbours d) None of These	01	CO4	K3
vii	Products to suit the tastes of individuals or locations is _____ a) Niche Marketing b) Segment Marketing c) Mass Marketing d) None of These	01	CO3	K4
viii	Lower profit margin in _____. a) Retailing b) Wholesaling c) Agency d) None of These	01	CO1	K2
ix	Marketing ethics includes _____. a) Long term gains b) Customer loyalty c) Display of a rich culture d) All of These	01	CO5	K5
x	Integrated Marketing Communications (IMC) is a _____. a) Fixed b) Strategic approach c) Alternate d) None of these	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	Define Consumer products. Explain its various types of product in brief.	05	CO1	K2
3	Explain the process of collecting data of consumer with an illustrations.	05	CO4	K3
4	With examples, explain Behavioural segmentation. Also explain its benefits to the marketers.	05	CO3	K4

5	With examples explain the differences between Skimming and Penetration Pricing strategies.	05	CO2	K1
6	Explain Retailing. Also explain the various functions of Retailing.	05	CO1	K2
7	What do you mean by Marketing Ethics? Is it important? Comment Yes or No. Justify your comment.	05	CO5	K5

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

Q. No.	QUESTIONS	Marks	COs	KL
8	What do you mean by Mass Marketing? Also explain the strategies behind Mass marketing.	10	CO1	K2
9	Explain the consumer's decision making process in detail. Explain the various model of Consumer's decision making and need recognition.	10	CO4	K3
10	Explain Marketing channel. Also explain various types of it in detail.	10	CO3	K4
11	Case Study on Learning Model: Understanding Basic and Learned Needs. Explain this model of Consumer Behaviour and explain how behaviour or decision to occur, such as purchasing. The three elements are motivation, ability and triggers. Explain with a management theory with examples in brief.	10	CO3	K4

CO1	Demonstrate proficiency in fundamental human resources concepts and their application in Business Scenarios.
CO2	Classify the concepts related to Job Analysis and Competencies Mapping.
CO3	Examine the Effectiveness of Strategic Human Resource Management on the Organizational Performance.
CO4	Evaluate Human Resource Strategies, Human Resource Planning, HR - ROI and HR Auditing.
CO5	Formulate mechanisms for measuring Strategic Human Resource Influence on the Organization.

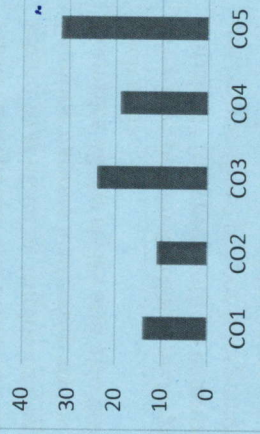
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



[01-12-2025]
END SEM EXAMINATION
School of Commerce & Management

Program	Master of Business Administration	
Subject Name	Strategic Human Resource Management and Green HRM	
Semester	III	Year
	Session	Odd, 2025-26
	Year	Nov, 2025 *
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 <u>Mobile Phones</u> or any kind of <u>Written Material</u>, <u>Arguments with the Invigilator</u> or <u>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	K3 : Applying
	K2 : Understanding	K4 : Analysing
	K5 : Evaluating	K6 : Creating

Q.N	QUESTIONS	Marks	COs	KL
1				
i	What is the primary HR concern in India currently? a) Employee engagement b) Skill levels of the current workforce c) Globalisation d) All the above	01	CO4	KL2
ii	Agility means? a) Same Market Conditions b) Changing Market Conditions c) Execute their Business Strategies d) None of these	01	CO4	KL1
iii	The HR Metrics helps measure HR's contribution to: a) Organizational profits b) Employee satisfaction c) Organizational performance d) Employee Turnover	01	CO4	KL2
iv	Which of the following is a component of the HR Metrics? a) Feedback forms b) HR deliverables c) Compensation d) Budget forecasting	01	CO4	KL1
v	The role of SHRM in leadership development includes	01	CO4	KL1

vi	<p>a) Identifying leadership potential at all levels</p> <p>b) Reducing focus on leadership training</p> <p>c) Centralising all leadership decisions in HRdept</p> <p>d) Avoiding the process of leadership assessment</p> <p>Impression management can be particularly important in:</p> <p>a) Routine operational tasks</p> <p>b) High-stakes situations like job interviews and performance evaluations</p> <p>c) Anonymous surveys</p> <p>d) Internal administrative processes</p>	01	CO3	KL3
vii	<p>What is the core element of Configurational Approach to SHRM?</p> <p>a) Identifying key best practices</p> <p>b) Creating unique bundles of HR practices</p> <p>c) Focusing on cost reduction</p> <p>d) Ensuring Compliance with regulation</p>	01	CO4	KL1
viii	<p>A key aspect of the Contingency Approach to SHRM is that it:</p> <p>a) Focuses on cost minimization</p> <p>b) Aligns HR practices with business strategy</p> <p>c) Emphasizes standardized HR practices</p> <p>d) Ignores external environmental factors</p>	01	CO2	KL1
ix	<p>The Universalistic Approach to SHRM is often criticized for which of the following reasons?</p> <p>a) Its focus on industry-specific practices</p> <p>b) Its assumption of one-size-fits-all solutions</p> <p>c) Its emphasis on flexibility and adaptation</p> <p>d) Its lack of consideration for business strategy</p>	01	CO2	KL2
x	<p>Laissez faire means:</p> <p>a) Manager makes decision alone</p> <p>b) Manager gives the team freedom and autonomy to work</p> <p>c) Manager involves the team in decision-making and encourages collaboration</p> <p>d) None of these</p>	01	CO4	KL3
Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Discuss and elaborate the importance of Work-Life Balance.	05	CO1	KL2

