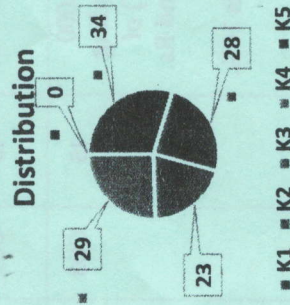


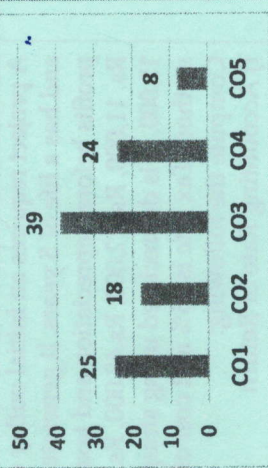
CO1	To help the student gain basic idea on the importance of financial management in an organization.
CO2	To provide a first-hand experience to students in understanding the concept of time value of money and its importance
CO3	Develop decision making capabilities amongst students with the help of various capital budgeting techniques.
CO4	To make the students analyze the importance of leverage in organizational capital structure planning.
CO5	To enable students to gain brief knowledge on cash management, its objectives and the method of preparing a cash budget.

GRAPHICAL REPRESENTATION

Bloom's Level Wise Marks Distribution



Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



[19-11-2025]
END SEM EXAMINATION
School of Commerce & Management

Program	Bachelor of Business Administration [DM & Regular]	
Subject Name	Financial Management	Session
Semester	III	Year
Time: 3 Hour		Odd, 2025-26
Max. Marks : 70		Nov, 2025 *
	<ul style="list-style-type: none"> Start writing from 2nd page onwards; don't Write on the 1st Page Backside Answer all Questions of Section A (Compulsory) Answer Any Four out of Six of Section B Answer Any Two out of Four of Section C Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers.</u> 	
Knowledge Level (KL)	K1 : Remembering 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. N1	QUESTIONS	Marks	COs	KL
i	For an organization, shareholders are a) External b) Internal c) Both d) None of the above	01	CO1	K1
ii	The following is not the role of a finance manager: a) Fund Raising b) Fund Allocation c) Procuring raw material d) None of the above	01	CO1	K2
iii	Investment decision in an organization is about purchasing long term assets: a) Yes b) No c) Maybe d) None of the above	01	CO1	K2
iv	Inflation is the only reason to follow Time Value of Money: a) Yes b) No c) Maybe d) None of the above	01	CO2	K2
v	While using discounting technique, it is advised to calculate: a) Present Value b) Future Value c) Perpetuity d) Annuity	01	CO2	K1
vi	This is a limitation of the Accounting Rate of Return method: a) Based on the concept of Cash Flows b) Based on the concept of Accounting Profits	01	CO3	K2

vii	c) Expressed in percentage terms d) None of the above	01	CO3	K3
viii	Internal Rate of Return is applicable only when: a) NPV > 1 b) NPV < 1 c) NPV = 1 In case of Annuity Due, cash flows occur at the _____ of each period: a) Middle b) Beginning c) End d) None of the above	01	CO2	K1
ix	In case of using the compounding techniques, we calculate the: a) Present Value b) Future Value c) Annuity d) None of the above	01	CO2	K1
x	Operating Leverage gives rise to _____ risk: a) Economic b) Business c) Financial d) Strategic	01	CO4	K2
xi	Total Risk of a company is captured by: a) Financial Leverage b) Operating Leverage c) Combined Leverage d) None of the above	01	CO4	K1
xii	Speculative Motive in cash management implies: a) Investing in unexpected projects b) Investing in planned projects c) Investing in long term d) None of the above	01	CO5	K2
Section B (Answer any FOUR out of SIX) - 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	Cps	KL
2	Discuss about the nature and scope of financial management.	07	CO1	K1
3	Mr. X deposits Rs. 2,00,000 on 1 st January, 2016 in a Bank at 12% p.a. rate of interest compounded annually for one year. Find out the effective annualised rate of interest and Future Value of the deposit as on 31 st December, 2016.	07	CO2	K3
4	Explain the relevance of Time Value of Money.	07	CO2	K1
5	"The payback period is more a method of liquidity rather than profitability." Give your viewpoints.	07	CO3	K4
6	A firm has sales of Rs. 15,00,000, Variable Cost of Rs. 40,000 and Fixed Cost of Rs. 1,20,000. It has a	07	CO4	K4

