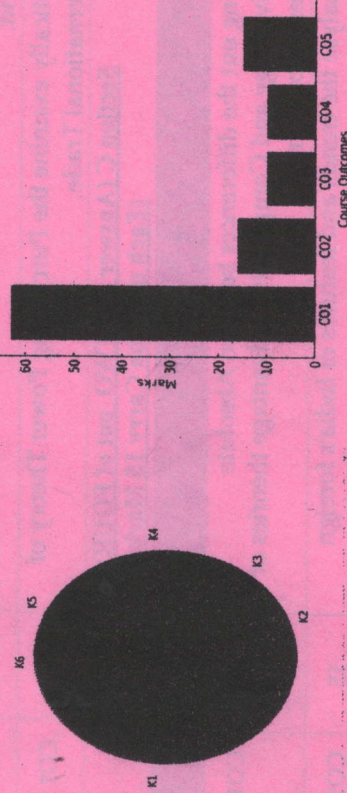


CO- Course Outcomes, KL- Knowledge Level, PO – Program Outcome

| | |
|-----|--|
| CO1 | Gain deep knowledge about the various theories involved in International Trade. |
| CO2 | Gain an insight into the exchange rate determination. |
| CO3 | Understand the concept of Balance of Payments in detail. |
| CO4 | Increase awareness about the various International Organizations. |
| CO5 | Gain a clear picture of International Trade relations of India with other nations. |

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution - International Economics Course Outcome Wise Marks Distribution - International Economics



ARKA JAIN University
Jharkhand



[18-11-2025]
END SEM EXAMINATION
School of Commerce & Management

| | | |
|----------------------|--|-----------------|
| Program | Bachelor of Business Administration | |
| Subject Name | International Economics | Session |
| Semester | V | Year |
| Time: 3 Hour | Start writing from 2nd page onwards; don't Write on the 1st Page | |
| Max. Marks : 70 | Backside | |
| Knowledge Level (KL) | K1 : Remembering | K5 : Evaluating |
| | K2 : Understanding | K6 : Creating |

- 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.

Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks

| Q. N | QUESTIONS | Marks | COs | KL |
|------|---|-------|-----|----|
| 1 | | | | |
| i | A tariff : a) Increases the volume of trade b) Reduces the volume of trade c) Has no effects on volume of trade d) Both (a) and (b) | 01 | CO2 | K3 |
| ii | The theory of Comparative Cost Advantage was presented by : a) Adam Smith b) Ricardo c) Hicks d) Ohlin | 01 | CO1 | K1 |
| iii | Which of the following is not a component of BOP : a) Fiscal deficit b) Trade Surplus c) Government expenditure d) National debt | 01 | CO3 | K4 |
| * iv | According to Heckscher and Ohlin basic course of International Trade is : a) Difference in factor endowments b) Difference in markets c) Difference physical system d) Difference in ideology | 01 | CO1 | K2 |
| v | International trade and domestic trade differ on account of : a) Trade restrictions b) Immobility of factors | 01 | CO1 | K2 |

Section B (Answer any FOUR out of SIX) – 28 Marks
(Each question Carry 07 Marks)

| Q. No. | QUESTIONS | Marks | COs | KI |
|--------|--|-------|-----|----|
| 2 | Explain Adam Smith's theory of International Trade. | 07 | CO2 | K2 |
| 3 | What do you understand by Balance of Payments? Explain its various components. | 07 | CO3 | K2 |
| 4 | Explain the importance of International Trade in today's global world. | 07 | CO1 | K1 |
| 5 | Define Exchange rate. Explain the different types of exchange rates. | 07 | CO2 | K1 |
| 6 | Explain the functions of International Monetary Fund. | 07 | CO4 | K1 |
| 7 | Critically examine the Purchasing Power Theory of International Trade. | 07 | CO1 | K4 |

Section C (Answer any TWO out of FOUR) – 30 Marks
(Each question Carry 15 Marks)

| Q. No. | QUESTIONS | Marks | COs | KI |
|--------|--|-------|-----|----|
| 8 | Bring out the differences between Absolute Advantage and Comparative Advantage theories of International Trade. | 15 | CO1 | K5 |
| 9 | Analyse the trends and features of India's foreign trade. What are the key commodities and trading partners for India. | 15 | CO5 | K4 |
| 10 | What are the main features of Heckscher-Ohlin theory of International Trade? Discuss its assumptions and limitations. | 15 | CO1 | K1 |
| 11 | What is International Trade? Differentiate between International Trade and Inter-regional trade. | 15 | CO1 | K1 |

| | | | | |
|------|--|----|-----|----|
| vi | c) Different government policies d) All the above | 01 | CO4 | K4 |
| vii | Which of the following is not the objective of IMF? a) To promote international monetary cooperation b) To ensure balance in international trade c) To ensure exchange rate stability d) To provide loan to private sector What does IBRD stand for? a) International Bank for Recovering and Development b) International Bank for Reconstruction and Development c) International Bank for Reassurance and Development d) International Bank for Reclaiming and Development | 01 | CO4 | K1 |
| viii | Which is/are the correct monetary measures to correct disequilibrium in Balance of Payment? a) Currency Depreciation c) Currency Devaluation d) All of the above | 01 | CO3 | K2 |
| ix | IMF came into existence in which year? a) 1945 c) 1947 | 01 | CO4 | K1 |
| x | Market in which currencies buy and sell and their prices are settled is called : a) International bond market b) International capital market c) Foreign exchange market d) Euro currency market | 01 | CO2 | K3 |
| xi | Which of the following is not included in the balance of current account? a) Trade in services c) Investments b) Transfer Payments d) Trade in goods | 01 | CO3 | K3 |
| xii | Which of the following is the weakness of Comparative Advantage theory? a) It assumes constant returns to scale b) It ignores the fact that a country may also want to be self sufficient c) It ignores the fact that in the real world countries have different factor resources d) The gains from trade is not equally distributed with losers as well as winners from the trade | 01 | CO1 | K3 |

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

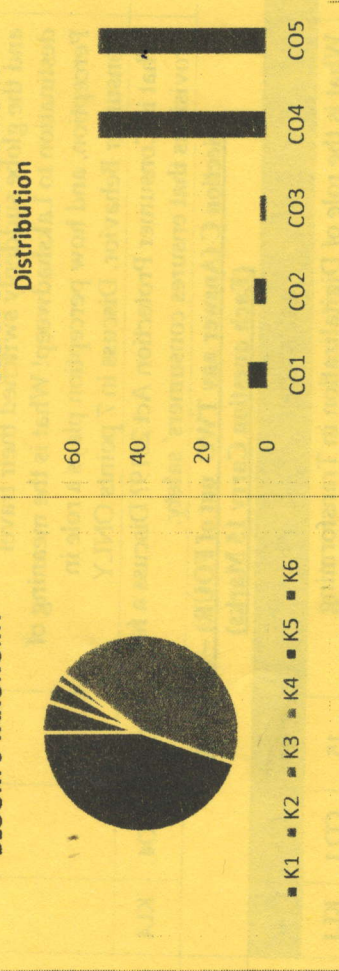
| | |
|-----|--|
| CO1 | Understand the basic concepts of Consumer Behavior. |
| CO2 | Gain knowledge of the Internal and External determinants of Consumer Behavior. |
| CO3 | Acquire knowledge about the impact of various factors on consumer behavior. |
| CO4 | Learn about the Consumer's Decision-Making process. |
| CO5 | Gain knowledge about the Consumer Protection Act. |