3	What is Agile HR, discuss if it has been a successful concept in Indian industry.	05	CO3	KL2
4	Explain why HR Audit is important?	05	CO3	KL4
5	Discuss the Importance of Exit Interviews.	05	CO2	KL2
6	What are the major challenges faced by HR practitioner today?	05	CO1	KL3
7	Discuss the importance of HR Scorecard.	05	CO2	KL2
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss in details the objective, process of Green HRM concept and the outcomes that organisations intend to achieve by implementing it.	10	CO3	KL5
9	Examine various leadership styles. Explain with examples all the styles and also the importance of each style.	10	CO1	KL4
10	Why interpersonal skills in an Organization must be enriched? Interpret with an example, How system get ruin without proper interpersonal skills?	10	CO3	KL5
11	Explain Impression Management. Also explain the impact of impression management with examples.	10	CO4	KL2

vi	<p>a) Identifying leadership potential at all levels</p> <p>b) Reducing focus on leadership training</p> <p>c) Centralising all leadership decisions in HRdept</p> <p>d) Avoiding the process of leadership assessment</p> <p>Impression management can be particularly important in:</p> <p>a) Routine operational tasks</p> <p>b) High-stakes situations like job interviews and performance evaluations</p> <p>c) Anonymous surveys</p> <p>d) Internal administrative processes</p>	01	CO3	KL3
vii	<p>What is the core element of Configurational Approach to SHRM?</p> <p>a) Identifying key best practices</p> <p>b) Creating unique bundles of HR practices</p> <p>c) Focusing on cost reduction</p> <p>d) Ensuring Compliance with regulation</p>	01	CO4	KL1
viii	<p>A key aspect of the Contingency Approach to SHRM is that it:</p> <p>a) Focuses on cost minimization</p> <p>b) Aligns HR practices with business strategy</p> <p>c) Emphasizes standardized HR practices</p> <p>d) Ignores external environmental factors</p>	01	CO2	KL1
ix	<p>The Universalistic Approach to SHRM is often criticized for which of the following reasons?</p> <p>a) Its focus on industry-specific practices</p> <p>b) Its assumption of one-size-fits-all solutions</p> <p>c) Its emphasis on flexibility and adaptation</p> <p>d) Its lack of consideration for business strategy</p>	01	CO2	KL2
x	<p>Laissez faire means:</p> <p>a) Manager makes decision alone</p> <p>b) Manager gives the team freedom and autonomy to work</p> <p>c) Manager involves the team in decision-making and encourages collaboration</p> <p>d) None of these</p>	01	CO4	KL3
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7	Discuss the importance of HR Scorecard.	05	CO2	KL2
Section C (Answer any TWO out of FOUR) - 20 Marks (Each question Carry 10 Marks)				
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11	Explain Impression Management. Also explain the impact of impression management with examples.	10	CO4	KL2



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[21-11-2025]

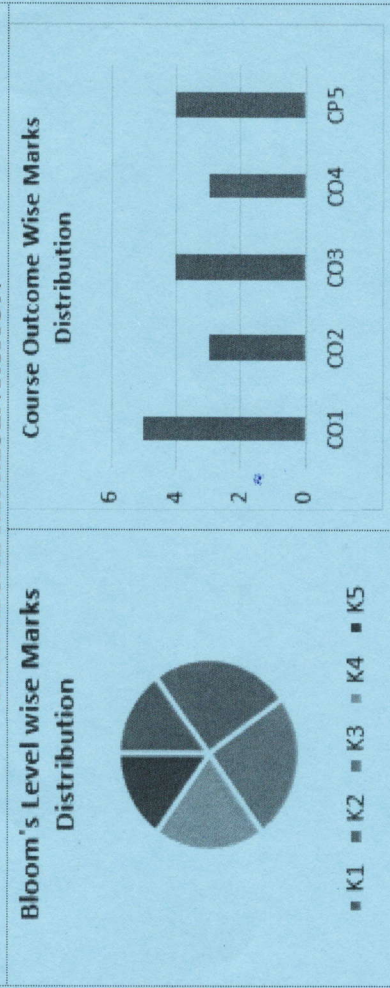
END SEM EXAMINATION
School of Commerce &
Management

Program	Master of Business Administration	
Subject Name	Sales and Distribution management	
Semester	III	Session Year
		Odd, 2025-26 Nov, 2025
Time: 3 Hour Max. Marks : 50	<ul style="list-style-type: none"> Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u> 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 <u>Mobile Phones</u> 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	K5 : Evaluating
	K2 : Understanding	K6 : Creating
	K3 : Applying	
	K4 : Analysing	

Q. N	QUESTIONS	Marks	COs	KL
1				
i	Personal selling primarily focuses on: a) Mass advertising b) Face-to-face interaction c) Online promotion d) Packaging	01	CO1	K1
ii	Which of the following is a channel member? a) Manufacturer b) Wholesaler c) Retailer d) All of the above	01	CO4	K1
iii	Sales forecasting helps in: a) Determining production b) Motivating salespeople c) Planning territory d) All of the above	01	CO3	K2
iv	Retailing through online websites is an example of: a) Direct selling b) Non-store retailing c) Wholesaling d) Personal selling	01	CO2	K2
v	A company motivates its sales team through: a) Bonuses and incentives b) Advertising c) Warehousing d) Market research	01	CO3	K3
vi	Distribution channel design focuses on: a) Product packaging b) Efficient delivery of products to customers c) HR policies d) Sales training	01	CO4	K3

CO1	Identify and recall core principles and processes in sales management, including planning, forecasting, and ethical considerations.
CO2	Explain the role of sales teams, training programs, and performance management strategies in achieving organizational goals.
CO3	Apply techniques for designing effective sales territories, incentive schemes, and channel management strategies.
CO4	Analyze market data, sales trends, and customer behaviour to optimize channel structures and improve sales performance.
CO5	Develop innovative sales strategies, leveraging modern tools and technologies such as AI, CRM, and gamification to drive results.

GRAPHICAL REPRESENTATION



vii	Which of the following is a B2B selling method? a) Trade shows b) Online marketplaces c) Direct marketing d) All of the above	01	CO5	K3
viii	Sales quota is primarily used to: a) Reduce inventory b) Encourage competition among salespeople c) Monitor sales performance d) All of the above	01	CO2	K2
ix	E-commerce channels include: a) Company website b) Mobile apps c) Social media platforms d) All of the above	01	CO3	K2
x	Which of the following is NOT a responsibility of a sales manager? a) Planning b) Staffing c) Customer service d) Manufacturing	01	CO1	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 importance of sales planning and forecasting.	05	CO1	K2
3	Discuss performance management strategies in sales teams.	05	CO2	K4
4	Explain the impact of CRM tools in sales performance.	05	CO5	K3
5	Discuss the role of sales promotions in improving sales.	05	CO1	K4
6	Explain the concept of sales territories and their design.	05	CO3	K3
7	Discuss the use of AI in improving customer relationship management.	05	CO5	K5

Section C (Answer any TWO out of FOUR) - 20 Marks

(Each question Carry 10 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the process of designing and managing an effective sales channel.	10	CO3	K4
9	Analyze sales data and customer behaviour to improve sales performance.	10	CO4	K4
10	Evaluate modern technologies such as AI and gamification in sales strategy.	10	CO5	K5
11	Discuss ethical considerations in sales management with examples.	10	CO1	K5

Program	Master of Business Administration
Subject Name	Managing Banks, Financial Institutions, Markets and Services
Semester	III
Session	Odd, 2025-26
Year	Nov, 2025

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 <u>Mobile Phones</u> 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 K3 : Applying K5 : Evaluating K2 : Understanding K4 : Analysing K6 : Creating

Q. N1	QUESTIONS	Marks	COs	KL
i	Financial intermediaries primarily: (a) Lend directly to government (b) Act as middle agents between savers and borrowers (c) Print currency (d) Regulate stock markets	01	CO1	K1
ii	The Indian Financial System is composed of: (a) Financial institutions, markets, instruments, and services (b) Only banks (c) Only insurance companies (d) Only SEBI and RBI	01	CO1	K2
iii	A central bank uses which tool for monetary policy? (a) Cash Reserve Ratio (b) Repo Rate (c) Open Market Operations (d) All of the above	01	CO2	K2
iv	Bank supervision is best defined as: (a) Setting fiscal policy (b) Monitoring compliance with laws and regulations (c) Issuing company shares (d) Marketing financial products	01	CO2	K3

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

CO1	Recall and describe the functions and structures of financial intermediaries and their roles in the financial system.
CO2	Apply the concepts of financial intermediation, bank regulation, and financial management to real-world market scenarios.
CO3	Analyze the risk-return relationship and evaluate the financial strategies and policies of different institutions.
CO4	Understand and explain the financial mechanisms involved in business valuations, mergers, and acquisitions.
CO5	Create innovative financial strategies and solutions for investment management, risk assessment, and institutional growth.