GRAPHICAL REPRESENTATION

BLOOM'S TAXONOMY



Course Outcome Wise Marks Distribution



[25-11-2025]
END SEM EXAMINATION
School of Commerce & Management

| | | |
|----------------------|---|---|
| Program | Bachelor of Business Administration | |
| Subject Name | Consumer Behavior | |
| Semester | V | Year |
| Session | Odd, 2025-26 | |
| Time: 3 Hour | Start writing from 2nd page onwards; don't Write on the 1st Page | |
| Max. Marks : 70 | <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 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 |

| Q. N | QUESTIONS | Marks | COs | KL |
|------|---|-------|-----|-----|
| i | Consumer behavior primarily studies: a. Government purchasing trends b. How individuals and groups select, buy, and use goods/ services c. Marketing supply chains d. Only post-purchase evaluation | 01 | CO2 | KL2 |
| ii | Which of the following is NOT a level in Maslow's Hierarchy of Needs? a. Self-actualization b. Social needs c. Cognitive dissonance d. Physiological needs | 01 | CO3 | KL3 |
| iii | Which type of risk occurs when a product fails to perform as expected? a. Psychological Risk b. Functional Risk c. Social Risk d. Perceptual Risk | 01 | CO1 | KL1 |
| iv | Which is an example of a reference group? a. Family b. Classmates c. Celebrities d. All of the above | 01 | CO1 | KL1 |
| v | EKB Model stands for: a. Engel-Kollat-Blackwell b. Edward-Kennedy-Brown c. Economic Knowledge Base | 01 | CO1 | KL1 |

| | | | | | |
|--|---|-------|-----|-----|--|
| d. Engel-Kotler-Behavior | | | | | |
| vi | Which of the following is NOT a stage in the consumer decision-making process? a. Information Search b. Evaluation of Alternatives c. Market Segmentation d. Purchase Decision | 01 | CO2 | KL2 | |
| vii | Opinion Leadership refers to: a. Influence exerted by marketers b. Direct influence by government c. Informal influence by individuals on others' purchase decisions d. Only celebrities influencing decisions | 01 | CO2 | KL2 | |
| viii | Which right is included in the Consumer Protection Act, 2018? a. Right to Safety b. Right to Choose c. Right to be Informed d. All of the above | 01 | CO3 | KL3 | |
| ix | Cross-cultural consumer behavior studies: a. Buying patterns of consumers in a single society b. Marketing strategies in government institutions c. Differences in consumer behavior across cultures d. None of the above | 01 | CO2 | KL2 | |
| x | Acculturation refers to: a. Rejecting own culture completely b. Learning a culture different from one's own c. Following only traditional practices d. Developing cognitive skills | 01 | CO1 | KL1 | |
| xi | Family's influence is strongest in which purchase? a. Daily groceries b. Luxury car c. Fast food d. Insurance policy | 01 | CO2 | KL2 | |
| xii | An example of diffusion of innovation in social media is: a. First-time adoption of ChatGPT in classrooms b. Buying groceries c. Using cash instead of UPI d. Watching TV | 01 | CO1 | KL1 | |
| Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks) | | | | | |
| Q. No. | QUESTIONS | Marks | COs | KL | |
| 2 | Discuss Tri-Component Model with Examples and Diagram. | 07 | CO5 | KL5 | |

| | | | | |
|---|--|----|-----|-----|
| 3 | What is the significance of a "FAMILY" in purchase decision making? How does Family as a factor define Problem Solving in Indian families? Give example. | 07 | CO3 | KL3 |
| 4 | How do you define EPS, LPS, and RPS? What are the stages of Problem Solving, discuss in detail. | 07 | CO4 | KL4 |
| 5 | Discuss at least 5 motivation theories with diagram (if any). | 07 | CO4 | KL4 |
| 6 | Imagine a scenario: Indian PM recently visited Lakshadweep while Maldives was pushing Anti-India movement. After the Indian PM visited Lakshadweep, tourists from India and the globe suddenly switched their travel destination to Lakshadweep! What is the meaning of Perception, and how perception plays a role in Consumer Behavior. Discuss in 7 points ONLY. | 07 | CO4 | KL4 |
| 7 | What is Consumer Protection Act 2019? Discuss a few provisions that ensures consumers' safety. | 07 | CO4 | KL4 |

Section C (Answer any TWO out of FOUR) – 30 Marks
(Each question Carry 15 Marks)

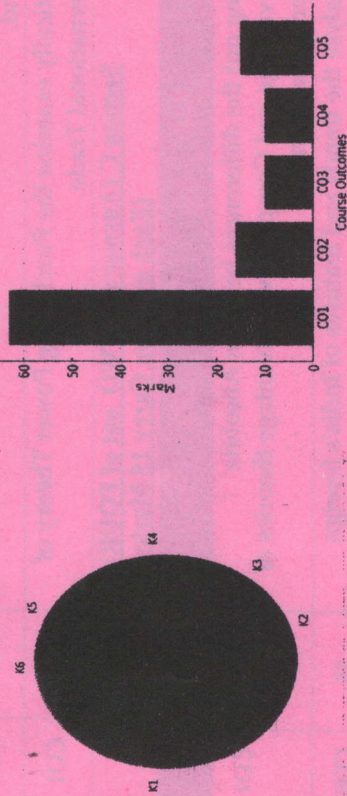
| Q. No. | QUESTIONS | Marks | COs | KL |
|--------|--|-------|------|-----|
| 8 | What is the role of Digitalization in Transforming Consumer Perceptions? Let us suppose you are with your grandmother who is technically "less literate" but is willing to buy a product from Taiwan (online). How will digitalization ensure her perception as a consumer is elevated? Discuss. | 15 | CO 1 | KL1 |
| 9 | If you are the CEO of ABC UK PVT LTD that is entering India with latest products in India, what role will concepts of Enculturation and Acculturation play in ensuring your products are being sold in India? What is Acculturation as a concept? | 15 | CO 2 | KL2 |
| 10 | What are the stages of Consumer Decision Making? Discuss all of them with 1 example. | 15 | CO 1 | KL1 |
| 11 | What is Buyer's Black-Box? Discuss Internal and External determinants that affect a consumer in detail. | 15 | CO 5 | KL5 |

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

| | |
|-----|--|
| CO1 | Gain deep knowledge about the various theories involved in International Trade. |
| CO2 | Gain an insight into the exchange rate determination. |
| CO3 | Understand the concept of Balance of Payments in detail. |
| CO4 | Increase awareness about the various International Organizations |
| CO5 | Gain a clear picture of International Trade relations of India with other nations. |

GRAPHICAL REPRESENTATION

Bloom's Level Wise Marks Distribution - International Economics Course Outcome Wise Marks Distribution - International Economics



[18-11-2025]
END SEM EXAMINATION
School of Commerce & Management

| | | |
|---------------------------------|---|---|
| Program | Bachelor of Business Administration | |
| Subject Name | International Economics | |
| Semester | V | Year |
| Session | Odd, 2025-26 | Year |
| Time: 3 Hour Max. Marks : 70 | <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 comes 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 Mark from Q1-i to xii) – 12 Marks

| Q. N | QUESTIONS | Marks | COs | KL |
|------|---|-------|-----|----|
| 1 | | | | |
| i | A tariff : a) Increases the volume of trade b) Reduces the volume of trade c) Has no effects on volume of trade d) Both (a) and (b) | 01 | CO2 | K3 |
| ii | The theory of Comparative Cost Advantage was presented by : a) Adam Smith b) Ricardo c) Hicks d) Ohlin | 01 | CO1 | K1 |
| iii | Which of the following is not a component of BOP : a) Fiscal deficit b) Trade Surplus c) Government expenditure d) National debt | 01 | CO3 | K4 |
| iv | According to Heckscher and Ohlin basic course of International Trade is : a) Difference in factor endowments b) Difference in markets c) Difference physical system d) Difference in ideology | 01 | CO1 | K2 |
| v | International trade and domestic trade differ on account of : a) Trade restrictions b) Immobility of factors | 01 | CO1 | K2 |

| | | | | |
|------|--|----|-----|----|
| vi | c) Different government policies d) All the above | 01 | CO4 | K4 |
| vii | Which of the following is not the objective of IMF? a) To promote international monetary cooperation b) To ensure balance in international trade c) To ensure exchange rate stability d) To provide loan to private sector What does IBRD stand for? a) International Bank for Recovering and Development b) International Bank for Reconstruction and Development c) International Bank for Reassurance and Development d) International Bank for Reclaiming and Development | 01 | CO4 | K1 |
| viii | Which is/ are the correct monetary measures to correct disequilibrium in Balance of Payment? a) Currency Depreciation c) Currency Devaluation d) All of the above | 01 | CO3 | K2 |
| ix | IMF came into existence in which year? a) 1945 b) 1946 c) 1947 d) 1948 | 01 | CO4 | K1 |
| x | Market in which currencies buy and sell and their prices are settled is called : a) International bond market b) International capital market c) Foreign exchange market d) Euro currency market | 01 | CO2 | K3 |
| xi | Which of the following is not included in the balance of current account? a) Trade in services b) Transfer Payments c) Investments d) Trade in goods | 01 | CO3 | K3 |
| xii | Which of the following is the weakness of Comparative Advantage theory? a) It assumes constant returns to scale b) It ignores the fact that a country may also want to be self sufficient c) It ignores the fact that in the real world countries have different factor resources d) The gains from trade is not equally distributed with losers as well as winners from the trade | 01 | CO1 | K3 |

| Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks) | | | | |
|--|--|-------|-----|----|
| Q. No. | QUESTIONS | Marks | COs | KI |
| 2 | Explain Adam Smith's theory of International Trade. | 07 | CO2 | K2 |
| 3 | What do you understand by Balance of Payments? Explain its various components. | 07 | CO3 | K2 |
| 4 | Explain the importance of International Trade in today's global world. | 07 | CO1 | K1 |
| 5 | Define Exchange rate. Explain the different types of exchange rates. | 07 | CO2 | K1 |
| 6 | Explain the functions of International Monetary Fund. | 07 | CO4 | K1 |
| 7 | Critically examine the Purchasing Power Theory of International Trade. | 07 | CO1 | K4 |
| Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks) | | | | |
| Q. No. | QUESTIONS | Marks | COs | KI |
| 8 | Bring out the differences between Absolute Advantage and Comparative Advantage theories of International Trade. | 15 | CO1 | K5 |
| 9 | Analyse the trends and features of India's foreign trade. What are the key commodities and trading partners for India. | 15 | CO5 | K4 |
| 10 | What are the main features of Heckscher-Ohlin theory of International Trade? Discuss its assumptions and limitations. | 15 | CO1 | K1 |
| 11 | What is International Trade? Differentiate between International Trade and Inter-regional trade. | 15 | CO1 | K1 |



ARKA JAIN University
Jharkhand



[20-11-2025]
END SEM EXAMINATION
School of Commerce & Management

| | | | |
|---------------------------------|--|----------------|-----------------|
| Program | Bachelor of Business Administration | | |
| Subject Name | Principles of Investment Management | Session | Odd, 2025-26 |
| Semester | V | Year | Nov, 2025 |
| Time: 3 Hour Max. Marks : 70 | <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 in the 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 xii) – 12 Marks

| Q.N | QUESTIONS | Marks | COs | KL |
|------|--------------------------------------|-------|-----|----|
| 1 | | | | |
| i | What is 'Default Risk'? | 01 | CO1 | K1 |
| ii | Give the meaning of investment. | 01 | CO3 | K1 |
| iii | What is MACD? | 01 | CO4 | K1 |
| iv | Explain Return. | 01 | CO5 | K1 |
| v | What is bond risk? | 01 | CO4 | K1 |
| vi | Define Securities. | 01 | CO2 | K1 |
| vii | What is industry analysis? | 01 | CO3 | K1 |
| viii | Explain Japanese Candlesticks? | 01 | CO1 | K1 |
| ix | What do you mean by Corporate Bonds? | 01 | CO1 | K1 |

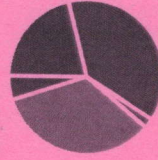
| x | What is an optimal portfolio? | 01 | CO1 | K1 |
|--|---|-------|-------------------|----------------|
| xi | Name any three charts used in technical analysis. | 01 | CO3 | K1 |
| xii | If an investor buys a stock for Rs.10 and expects to earn a dividend of Rs0.66 and to sell it for Rs.12. Calculate the expected return | 01 | CO1 CO2 | K3 |
| Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks) | | | | |
| Q. No. | QUESTIONS | Marks | COs | KL |
| 2 | What are the different elements of risk? Explain in detail | 07 | CO2 | K2 |
| 3 | Differentiate between fundamentals and technical analysis. | 07 | CO3 CO4 | K2 K4 |
| 4 | What are different types of bonds? Explain | 07 | CO3 | K4 |
| 5 | Explain various investment attributes considered before investing in a particular investment. | 07 | CO2 | K2 |
| 6 | What are the assumptions of EMH? | 07 | CO3 | K2 |
| 7 | Explain Dow Theory in detail. | 07 | | K4 |
| Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks) | | | | |
| Q. No. | QUESTIONS | Marks | COs | KL |
| 8 | What is the fundamental analysis and explain the steps? | 15 | CO4 | K2 |
| 9 | What are the different investment alternatives available to investors? Explain merits and demerits of each. | 15 | CO1 | K5 |
| 10 | Define the efficient Market Hypothesis and explain its three forms and implications | 15 | CO3 CO4 | K3 K4 |
| 11 | Mr. Shyam purchased 4,000 shares at Rs.25 each on 02 October 2024. He earned dividend as below: Rs. 8000, Rs. 9,000, Rs.12,000 and Rs.14,000. He sold all his holdings at Rs.1,35,000. a) What are his holding period returns? b) What is annualised return? c) Is Mr. Shyam a good investor? Analyse. | 15 | CO1 CO2 CO3 | K2 K3 K4 |

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

| | | |
|-----------------|-----|---|
| Course Outcomes | CO1 | Develop a fair amount of clarity regarding stocks and investments. |
| | CO2 | Perceive the notion of analyzing stocks for informed decision-making purpose. |
| | CO3 | Understand the different ways of analyzing stocks for rational investment decision making. |
| | CO4 | Able to logically use the different stock market indicators essential for investment. |
| | CO5 | Identify the different techniques for functioning of multinational corporations in terms of managing cash, receivables and working capital. |

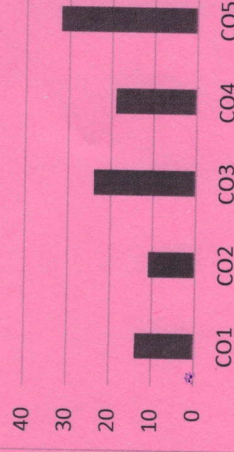
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



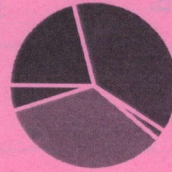
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|----|--|----|-----|----|
| 10 | Explain how PR contributes to building corporate image, handling crisis situations, and maintaining long-term relationships with stakeholders. Give suitable examples. | 15 | CO4 | K2 |
| 11 | What is an advertising agency? Explain in detail the structure, organization, and functioning of a full-service advertising agency. | 15 | CO4 | K3 |

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

| | | |
|-----------------|-----|--|
| Course Outcomes | CO1 | Identify managerial issues such as how to set up advertising objectives & budgeting methods. |
| | CO2 | Analyze the creative strategies used in advertising campaign |
| | CO3 | Apply basic principles in designing advertising programs for any product/brand. |
| | CO4 | Demonstrate various sales promotion techniques (Pull & push) & their advantages/disadvantages. |
| | CO5 | Apply various research techniques to measure effectiveness of advertising |

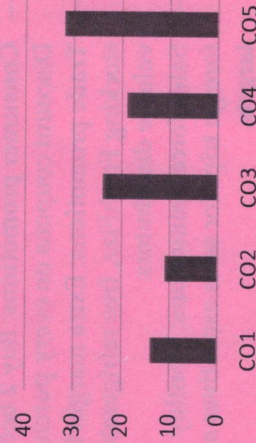
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



| | | | | | |
|---------------------------------|-------------------------------------|--|--|---|----------------|
| | | | | [22-11-2025] END SEM EXAMINATION School of Commerce & Management. | |
| Program | Bachelor of Business Administration | | | Session | Odd, 2025-26 |
| Subject Name | Advertising and Sales Promotion | | | Year | Nov, 2025 * |
| Semester | V | | | • 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> | |
| Time: 3 Hour Max. Marks : 70 | | | | K1 : Remembering | K3 : Applying |
| Knowledge Level (KL) | | | | K2 : Understanding | K4 : Analysing |
| | | | | K5 : Evaluating | K6 : Creating |

| Q. N | QUESTIONS | Marks | COs | KL |
|------|--|-------|-----|----|
| 1 | | | | |
| i | Which of the following is the primary objective of advertising? a) Distribution efficiency b) Persuasion and communication c) Production increase d) Pricing decisions | 01 | CO2 | K1 |
| ii | Which budgeting method is based on aligning ad spend with competitors? a) Affordable method b) Objective & task c) Competitive parity d) Arbitrary allocation | 01 | CO3 | K2 |
| iii | In IMC, the role of "pull strategy" is to: a) Push products via trade promotions b) Create consumer demand through advertising c) Reduce supply chain cost d) Improve PR | 01 | CO3 | K3 |
| iv | "AIDA" in advertising stands for: a) Awareness, Interest, Desire, Action b) Attention, Insight, Decision, Agreement c) Attraction, Intention, Demand, Agreement d) Awareness, Impact, Decision, Action | 01 | CO5 | K2 |

| | | | | |
|--|--|--------------|------------|-----------|
| v | Which media scheduling technique is best for seasonal products? a) Flighting c) Continuous | 01 | CO5 | K4 |
| vi | The creative strategy that uses humor and slice-of-life ads is called: a) Hard sell c) Emotional appeal | 01 | CO2 | K5 |
| vii | Surrogate advertising is most common in industries where: a) Direct ads are banned b) Market is highly competitive c) Demand is inelastic d) Budget is limited | 01 | CO3 | K3 |
| viii | Which of the following is not part of the promotion mix? a) Advertising c) Logistics | 01 | CO1 | K5 |
| ix | A pull strategy is typically used when: a) Product has low brand loyalty b) Brand is new & needs awareness c) Distribution channels dominate d) Sales force needs motivation | 01 | CO2 | K6 |
| x | One key function of a PR agency is: a) Market segmentation c) Pricing | 01 | CO2 | K3 |
| xi | Which type of sales promotion is primarily targeted at retailers/wholesalers? b) Consumer promotion c) Event sponsorship | 01 | CO3 | K2 |
| xii | Copy testing and recall tests are examples of: a) Media planning b) Research techniques for ad effectiveness c) PR campaigns d) Sales forecasting | 01 | CO3 | K4 |
| Section B (Answer any FOUR out of SIX) - 28 Marks (Each question Carry 07 Marks) | | | | |
| Q. No. | QUESTIONS | Marks | COs | KL |
| 2 | What is advertising? What are the objectives, benefits and criticism of advertisement? | 07 | CO2 | K2 |
| 3 | What do you understand by message design in advertising? Explain different formats of ad copy. | 07 | CO1 | K3 |

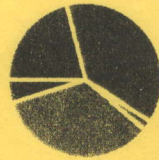
| | | | | |
|--|--|--------------|------------|-----------|
| 4 | A beer company uses soda and music CDs to indirectly promote its banned product category. Debate the ethical dilemma of surrogate advertising in this context. | 07 | CO3 | K3 |
| 5 | Explain different sales promotion techniques used for consumer promotion. | 07 | CO2 | K4 |
| 6 | A luxury furniture brand offers "Buy 1 Sofa, Get 1 Center Table Free" for Diwali sales. Evaluate this promotion under pull vs. push strategies and its long-term impact on brand image. | 07 | CO3 | K5 |
| 7 | What are the various research techniques used to measure advertising effectiveness? | 07 | CO5 | K6 |
| Section C (Answer any TWO out of FOUR) - 30 Marks (Each question Carry 15 Marks) | | | | |
| Q. No. | QUESTIONS | Marks | COs | KL |
| 8 | Explain the process of media selection, planning, and scheduling in advertising. | 15 | CO3 | K3 |
| 9 | Caselet: A new beverage company, FreshFizz, entered the Indian soft drink market dominated by Coca-Cola and Pepsi. To gain quick market share, the company launched a series of sales promotions: — Consumer promotions: Buy 2 bottles, Get 1 Free; Discount coupons on every purchase. — Trade promotions: Extra margin for retailers stocking FreshFizz, free refrigerators for high-volume distributors. — Sales force promotions: Monthly incentives and foreign trips for sales executives achieving targets. Despite these aggressive promotions, initial excitement faded within six months, and repeat purchase rates dropped significantly. Q. Analyze the above case using sales promotion concepts. In your answer: a. Identify the types of promotions used (consumer, trade, sales force). b. Discuss the advantages and limitations of each. c. Explain why the promotions failed to ensure long-term consumer loyalty. d. Suggest suitable strategies FreshFizz could adopt to make its promotions more sustainable. | 15 | CO5 | K5 |

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

| | |
|-----|---|
| CO1 | Demonstrate knowledge of theories related to foreign exchange rate determination. |
| CO2 | Explain the nuances of international trade and international capital budgeting. |
| CO3 | Provide students with a basic knowledge of how international financial markets work. |
| CO4 | Explore methods used to manage risk in the global markets. |
| CO5 | Provide students with an understanding of exchange rates and why currency values fluctuate. |

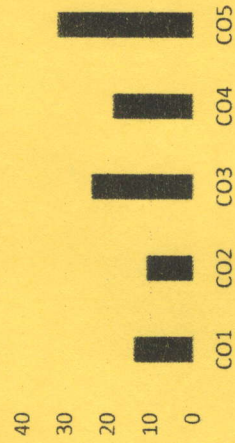
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution





ARKA JAIN University
Jharkhand



[25-11-2025]
END SEM EXAMINATION
School of Commerce & Management

| | | |
|----------------------|--|-----------------|
| Program | Bachelor of Business Administration | |
| Subject Name | International Finance | Session |
| Semester | V | Year |
| | | Odd, 2025-26 |
| | | Nov, 2025 |
| Time: 3 Hour | • Start writing from 2nd page onwards; don't Write on the 1st Page Backside | |
| Max. Marks : 70 | • 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 |

| Q.N | QUESTIONS | Marks | COs | KL |
|------|--|-------|------------|----|
| 1 | | | | |
| i | What is Merchandise Trade Flows? | 01 | CO1 CO2 | K1 |
| ii | Explain WTO. | 01 | CO1 CO2 | K1 |
| iii | State the names of World Bank affiliates | 01 | CO1 CO2 | K1 |
| iv | What do you mean by foreign exchange risk? | 01 | CO1 CO3 | K1 |
| v | What do you mean by NSEs? | 01 | CO1 CO3 | K1 |
| vi | Explain FRAs. | 01 | CO1 CO3 | K1 |
| vii | What is cross border cash flows? | 01 | CO1 CO3 | K1 |
| viii | What is the role of speculators in the forex market? | 01 | CO1 CO3 | K1 |
| ix | What do you understand by Arbitrage? | 01 | CO1 | K1 |
| x | What are Swaps? | 01 | CO1 CO3 | K1 |

| xi | Explain Transaction Risk. | 01 | CO1 CO4 | K1 |
|--|--|-------|-------------------|----------------|
| xii | Write a brief note on currency futures in India. | 01 | CO1 | K1 |
| Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks) | | | | |
| Q. No. | QUESTIONS | Marks | COs | KL |
| 2 | What are the role and functions of the IMF? | 07 | CO1 | K2 |
| 3 | Comment on the structure of balance of payments. What are the basic principles governing recording of the flows? | 07 | CO1 CO3 | K2 K4 |
| 4 | World Bank and its institutions were set up to promote economic development. Discuss and describe the role of any two regional financial institutions. | 07 | CO3 | K2 K4 |
| 5 | Explain what is meant by a perfect hedge. Does a perfect hedge always lead to a better outcome than an imperfect hedge? | 07 | CO1 CO2 CO3 | K2 K3 K4 |
| 6 | What are the risks which an exporter faces while involving in a foreign currency? Explain the methods that can be used to cover these risks. | 07 | CO1 CO2 CO3 | K2 K4 K5 |
| 7 | Discuss the challenges and opportunities before an MNC. | 07 | CO2 CO3 | K2 K4 |
| Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks) | | | | |
| Q. No. | QUESTIONS | Marks | COs | KL |
| 8 | Describe the various forms of international financial flows. Explain how they are recorded in balance of payment statement. | 15 | CO2 CO3 | K2 K4 K5 |
| 9 | What is foreign exchange exposure? Explain the various types of foreign exchange exposure | 15 | CO1 CO2 | K2 K4 |
| 10 | What is cost of capital different across countries? How is cut-off rate for foreign project appraisal determined? | 15 | CO2 CO3 | K2 K3 |
| 11 | How is working capital management of Multinational Firms (MNCs) different from that of domestic firms? Discuss the considerations involved in formulating MNC working capital management policy. | 15 | CO2 CO3 CO4 | K2 K3 K4 |