v	Which is NOT a valuation technique? (a) Discounted Cash Flow (b) Dividend Discount Model (c) Net Asset Value (d) Employee Stock Option Plan	01	CO4	K1
vi	An anti-takeover defence includes: (a) Poison pill (b) White knight (c) Golden parachute (d) All of the above	01	CO4	K2
vii	The primary market deals with: (a) Issuing new securities (b) Trading old securities (c) Insurance contracts (d) Bank deposits	01	CO2	K1
viii	The insurance regulator in India is: (a) SEBI (b) IRDAI (c) RBI (d) Ministry of Finance	01	CO2	K1
ix	Hedge funds differ from mutual funds because they are: (a) Government-backed (b) More regulated (c) Private and aggressive investment vehicles (d) Only for pensioners	01	CO3	K2
x	The subprime crisis was linked to: (a) Agricultural subsidies (b) Securitization of risky mortgages (c) Tax reforms (d) Currency depreciation	01	CO3	K3

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

Q. No.	QUESTIONS	Marks	COs	KL
2	Differentiate between primary and secondary financial claims with examples.	05	CO1	K2
3	Explain the causes and consequences of bank failures.	05	CO2	K3
4	Describe stakeholder analysis and its importance in strategic planning.	05	CO4	K2
5	Explain the process of Initial Public Offering (IPO).	05	CO2	K2

6	What are mutual funds? Explain their types and advantages.	05	CO3	K2
7	Discuss the features and importance of venture capital financing.	05	CO3	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 structure and types of financial markets in India.	10	CO1	K4
9	Explain how banks manage financial risks with examples.	10	CO2	K4
10	Evaluate the financial effects of mergers and acquisitions.	10	CO4	K5
11	What were the key causes of the European sovereign debt crisis, and propose innovative financial strategies and solutions for effective investment management to prevent such crises in the future?	10	CO5	K6

CO1	Acquire the knowledge necessary for preparing the manpower plan of a business enterprise and subsequent plans of actions utilizing various techniques of human resource planning.
CO2	Understand the process of identifying job performance dimensions which is the basis for knowledge, skills and abilities required to perform the job assigned.
CO3	Understand the process of hiring, and should be able to understand the importance of information content, medium of communication with job applicants.
CO4	Understand hiring in terms of cost and be able to address job applicant experience and contribute towards employer brand.
CO5	Should be able to understand the important aspect of creating an effective hiring process.

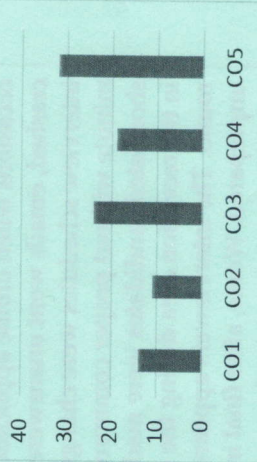
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



Program	Master of Business Administration	
Subject Name	Manpower planning Recruitment and Selection	
Semester	III	Year
	Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u>	Session
	<ul style="list-style-type: none"> 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> 	Odd, 2025-26
Time: 3 Hour Max. Marks : 50		Nov, 2025 *
Knowledge Level (KL)	K1 : Remembering K2 : Understanding	K5 : Evaluating K6 : Creating

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

Q. N1	QUESTIONS	Marks	COs	KL
i	Human Resource Planning primarily focuses on: a) Reducing employee turnover b) Estimating future HR needs c) Designing compensation plans d) Improving customer satisfaction	01	CO1	KL2
ii	Budgeting in HR helps organizations to: a) Increase attrition rate b) Ensure adequate fund allocation for HR activities c) Avoid employee performance appraisals d) Eliminate training programs	01	CO4	KL2
iii	Internal sources of recruitment include: a) Job portals b) Employee referrals c) Transfers and promotions d) Recruitment agencies	01	CO3	KL1
iv	A major drawback of external recruitment is: a) Fresh talent infusion b) Higher cost and time c) Increased diversity d) New perspectives	01	CO4	KL2

v	Selection bias occurs when: a) Candidates are selected purely on merit b) Selection decisions are influenced by irrelevant factors c) Interviews follow a structured format d) Equal opportunity is provided	01	CO2	KL2
vi	Which test assesses a candidate's logical reasoning and numerical ability? a) Medical test b) Aptitude test c) Personality test d) Integrity test	01	CO5	KL4
vii	Which of the following is a close-ended interview question? a) "Describe your leadership style." b) "How would you handle a team conflict?" c) "Did you complete your MBA in HR?" d) "What motivates you at work?"	01	CO5	KL4
viii	Which type of interview question encourages detailed responses? a) Close-ended b) Open-ended c) Leading d) Multiple-choice	01	CO3	KL3
ix	Employee onboarding mainly helps in: a) Reducing training costs b) Improving customer satisfaction c) Helping new hires adjust to culture and role d) Increasing recruitment cost	01	CO4	KL1
x	Which step is NOT a part of the selection process? a) Application screening b) Written tests c) Job analysis d) Reference check	01	CO1	KL4
Section B (Answer any FOUR out of SIX) - 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Define human resource planning and its importance.	05	CO1	KL1
3	What is the difference between demand forecasting and supply forecasting in HR?	05	CO2	KL3
4	Mention two advantages of internal recruitment.	05	CO1	KL1
5	What do you understand by "selection bias"? Give one example.	05	CO3	KL1
6	Differentiate between open-ended and close-ended interview questions with examples.	05	CO3	KL3