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

| | |
|-----|---|
| CO1 | Demonstrate knowledge of theories related to foreign exchange rate determination. |
| CO2 | Explain the nuances of international trade and international capital budgeting. |
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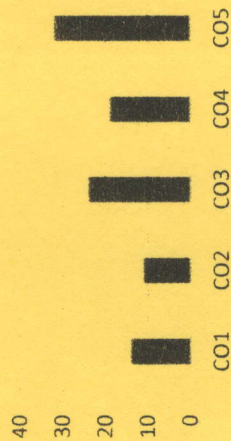
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution





ARKA JAIN University
Jharkhand



[25-11-2025]
END SEM EXAMINATION
School of Commerce & Management

| | | |
|----------------------|--|-----------------|
| Program | Bachelor of Business Administration | |
| Subject Name | International Finance | Session |
| Semester | V | Year |
| | | Odd, 2025-26 |
| | | Nov, 2025 |
| Time: 3 Hour | Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u> | |
| Max. Marks : 70 | <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 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</u> of the Papers. | |
| Knowledge Level (KL) | K1 : Remembering | K5 : Evaluating |
| | K2 : Understanding | K6 : Creating |

| Q. N | QUESTIONS | Marks | COs | KL |
|------|--|-------|------------|----|
| 1 | | | | |
| i | What is Merchandise Trade Flows? | 01 | CO1 CO2 | K1 |
| ii | Explain WTO. | 01 | CO1 CO2 | K1 |
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| vi | Explain FRAs. | 01 | CO1 CO3 | K1 |
| vii | What is cross border cash flows? | 01 | CO1 CO3 | K1 |
| viii | What is the role of speculators in the forex market? | 01 | CO1 CO3 | K1 |
| ix | What do you understand by Arbitrage? | 01 | CO1 | K1 |
| x | What are Swaps? | 01 | CO1 CO3 | K1 |

Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks

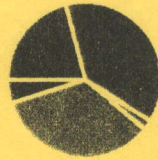
| | | | | |
|--|--|--------------|-------------------|----------------|
| xi | Explain Transaction Risk. | 01 | CO1 CO4 | K1 |
| xii | Write a brief note on currency futures in India. | 01 | CO1 | K1 |
| Section B (Answer any FOUR out of SIX) - 28 Marks (Each question Carry 07 Marks) | | | | |
| Q. No. | QUESTIONS | Marks | COs | KL |
| 2 | What are the role and functions of the IMF? | 07 | CO1 | K2 |
| 3 | Comment on the structure of balance of payments. What are the basic principles governing recording of the flows? | 07 | CO1 CO3 | K2 K4 |
| 4 | World Bank and its institutions were set up to promote economic development. Discuss and describe the role of any two regional financial institutions. | 07 | CO3 | K2 K4 |
| 5 | Explain what is meant by a perfect hedge. Does a perfect hedge always lead to a better outcome than an imperfect hedge? | 07 | CO1 CO2 CO3 | K2 K3 K4 |
| 6 | What are the risks which an exporter faces while involving in a foreign currency? Explain the methods that can be used to cover these risks. | 07 | CO1 CO2 CO3 | K2 K4 K5 |
| 7 | Discuss the challenges and opportunities before an MNC. | 07 | CO2 CO3 | K2 K4 |
| Section C (Answer any TWO out of FOUR) - 30 Marks (Each question Carry 15 Marks) | | | | |
| Q. No. | QUESTIONS | Marks | COs | KL |
| 8 | Describe the various forms of international financial flows. Explain how they are recorded in balance of payment statement. | 15 | CO2 CO3 | K2 K4 K5 |
| 9 | What is foreign exchange exposure? Explain the various types of foreign exchange exposure | 15 | CO1 CO2 | K2 K4 |
| 10 | What is cost of capital different across countries? How is cut-off rate for foreign project appraisal determined? | 15 | CO2 CO3 | K2 K3 |
| 11 | How is working capital management of Multinational Firms (MNCs) different from that of domestic firms? Discuss the considerations involved in formulating MNC working capital management policy. | 15 | CO2 CO3 CO4 | K2 K3 K4 |

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

| | | |
|-----------------|-----|---|
| Course Outcomes | CO1 | Demonstrate knowledge of theories related to foreign exchange rate determination. |
| | CO2 | Explain the nuances of international trade and international capital budgeting. |
| | CO3 | Provide students with a basic knowledge of how international financial markets work. |
| | CO4 | Explore methods used to manage risk in the global markets. |
| | CO5 | Provide students with an understanding of exchange rates and why currency values fluctuate. |

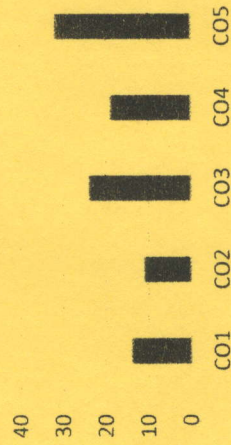
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



[25-11-2025]
END SEM EXAMINATION
School of Commerce & Management

| | | |
|----------------------|--|-----------------|
| Program | Bachelor of Business Administration | |
| Subject Name | International Finance | Session |
| Semester | V | Year |
| | | Odd, 2025-26 |
| | | Nov, 2025 |
| Time: 3 Hour | Start writing from 2nd page onwards; don't Write on the 1st Page Backside | |
| Max. Marks : 70 | <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 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> | |
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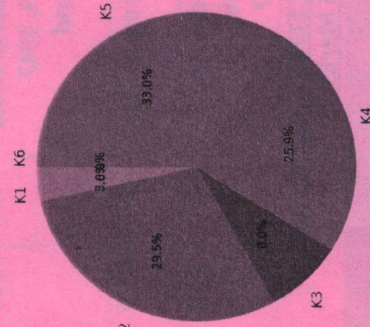
Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks

| Q.N | QUESTIONS | Marks | COs | KL |
|------|--|-------|------------|----|
| 1 | | | | |
| i | What is Merchandise Trade Flows? | 01 | CO1 CO2 | K1 |
| ii | Explain WTO. | 01 | CO1 CO2 | K1 |
| iii | State the names of World Bank affiliates | 01 | CO1 CO2 | K1 |
| iv | What do you mean by foreign exchange risk? | 01 | CO1 CO3 | K1 |
| v | What do you mean by NSEs? | 01 | CO1 CO3 | K1 |
| vi | Explain FRAs. | 01 | CO1 CO3 | K1 |
| vii | What is cross border cash flows? | 01 | CO1 CO3 | K1 |
| viii | What is the role of speculators in the forex market? | 01 | CO1 CO3 | K1 |
| ix | What do you understand by Arbitrage? | 01 | CO1 | K1 |
| x | What are Swaps? | 01 | CO1 CO3 | K1 |

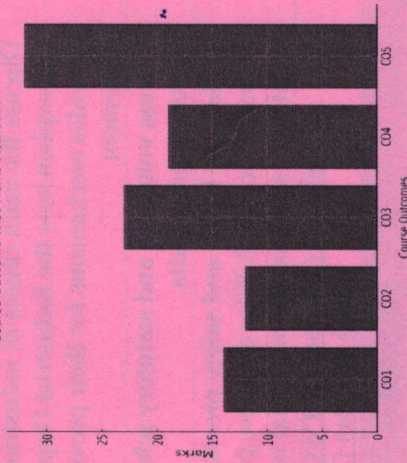
| | |
|-----|--|
| CO1 | CO1: Clarify concept about the basics of Industrial Relations. |
| CO2 | CO2: Learn about various provisions and implications of Labor Laws. |
| CO3 | CO3: Understand and Develop Skills as a Negotiator by developing better understanding of Industrial Disputes and their settlement by making use of various techniques. |
| CO4 | CO4: Develop better understanding of Trade Unions and their contribution in Industrial Relations. |
| CO5 | CO5: Understand the next level of I.R. i.e. Employee Relations. |