7	Why are aptitude tests important during selection?	05	CO3	KL4
Section C (Answer any TWO out of FOUR) - 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the steps involved in the Human Resource Planning and discuss how forecasting supports it.	10	CO2	KL1
9	Discuss the role of budgeting in employee Hiring. How does effective budgeting impact recruitment, training, and employee development?	10	CO1	KL3
10	Stellar Corp, a reputed consumer electronics company based in Bengaluru, had always prided itself on innovation and product quality. In 2023, when the company launched a massive recruitment drive for management trainees across major campuses. Thousands of candidates applied online, eager to join a brand that was known for its "people-first" culture. The entire process had many occasions when online application portal frequently crashed, emails went unanswered for weeks, and interview schedules were changed at the last minute without proper communication. Some shortlisted candidates were made to wait for hours in the reception area during the offline assessment round. The interviewers appeared hurried and unprepared. Worse, after final interviews, many candidates never received any communication – no selection mail, no rejection mail, not even an acknowledgment. Q1) Where did the company go wrong and what could be the undesired outcome that will hurt the company tremendously?	10	CO1	KL4
11	Describe the employee hiring process in detail. Focusing on the importance of human resource planning and the factors impacting it. Also discuss the sources of recruitment, importance of source information quality, internal & external sources, the selection methods, their advantages and disadvantages and what leads to a good or bad employee experience supporting the employer brand development.	10	CO5	KL5

CO- Course Outcomes,

KL- Knowledge Level,

PO – Program Outcome

CO1	Understand the basic terminologies of taxation.
CO2	Develop an understanding in assessment of heads of income.
CO3	Learn the specific deductions available from gross total income.
CO4	Determine the taxable income of the Individuals.
CO5	Know the concept of GST and its assessment procedure in the business.

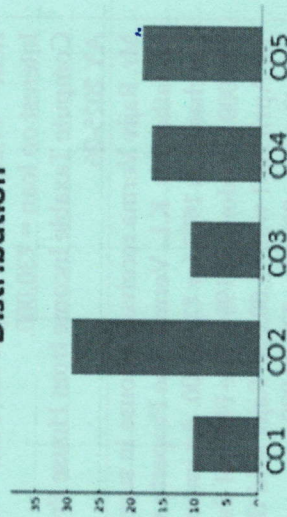
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



[28-11-2025]

END SEM EXAMINATION
School of Commerce & Management

Program **Master of Business Administration**

Subject Name **Taxation**

Session **Odd, 2025-26**

Semester **III**

Year **Nov, 2025**

Time: 3 Hour
Max. Marks : 50

- 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
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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	Which of the following is a taxable perquisite under the Income Tax Act? a) Free tea/ coffee b) Rent-free accommodation c) Free parking d) Free water	01	CO1	K1
ii	Income from horse race is taxable under which head? a) Salary b) Business c) Capital Gains d) Other Sources	01	CO2	K2
iii	Standard deduction under salary for AY 2025-26 is (under new regime): a) ₹40,000 b) ₹50,000 c) ₹60,000 d) ₹75,000	01	CO4	K1
iv	Which section deals with deductions for investments? a) Sec 24 b) Sec 80C c) Sec 10 d) Sec 80G	01	CO3	K1
v	Net Annual Value (NAV) of self-occupied house property is: a) GAV – Municipal Tax b) Zero c) Fair Rent – Municipal Tax d) Standard Rent	01	CO2	K2

vi	GST was introduced in India from: a) 2015 b) 2016 c) 2017 d) 2018	01	CO5	K1
vii	Which ITR form is for individual salaried persons (not having business income)? a) ITR-1 b) ITR-2 c) ITR-3 d) ITR-4	01	CO4	K2
viii	Which income is not taxable? a) Gift from relative b) Lottery c) Horse race d) Salary arrears	01	CO2	K2
ix	Capital Gain on sale of house after 3 years is: a) Short-term b) Exempt c) Long-term d) Other Sources	01	CO2	K2
x	The dual GST model includes: a) SGST & CGST b) SGST & IGST c) CGST & IGST d) Only SGST	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	Define Allowance & Perquisite. Differentiate with example.	05	CO1	K2
3	Explain the concept of Gross Total Income (GTI) with tax rates for AY 2025-26.	05	CO4	K2
4	Explain Net Annual Value (NAV) for house property. Prepare the format for computation.	05	CO2	K2
5	Miss Pooja Sharma is an employee of Alpha Ltd. company. Details of her Income in the previous year are as follows: Basic salary = ₹45,000 p.m., Dearness Allowance = ₹12,000 p.m., House Rent Allowance = ₹15,000 p.m. She pays rent of ₹18,000 per month for her residence in Bengaluru. Compute her Gross Salary for the Assessment Year 2025-26 as per Income Tax Act, 1961.	05	CO2	K3
6	Mr. S. Prakash earned the following income in FY 2024-25: Family pension ₹72,000 Insurance commission ₹42,000 Crossword puzzle winning ₹8,000 Lottery winnings ₹15,000 Net horse race winning ₹22,000 Net betting winning ₹12,000	05	CO3	K2