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



| | | |
|----------------------|---|-----------------|
| Program | Bachelor of Business Administration | |
| Subject Name | Employee Relations | Session |
| Semester | V | Year |
| | | Odd, 2025-26 |
| Time: 3 Hour | Start writing from 2nd page onwards; don't Write on the 1st Page | |
| Max. Marks : 70 | Backside | |
| | <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 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 Mark from Q1-i to xii) – 12 Marks

| Q. N | QUESTIONS | Marks | COs | KL |
|------|---|-------|-----|-----|
| 1 | | | | |
| i | Industrial Relations mainly deals with: a) Relations between workers and machines b) Relations between employer and employees c) Relations between consumers and producers d) Relations between government and public | 01 | CO1 | KL1 |
| ii | Which of the following is not an objective of Industrial Relations? a) Industrial peace b) Higher productivity c) Employee-employer conflict d) Worker participation in management | 01 | CO1 | KL2 |
| iii | A major issue in Industrial Relations is: a) Population growth b) Wage disputes c) Technology transfer d) High literacy | 01 | CO3 | KL1 |
| iv | Maximum weekly working hours allowed under the Factories Act is: a) 36 hours b) 40 hours c) 44 hours d) 48 hours | 01 | CO1 | KL2 |
| v | Under the Factories Act, 1948, a factory is defined as premises where: a) 5 or more workers work with power | 01 | CO3 | KL1 |

| | | | | |
|------|---|----|-----|-----|
| vi | b) 10 or more workers work with power c) 20 or more workers work with power d) 50 or more workers work with power Which of the following is <i>not</i> a provision under the Factories Act, 1948? a) Safety b) Health c) Gratuity d) Welfare | 01 | CO3 | KL2 |
| vii | Trade Union as per the Trade Unions Act, 1926 is: a) An association of consumers b) An association of employers only c) A combination of workers/employers for protecting interests d) A government body | 01 | CO4 | KL1 |
| viii | Which of the following is a feature of Collective Bargaining? a) One-sided decision b) Voluntary negotiation between employer and employees c) Settled only by courts d) Binding on only employers | 01 | CO3 | KL2 |
| ix | The Maternity Benefit Act, 1961 provides: a) Six weeks of leave before and after delivery b) Paid leave for 26 weeks (as amended) c) Free health checkups only d) Medical allowance without leave | 01 | CO2 | KL1 |
| x | Retrenchment means: a) Voluntary retirement of workmen b) Termination of service of workmen due to misconduct c) Termination of service of workmen by the employer for any reason other than punishment d) Termination due to resignation of workmen | 01 | CO2 | KL3 |
| xi | A lockout under the Industrial Disputes Act, 1947 is: a) Denial of entry to workers by employer b) Strike by employees c) Bonus payment stoppage d) Closure of business due to loss | 01 | CO5 | KL2 |
| xii | Which of the following is <i>not</i> an authority under the Industrial Disputes Act? a) Works Committee b) Labour Court c) Provident Fund Commissioner d) Tribunal | 01 | CO5 | KL3 |

| Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks) | | | | |
|--|--|-------|-----|-----|
| Q. No. | QUESTIONS | Marks | COs | KL |
| 2 | Explain the invisible hand of markets and its impact post globalisation. | 07 | CO1 | KL2 |
| 3 | Discuss the types and functions of Trade Unions in India. | 07 | CO4 | KL2 |
| 4 | Explain the process of Collective Bargaining and its effectiveness in India. | 07 | CO3 | KL3 |
| 5 | Discuss the main causes of industrial disputes in India and explain how the Industrial Disputes Act, 1947 provides mechanisms for their prevention and settlement. | 07 | CO2 | KL4 |
| 6 | Discuss voluntary and statutory schemes of employee participation in India. | 07 | CO5 | KL5 |
| 7 | Explain the health and safety provisions under the Factories Act, 1948. Why are these provisions considered essential for industrial relations? | 07 | CO5 | KL4 |
| Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks) | | | | |
| Q. No. | QUESTIONS | Marks | COs | KL |
| 8 | "Industrial Relations is changing into Employee Relations in the modern era." Critically examine this statement. | 15 | CO5 | KL5 |
| 9 | Discuss in detail the settlement machinery of Industrial Relations (mediation, conciliation, arbitration, adjudication) with examples. | 15 | CO3 | KL4 |
| 10 | Explain Marx's alienation theory and its impact on trade union. | 15 | CO4 | KL2 |
| 11 | Explain Gandhi's trusteeship theory and its impact on CSR. | 15 | CO5 | KL5 |

| | | | | |
|--|--|-------|-----|----|
| 7 | With reference to Caselet 1: Why is GreenGrocer planning to implement a digital inventory management system, and what challenge might they face while introducing it? | 7 | CO3 | K1 |
| Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks) | | | | |
| Q. No. | QUESTIONS | Marks | COs | KL |
| 8 | Briefly explain the historical evolution of Production and Operation Management and its influence on modern business practices. | 15 | CO3 | K5 |
| 9 | A company has an annual requirement of 12,000 units of a component. The ordering cost per order is ₹250. The company also incurs a transportation cost of ₹500 per delivery, irrespective of the order size. The company operates for 300 working days in a year, and the lead time is 5 days. The carrying cost per unit per year is ₹10. The purchase price per unit is ₹50. Calculate the Economic Order Quantity (EOQ). Also give the graphical representation of the EOQ model. | 15 | CO5 | K4 |
| 10 | Explain the principles of Total Quality Management (TQM) and analyze how organizations today are applying these principles to gain competitive advantage. Support your answer with contemporary corporate examples. | 15 | CO4 | K2 |
| 11 | With reference to any organization of your choice discuss the effectiveness of McKinsey's 7s Strategy framework for creation of brand reputation. | 15 | CO2 | K3 |

| | | | | | |
|--|--|--|--|---|--|
| ARKA JAIN University Jharkhand | | NAAC GRADE A ACCREDITED UNIVERSITY | | [20-11-2025] END SEM EXAMINATION School of Commerce & Management | |
| Bachelor of Business Administration | | | | | |
| Production & Operations Management | | Session | | Odd, 2025-26 | |
| Subject Name | | Year | | Nov, 2025 | |
| Semester | | V | | | |
| <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 Three out of Five 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> | | | | | |
| Time: 3 Hour Max. Marks: 70 | | K1 : Remembering | | K5 : Evaluating | |
| Knowledge Level (KL) | | K3 : Applying | | K6 : Creating | |
| | | K2 : Understanding | | | |

| | | | | | |
|---|--|-------|-----|----|--|
| Section A (Each question Carry 01 Marks from Q1-i to xii) – 12 Marks | | | | | |
| Q.N | QUESTIONS | Marks | COs | KL | |
| i | JIT (Just In Time) is applicable to: a) Aviation Industry b) Automobile Industry c) Steel Industry d) All of the above | 1 | CO1 | K1 | |
| ii | The element "Structure" in the 7S framework refers to: a) The company's vision statement b) The organizational hierarchy and reporting lines c) The emotional values of employees d) The recruitment process | 1 | CO2 | K4 | |
| iii | Which of the following is an example of a service? a) Manufacturing cars b) Assembling electronic devices c) Providing Financial Advice d) Producing furniture | 1 | CO3 | K1 | |
| iv | Line of Balance was first developed for: a) Automobile production b) Military weapon production control | 1 | CO3 | K2 | |



| Q. No. | QUESTIONS | Marks | COs | KI |
|--------|--|-------|-----|----|
| 2 | With proper relevant examples discuss ABC analysis. | 7 | CO5 | K5 |
| 3 | Differentiate between goods and services. List down atleast five differences. | 7 | CO1 | K3 |
| 4 | Give the abbreviation of: TQM, JIT, EOQ, LOB, ERP, FIFO, KPI. | 7 | CO2 | K5 |
| 5 | What are the factors to be considered while designing facility location? | 7 | CO5 | K6 |
| 6 | Caselet 1: GreenGrocer is a growing chain of supermarkets known for its organic and locally sourced products. With rising customer demand, the company is focusing on long-range capacity planning to expand its storage and distribution facilities. Currently, their central warehouse is overloaded, leading to frequent stockouts and delays in replenishing store shelves. GreenGrocer is considering two strategic options: 1. Building a large automated distribution center that can serve all stores efficiently, offering better inventory control and reducing wastage, but requiring heavy upfront investment. 2. Expanding storage facilities at each store location, which is cheaper in the short term and provides immediate relief but may result in duplication of resources and higher operational costs in the long run. At the same time, GreenGrocer is reviewing its supply chain process strategy. They plan to introduce a digital inventory management system with real-time tracking to reduce manual errors and forecast demand more accurately. However, this shift would require retraining staff and overcoming resistance to technology adoption. Question: How should GreenGrocer align its long-range capacity planning with its supply chain process strategy to achieve both operational efficiency and long-term growth? | 7 | CO3 | K6 |

| | | | | |
|------|--|---|-----|----|
| v | c) Civil engineering projects d) Software development Which of the following matches is incorrect? a) Cement → Continuous production b) Shipbuilding → Project production c) Tailor-made furniture → Job production d) Pharmaceuticals → Continuous production | 1 | CO2 | K3 |
| vi | EOQ consist of which of the following factors: a) Annual Demand b) Ordering Cost c) Carrying Cost d) All of the above | 1 | CO4 | K1 |
| vii | Who is regarded as the father of lean Manufacturing? a) Henry Ford b) Taiichi Ohno c) Eiji Toyoda d) Philip Kotler | 1 | CO4 | K3 |
| viii | KAIZEN is a Japanese term meaning a) Continuous Improvement b) Cost Improvement c) Capital Appreciation d) None of the above | 1 | CO3 | K1 |
| ix | A focus group typically consists of how many participants? a) 2-4 b) 6-12 c) 20-30 d) 50-100 | 1 | CO2 | K2 |
| x | Voluntary Participation with respect to Quality Circle attributes to a) Forced Participation b) Mandated Event c) Interested in serving the purpose d) None of the above | 1 | CO4 | K3 |
| xi | What does long-range capacity planning primarily involve? a) Immediate inventory management b) Short-term scheduling c) Anticipating future demand and adjusting capacity accordingly d) Handling customer complaints | 1 | CO2 | K3 |
| xii | Six Sigma attributes to _____ defects in a million. a) 3.2 b) 3.4 c) 3.6 d) 3.8 | 1 | CO5 | K2 |

Section B (Answer any FOUR out of SIX) - 28 Marks

(Each question 07 Marks)

| Q. No. | QUESTIONS | Marks | COs | Ks |
|--------|--|-------|-----|----|
| 7 | With reference to Caselet 1: Why is GreenGrocer planning to implement a digital inventory management system, and what challenge might they face while introducing it? <u>Section C (Answer any TWO out of FOUR) – 30 Marks</u> (Each question Carry 15 Marks) | 7 | CO3 | K1 |
| 8 | Briefly explain the historical evolution of Production and Operation Management and its influence on modern business practices. | 15 | CO3 | K5 |
| 9 | A company has an annual requirement of 12,000 units of a component. The ordering cost per order is ₹250. The company also incurs a transportation cost of ₹500 per delivery, irrespective of the order size. The company operates for 300 working days in a year, and the lead time is 5 days. The carrying cost per unit per year is ₹10. The purchase price per unit is ₹50. Calculate the Economic Order Quantity (EOQ). Also give the graphical representation of the EOQ model. | 15 | CO5 | K4 |
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|  ARKA JAIN University Jharkhand | |  NAAC GRADE A ACCREDITED UNIVERSITY | | [20-11-2025] END SEM EXAMINATION School of Commerce & Management | |
|---|--|--|-----------------|--|--------------|
| Program | Bachelor of Business Administration | | | Session | Odd, 2025-26 |
| Subject Name | Production & Operations Management | | | Year | Nov, 2025 |
| Semester | V | | | | |
| Time: 3 Hour | <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 Three out of Five 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>. | | | | |
| Max. Marks : 70 | | | | | |
| Knowledge Level (KL) | K1 : Remembering | K3 : Applying | K5 : Evaluating | | |
| | K2 : Understanding | K4 : Analysing | K6 : Creating | | |

| Q. N | QUESTIONS | Marks | COs | KL |
|------|--|-------|-----|----|
| i | JIT (Just In Time) is applicable to: a) Aviation Industry b) Automobile Industry c) Steel Industry d) All of the above | 1 | CO1 | K1 |
| ii | The element "Structure" in the 7S framework refers to: a) The company's vision statement b) The organizational hierarchy and reporting lines c) The emotional values of employees d) The recruitment process | 1 | CO2 | K4 |
| iii | Which of the following is an example of a service? a) Manufacturing cars b) Assembling electronic devices c) Providing Financial Advice d) Producing furniture | 1 | CO3 | K1 |
| iv | Line of Balance was first developed for: a) Automobile production b) Military weapon production control | 1 | CO3 | K2 |

Section B (Answer any FOUR out of SIX) - 28 Marks
(Each question 07 Marks)

| Q. No. | QUESTIONS | Marks | COs | KL |
|--------|---|-------|-----|-----|
| 2 | With proper relevant examples discuss ABC analysis. | 7 | CO5 | K5 |
| 3 | Differentiate between goods and services. List down atleast five differences. | 7 | CO1 | *K3 |
| 4 | Give the abbreviation of: TQM, JIT, EOQ, LOB, ERP, FIFO, KPI. | 7 | CO2 | K5 |
| 5 | What are the factors to be considered while designing facility location? | 7 | CO5 | K6 |
| 6 | Caselet 1: GreenGrocer is a growing chain of supermarkets known for its organic and locally sourced products. With rising customer demand, the company is focusing on long-range capacity planning to expand its storage and distribution facilities. Currently, their central warehouse is overloaded, leading to frequent stockouts and delays in replenishing store shelves. GreenGrocer is considering two strategic options: 1. Building a large automated distribution center that can serve all stores efficiently, offering better inventory control and reducing wastage, but requiring heavy upfront investment. 2. Expanding storage facilities at each store location, which is cheaper in the short term and provides immediate relief but may result in duplication of resources and higher operational costs in the long run. At the same time, GreenGrocer is reviewing its supply chain process strategy. They plan to introduce a digital inventory management system with real-time tracking to reduce manual errors and forecast demand more accurately. However, this shift would require retraining staff and overcoming resistance to technology adoption. Question: How should GreenGrocer align its long-range capacity planning with its supply chain process strategy to achieve both operational efficiency and long-term growth? | 7 | CO3 | K6 |

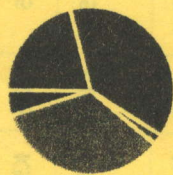
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|------|--|---|-----|----|
| v | c) Civil engineering projects d) Software development Which of the following matches is incorrect? a) Cement → Continuous production b) Shipbuilding → Project production c) Tailor-made furniture → Job production d) Pharmaceuticals → Continuous production | 1 | CO2 | K3 |
| vi | EOQ consist of which of the following factors: a) Annual Demand b) Ordering Cost c) Carrying Cost d) All of the above | 1 | CO4 | K1 |
| vii | Who is regarded as the father of lean Manufacturing? a) Henry Ford b) Taiichi Ohno c) Eiji Toyoda d) Philip Kotler | 1 | CO4 | K3 |
| viii | KAIZEN is a Japanese term meaning a) Continuous Improvement b) Cost Improvement c) Capital Appreciation d) None of the above | 1 | CO3 | K1 |
| ix | A focus group typically consists of how many participants? a) 2-4 b) 6-12 c) 20-30 d) 50-100 | 1 | CO2 | K2 |
| x | Voluntary Participation with respect to Quality Circle attributes to a) Forced Participation b) Mandated Event c) Interested in serving the purpose d) None of the above | 1 | CO4 | K3 |
| xi | What does long-range capacity planning primarily involve? a) Immediate inventory management b) Short-term scheduling c) Anticipating future demand and adjusting capacity accordingly d) Handling customer complaints | 1 | CO2 | K3 |
| xii | Six Sigma attributes to _____ defects in a million. a) 3.2 b) 3.4 c) 3.6 d) 3.8 | 1 | CO5 | K2 |

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

| | |
|-----|--|
| CO1 | Understand the concepts, principles and process of recruitment and selection. |
| CO2 | Develop an understanding of how to assess recruitment needs and design selection programs in Organizational setting. |
| CO3 | Familiarize with the levels, tools and techniques involved after selection of a candidate. |
| CO4 | Understand the process of job analysis. |
| CO5 | Frame job description and job specification. |

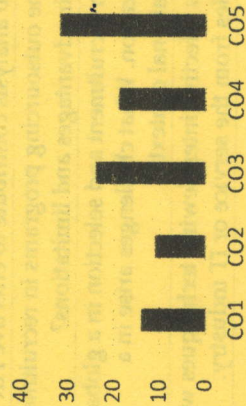
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