7	Compute his Taxable Income from Other Sources for AY 2025-26. Explain intra-state supply and inter-state supply under GST with examples.	05	CO5	K2
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Miss Shalini Agarwal let out her house property in Delhi. Particulars are: Fair Rental Value = ₹1,30,000, Actual Rent = ₹1,50,000, Municipal Valuation = ₹1,25,000, Standard Rent = ₹1,20,000, Municipal Tax Paid = ₹35,000, Interest on loan = ₹30,000. Compute Taxable Income from House Property for AY 2025-26.	10	CO4	K3
9	Mr. Rajiv Verma received a house in succession from his father Mr. K.L. Verma. The Property was purchased in 1972 for ₹3,00,000. An improvement of ₹30,000 was done in 1980. The FMV of the house on 1st April 2001 was ₹4,00,000. Rajiv sold the house on 15th October, 2024 for ₹25,00,000. Compute Capital Gains for AY 2025-26. (CII: 2001-02 = 100, 2024-25 = 363)	10	CO2	K4
10	Explain Residential Status categories of assessee in India with provisions under section 6.	10	CO1	K2
11	What is the concept of Input Tax Credit (ITC) under the GST Act, 2017? Explain its mechanism and conditions for availing ITC.	10	CO5	K4

				[26-11-2025] END SEM EXAMINATION School of Commerce & Management	
Program	Master of Business Administration				
Subject Name	Insurance & Risk Management		Session	Odd, 2025-26	
Semester	III		Year	Nov, 2025	
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 <u>Four</u> out of Six of Section B Answer Any <u>Two</u> out of Four of Section C Possession of <u>Mobile Phones</u> 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		K3 : Applying		K5 : Evaluating
	K2 : Understanding		K4 : Analysing		K6 : Creating

Section A (Each question Carry 01 Mark from Q1-i to x) – 10 Marks						
Q. N1	QUESTIONS			Marks	COs	KL
i	The person who buys an insurance policy is called: a) Insurer b) Underwriter c) Policyholder d) Agent			01	CO2	KL2
ii	Insurance is primarily a mechanism of: a) Profit making b) Risk transfer c) Wealth creation d) Tax saving			01	CO4	KL4
iii	Fire insurance is usually issued for a maximum period of: a) 1 year b) 5 years c) 10 years d) Lifetime			01	CO1	KL1
iv	Which of the following is NOT a type of general insurance? a) Health insurance b) Fire insurance c) Motor insurance d) Endowment policy			01	CO2	KL2

PO – Program Outcome

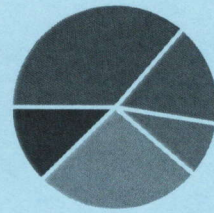
KL- Knowledge Level.

CO- Course Outcomes,

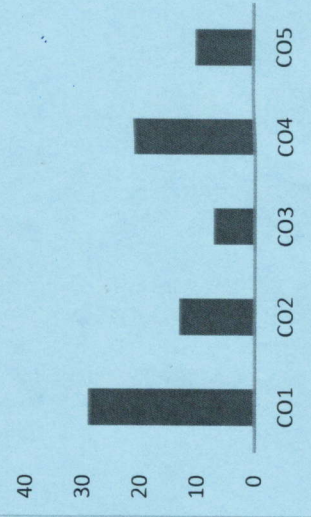
CO1	Understand and articulate the concept of risk, including its various types and sources, and demonstrate the ability to evaluate and predict risk using appropriate methods, with a focus on disaster risk management and the roles of actuary and actuarial science in risk management.
CO2	Describe the nature and legal aspects of insurance contracts, including principles such as utmost good faith, insurable interest, and indemnity, and analyze the importance of insurance, reinsurance, co-insurance, and the global insurance sector's impact on risk management.
CO3	Examine the features, classification, and actuarial aspects of life insurance policies, including policy application, surrender value, loans, claims, and benefits, and evaluate different settlement options and their impact on policyholders.
CO4	Identify and differentiate between types of general insurance, including fire, motor, health, and marine insurance, and assess the significance of non-traditional insurance products in managing diverse risks in urban settings.
CO5	Analyze the regulatory framework of insurance in India, focusing on the role, power, and functions of the Insurance Regulatory and Development Authority (IRDA), including the control of malpractices, computation of premiums, and loss assessment and control strategies within the regulatory context.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



COURSE OUTCOME WISE MARKS DISTRIBUTION



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

v	IRDAI was established in which year? a) 1991 b) 1999 c) 2000 d) 2005	01	CO1	KL1
vi	Which of the following is NOT a type of life insurance policy? a) Endowment plan b) Term plan c) Money-back plan d) Marine plan	01	CO2	KL2
vii	Which of the following provides both insurance cover and investment benefits? a) Term insurance b) ULIP c) Motor insurance d) Fire insurance	01	CO3	KL3
viii	IRDAI headquarters is located at: a) New Delhi b) Chennai c) Hyderabad d) Mumbai	01	CO1	KL1
ix	Which insurance scheme is specifically designed for senior citizens in India? a) Ayushman Bharat b) Varishtha Pension Bima Yojana c) Pradhan Mantri Fasal Bima Yojana d) Rashtriya Swasthya Bima Yojana	01	CO1	KL1
x	Which of the following is a social insurance scheme in India? a) LIC Jeevan Anand b) Employees' State Insurance (ESI) c) Private health policy d) Marine cargo policy	01	CO3	KL3

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

Q. No.	QUESTIONS	Marks	COs	KL
2	Define Morale Hazard with an example.	05	CO2	KL2
3	Define the term Proximity & Subrogation.	05	CO4	KL4

4	Define the term Utmost Good Faith and Insurable Interest.	05	CO4	KL4
5	Mentions the documents require to submit after maturity of life Insurance Policy.	05	CO3	KL3
6	Write down the various characteristics of Health Insurance.	05	CO1	KL1
7	Write down the objectives of Risk Management in insurance.	05	CO2*	KL2
Section C (Answer any TWO out of FOUR) - 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Differentiate between life and Non-life Insurance.	10	CO5	KL5
9	Write down the various characteristics of Life Insurance.	10	CO1	KL1
10	Explain various types of Risk and how to measure Risk?	10	CO4	KL4
11	Write down the various functions of IRDA.	10	CO1	KL1

Program	Master of Business Administration	
Subject Name	Performance Management and Organization Development	Session Odd, 2025-26
Semester	III	Year Nov, 2025
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 <u>Backside</u> 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</u>, <u>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

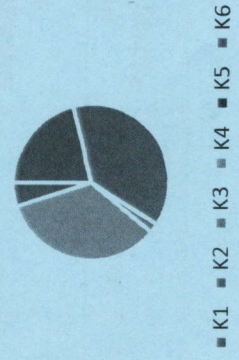
Q. N	QUESTIONS	Marks	COs	KL
1				
i	Which Performance Management approach focuses on identifying and addressing performance issues as they arise rather than waiting for an annual review? a) Continuous feedback b) MBO (Management by Objectives) c) Graphic rating scales d) 360-degree appraisal	01	CO3	KL2
ii	Which performance appraisal method assesses an employee's performance based on specific, predetermined criteria and scales? a) Forced ranking b) BARS c) Critical incident technique d) MBO	01	CO2	KL1
iii	Which type of bias occurs when a manager gives all employees similar ratings, regardless of their actual performance? a) Recency bias b) Central tendency bias c) Leniency bias d) Halo effect	01	CO3	KL3
iv	"He is not formally dressed up in the office. He may be casual at work too!" This is an example of _____ bias.	01	CO4	KL3

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

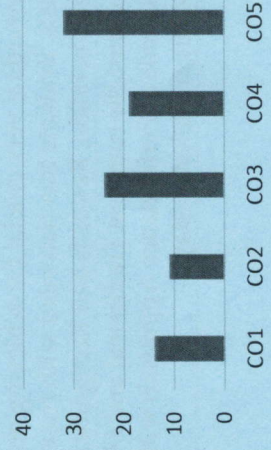
Course Outcomes	Summarize the concepts and principles of Performance Management.	PO - Program Outcome
CO1	Summarize the concepts and principles of Performance Management.	PO - Program Outcome
CO2	Demonstrate the process and areas of concern in Performance Management System of the Organizations.	
CO3	Examine the tools, methods and techniques involved in appraising the employees and learn to use them in real-world scenarios.	
CO4	Evaluate the role of Human Resource Professionals before, during and after Performance Appraisals.	
CO5	Create employees' performance matrix and conduct its feasibility analysis.	