[25-11-2025]
END SEM EXAMINATION
School of School of
Commerce & Management

| | | |
|-----------------------------|---|-----------------|
| Program | Bachelor of Business Administration | |
| Subject Name | Recruitment and Selection | |
| Semester | V | Year |
| | Session | Odd, 2025-26 |
| Time: 3 Hour | Start writing from 2nd page onwards; don't Write on the 1st Page Backside | |
| Max. Marks : 70 | <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 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 Mark from Q1-i to xii) – 12 Marks

| Q. N | QUESTIONS | Marks | COs | KL |
|------|---|-------|-----|----|
| 1 | | | | |
| i | Which is NOT an advantage of induction? a) Reduces anxiety of newcomers b) Creates clarity about roles c) Increases absenteeism d) Improves retention rates | 01 | CO3 | K2 |
| ii | Which is NOT an objective of recruitment? a) To create a pool of candidates b) To establish links with labor markets c) To reduce workforce diversity d) To identify potential candidates | 01 | CO1 | K2 |
| iii | Job Analysis includes which two primary components? a) Job Rotation & Job Enlargement b) Job Description & Job Specification c) Job Design & Job Enrichment d) Recruitment & Selection | 01 | CO4 | K2 |
| iv | Which among the following is a method of job analysis? a) Observation method b) Job enrichment c) Job enlargement d) Induction | 01 | CO4 | K1 |

| v | Which of the following is a factor affecting job design? a) Employee skills and abilities b) Economic conditions c) Organizational structure d) All of the above | 01 | CO5 | K2 |
|--|--|-------|-----|----|
| vi | Recruitment Sources & Techniques Promotion is an example of which type of recruitment? a) External b) Internal c) Direct d) Indirect | 01 | CO2 | K2 |
| vii | Which comes FIRST in the selection process? a) Application screening b) Interviewing c) Medical examination d) Job offer | 01 | CO2 | K1 |
| viii | Aptitude, psychological, and situational tests fall under: a) Selection tests b) Recruitment strategies c) Job designs d) Orientation programs | 01 | CO2 | K2 |
| ix | Formal induction refers to: a) Unstructured socialization with peers b) A planned introduction program for new employees c) Informal chats with managers d) Exit interviews | 01 | CO3 | K2 |
| x | Selection is essentially a process of: a) Attracting a large pool of candidates b) Choosing the right candidate from applicants c) Instituting transfer policies d) Designing induction programs | 01 | CO2 | K2 |
| xi | Campus recruitment is generally undertaken for: a) Fresh graduates and trainees b) Internal transfers c) Temporary workers only d) Retired employees | 01 | CO2 | K1 |
| xii | Which of the following is NOT an external recruitment method? a) Job boards/Portals b) Promotion c) Placement consultancies d) Advertisements | 01 | CO2 | K2 |
| Section B (Answer any FOUR out of SIX) - 28 Marks (Each question Carry 07 Marks) | | | | |
| Q. No. | QUESTIONS | Marks | COs | KI |
| 2 | Define recruitment. Discuss its meaning, objectives, scope, and importance in modern organizations. | 07 | CO1 | K2 |
| 3 | Compare and contrast internal and external sources of recruitment with examples | 07 | CO2 | K4 |

| 4 | Define selection. Explain the step-by-step process of selection with examples. | 07 | CO2 | K3 |
|--|---|-------|-----|----|
| 5 | Explain the different types of selection tests and their advantages in the recruitment process. | 07 | CO2 | K4 |
| 6 | Differentiate between job description and job specification with suitable examples. | 07 | CO5 | K3 |
| 7 | Explain job design. What are the major factors affecting job design in organizations? | 07 | CO5 | K4 |
| Section C (Answer any TWO out of FOUR) - 30 Marks (Each question Carry 15 Marks) | | | | |
| Q. No. | QUESTIONS | Marks | COs | KI |
| 8 | Explain the concept and process of job analysis. How does job analysis contribute to effective HR planning? | 15 | CO4 | K4 |
| 9 | Examine outsourcing programs in recruitment. What are their advantages and limitations? | 15 | CO2 | K5 |
| 10 | Explain recruitment and selection in a global organization. What challenges arise in a multinational context? | 15 | CO2 | K5 |
| 11 | Discuss effective interviewing techniques with examples from the service or IT industry. | 15 | CO2 | K6 |

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

| | |
|-----|---|
| CO1 | Demonstrate knowledge of theories related to foreign exchange rate determination. |
| CO2 | Explain the nuances of international trade and international capital budgeting. |
| CO3 | Provide students with a basic knowledge of how international financial markets work. |
| CO4 | Explore methods used to manage risk in the global markets. |
| CO5 | Provide students with an understanding of exchange rates and why currency values fluctuate. |

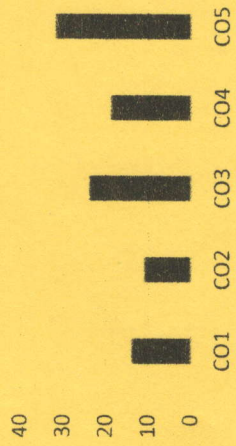
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



[25-11-2025]
END SEM EXAMINATION
School of Commerce & Management

| | | |
|---------------------------------|--|----------------------|
| Program | Bachelor of Business Administration | |
| Subject Name | International Finance | Session Odd, 2025-26 |
| Semester | V | Year Nov, 2025 |
| Time: 3 Hour Max. Marks : 70 | <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> | |
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| | | K5 : Evaluating |
| | | K6 : Creating |

Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks

| Q. N | QUESTIONS * | Marks | COs | KL |
|------|--|-------|------------|----|
| 1 | | | | |
| i | What is Merchandise Trade Flows? | 01 | CO1 CO2 | K1 |
| ii | Explain WTO. | 01 | CO1 CO2 | K1 |
| iii | State the names of World Bank affiliates | 01 | CO1 CO2 | K1 |
| iv | What do you mean by foreign exchange risk? | 01 | CO1 CO3 | K1 |
| v | What do you mean by NSEs? | 01 | CO1 CO3 | K1 |
| vi | Explain FRAs. | 01 | CO1 CO3 | K1 |
| vii | What is cross border cash flows? | 01 | CO1 CO3 | K1 |
| viii | What is the role of speculators in the forex market? | 01 | CO1 CO3 | K1 |
| ix | What do you understand by Arbitrage? | 01 | CO1 | K1 |
| x | What are Swaps? | 01 | CO1 CO3 | K1 |

| | | | | |
|--|--|--------------|-------------------|----------------|
| xi | Explain Transaction Risk. | 01 | CO1 CO4 | K1 |
| xii | Write a brief note on currency futures in India. | 01 | CO1 | K1 |
| Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks) | | | | |
| Q. No. | QUESTIONS | Marks | COs | KL |
| 2 | What are the role and functions of the IMF? | 07 | CO1 | K2 |
| 3 | Comment on the structure of balance of payments. What are the basic principles governing recording of the flows? | 07 | CO1 CO3 | K2 K4 |
| 4 | World Bank and its institutions were set up to promote economic development. Discuss and describe the role of any two regional financial institutions. | 07 | CO3 | K2 K4 |
| 5 | Explain what is meant by a perfect hedge. Does a perfect hedge always lead to a better outcome than an imperfect hedge? | 07 | CO1 CO2 CO3 | K2 K3 K4 |
| 6 | What are the risks which an exporter faces while involving in a foreign currency? Explain the methods that can be used to cover these risks. | 07 | CO1 CO2 CO3 | K2 K4 K5 |
| 7 | Discuss the challenges and opportunities before an MNC. | 07 | CO2 CO3 | K2 K4 |
| Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks) | | | | |
| Q. No. | QUESTIONS | Marks | COs | KL |
| 8 | Describe the various forms of international financial flows. Explain how they are recorded in balance of payment statement. | 15 | CO2 CO3 | K2 K4 K5 |
| 9 | What is foreign exchange exposure? Explain the various types of foreign exchange exposure | 15 | CO1 CO2 | K2 K4 |
| 10 | What is cost of capital different across countries? How is cut-off rate for foreign project appraisal determined? | 15 | CO2 CO3 | K2 K3 |
| 11 | How is working capital management of Multinational Firms (MNCs) different from that of domestic firms? Discuss the considerations involved in formulating MNC working capital management policy. | 15 | CO2 CO3 CO4 | K2 K3 K4 |