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



v	a) Halo effect c) Stereotyping The Critical Incident Method requires managers to: a) Write detailed narratives on employee performance b) Record and evaluate specific incidents of effective or ineffective behaviour c) Rank employees on a forced distribution curve d) Use a checklist to rate employees	01	CO3	KL4
vi	The Management by Objectives (MBO) method emphasizes: a) Ranking employees against each other b) Setting and evaluating goals agreed upon by both the manager and employee c) Observing and recording specific behaviours d) Comparing employees' performances to a fixed standard	01	CO3	KL2
vii	Which method of performance appraisal focuses on an employee's behavior as the basis for evaluation? a) Management by Objectives (MBO) b) Behaviorally Anchored Rating Scales (BARS) c) 360-degree feedback d) Forced distribution	01	CO3	KL2
viii	Key Performance Indicators (KPIs) are used to: a) Monitor daily activities b) Set employee goals c) Measure performance against strategic objectives d) Provide feedback to peers	01	CO4	KL3
ix	The Focus of Potential Appraisals is on: a) Future Potential b) Actual Performance c) Past Performance d) None the Above	01	CO3	KL2
x	Which Performance Appraisal Method is anchored in incidences? a) Essay Method c) Critical Incident b) Rating Scales d) Test and Observation	01	CO3	KL2
Section B (Answer any FOUR out of SIX) - 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Classify the constructive feedback given to the employees based on their appraisal.	05	CO2	KL2
3	Evaluate the arguments for and against performance management.	05	CO4	KL5

4	What are the dimensions of Performance Management? Explain.	05	CO5	KL2
5	Explain the objectives of Performance Management System.	05	CO4	KL2
6	Justify the need of Performance Management System in the modern organizational context.	05	CO3	KL1
7	Appraise the Future Development and Potential of Appraisal systems with reference to Industry 5.0.	05	CO3	KL4
Section C (Answer any TWO out of FOUR) - 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Classify the various advantages and drawbacks of 360-degree feedback system.	10	CO2	KL2
9	Examine the detailed process of a 360-degree feedback system.	10	CO2	KL4
10	Linking performance management with Pay and Rewards is very crucial for achieving organizational goals. Evaluate this statement with respect to Remuneration, Rewards and Recognition.	10	CO4	KL5
11	Contrast the common Traditional and Modern Methods of Performance Appraisals with respect to the Organizations today.	10	CO3	KL4

v	<p>a) Manufacturing products</p> <p>b) Selling in bulk to wholesalers</p> <p>c) Bridging the gap between producers and final consumers</p> <p>d) Transporting goods across regions</p> <p>Which factor is the MOST significant driver of change in modern retail?</p> <p>a) High rental cost of stores</p> <p>b) Technological advancements and e-commerce growth</p> <p>c) Shortage of skilled labour</p> <p>d) Strict government regulations</p>	01	CO3	K5
vi	<p>Which of the following best represents a threat of new entrants in retail strategy?</p> <p>a) Store ambience enhancement</p> <p>b) Higher customer retention policies</p> <p>c) Low entry barriers due to online retail platforms</p> <p>d) Inventory shrinkage control</p>	01	CO2	K5
vii	<p>Dynamic pricing in retail means:</p> <p>a) Same price across all stores</p> <p>b) Government-controlled pricing</p> <p>c) Price changes based on demand, competition, and time</p>	01	CO4	K4
viii	<p>d) Price fixed for long-term planning</p> <p>Which retail format is most associated with organized rural retailing in India?</p> <p>a) Traditional haats and melas</p> <p>b) Weekly roadside vendors</p> <p>c) Company-owned rural franchise models</p> <p>d) Unorganized kirana stores</p>	01	CO1	K3
ix	<p>Which of the following is a common challenge in retail Management?</p> <p>a) Managing low customer turnover</p> <p>b) Ensuring effective inventory control</p> <p>c) Increasing product quality at no cost</p> <p>d) Decreasing product variety</p>	01	CO2 CO3	K1
x	<p>Which is the best example of omnichannel retailing</p> <p>a) Retailer selling only through physical stores</p> <p>b) Retailer selling only on Instagram</p> <p>c) Unified shopping experience across app, website, and store</p> <p>d) Only door-to-door sales</p>	01		

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

Q. No.	QUESTIONS	Marks	COs	KL
2	Define and explain how retail and wholesale are different?	05	CO1	K2
3	What are the three major functions of a retailer in the distribution channel?	05	CO3	K1
4	Discuss the FDI landscape in India in the recent past in retail.	05	CO4	K4
5	What is customer experience and how is visual merchandising important?	05	CO3	K1
6	Discuss the difference between rural and urban retail consumers.	05	CO1	K3
7	What aspects of ethics are involved in retail procurement?	05	CO2	K1

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

Q. No.	QUESTIONS	Marks	COs	KL
8	Compare and contrast urban and rural retail market with respect to product preferences, brand exposure and purchasing power.	10	CO2	K2
9	Explain the role of technology in transforming the retail process.	10	CO5	K5
10	Discuss at least two sustainable practices adopted by retailers in India.	10	CO4	K4
11	Discuss the customer retention strategies adopted by online retailer/aggregator/marketplace like amazon?	10	CO3 CO5	K5