7	debt of Rs. 9,00,000 at 9% p.a. and Equity Capital of Rs. 11,00,000. i) What is the firm's return on investment? ii) Calculate the Operating and Financial Leverage of the firm. iii) If the sales drop to Rs. 8,00,000, what will be the new EBIT? What are the various motives of handling cash?	07	CO5	K2
Section C (Answer any TWO out of FOUR) - 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the various objectives of Financial Management in detail.	15	CO1	K1
9	A project requires an initial outlay of Rs. 50,000 and has a life of 5 years. It generates year ending profits before depreciation and taxes (PBDT) of Rs. 11,000, Rs. 12,000, Rs. 48,000, Rs. 60,000 and Rs. 15,000. It is depreciated using straight line method. Tax rate is 35% and cost of capital is 16%. Compute the following: i) Accounting Rate of Return ii) Payback Period iii) Net Present Value iv) Profitability Index	15	CO3	K3
10	"NPV method ensures maximization of wealth of the shareholders in the long run." Elaborate.	15	CO3	K4
11	Explain the different types of Leverage with relevant examples.	15	CO4	K2

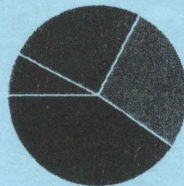
CO- Course Outcomes, KL- Knowledge Level, PO – Program Outcome

CO1	The students will be able to compute several statistical measures and analyse any given bivariate data.
CO2	The students will be able to acquire knowledge of time series, factors or components responsible for fluctuations in a time series and methods of measuring important components of time series.
CO3	The students will be able to deal with the work of computing probability in different situations and they will also be familiar with important sampling methods and sampling distributions.
CO4	The students will be able to apply Statistical Inference Techniques in Decision making.
CO5	The students will be able to draw samples from some given population and apply suitable Statistical Tests of Significance.

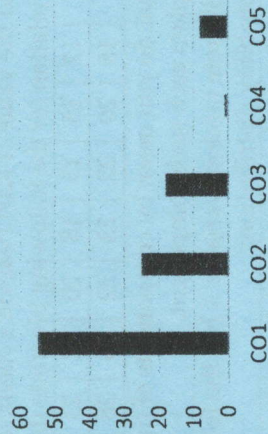
GRAPHICAL REPRESENTATION

Bloom's level wise Marks distribution

■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6



Course outcome wise Marks distribution



ARKA JAIN University
Jharkhand



[21-11-2025]
END SEM EXAMINATION
School of Commerce and Management

Program	Bachelor of Business Administration [Regular & DM]	
Subject Name	Statistics In Business Decisions	
Semester	III	Year
	Start writing from 2nd page onwards; don't Write on the 1st Page Backside	
Time: 3 Hour	• Answer all Questions of Section A (Compulsory)	
Max. Marks : 70	• 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	K5 : Evaluating
	K2 : Understanding	K6 : Creating

Q.N	QUESTIONS	Marks	COs	KL
1				
i	The median of the first ten even natural numbers is (a) 10 (b) 11 (c) 12 (d) None of these	01	CO1	K5
ii	Quartile Deviation is a measure of (a) Quartile (b) Central Tendency (c) Dispersion (d) None of these	01	CO1	K1
iii	For a bivariate data, Karl Pearson's coefficient of correlation is (- 0.98). Then the two variables of the bivariate data are taken as (a) Perfectly correlated (b) Highly correlated (c) Highly negatively correlated (d) None of these	01	CO1	K1
iv	On the basis of a given bivariate data we need to estimate the value of X for some given value of Y. Then the required line of regression must be (a) Y on X (b) X on Y (c) Any one of (a) and (b) (d) None of these	01	CO1	K2
v	In usual notations, the formula $(\sum p_1 w / \sum p_0 w) \times 100$ is (a) Paasche's method (b) Simple aggregative method (c) Fisher's method (d) Weighted aggregative method	01	CO2	K1

vi	The graph of any given time series is usually (a) A straight line (c) a parabola	01	CO2	K2																
vii	Which one of the following is taken as an ideal index number? (a) Lalpeyre's index (c) Fisher's index	01	CO2	K2																
viii	The probability of getting a sum of 8 points when two dice are thrown together is (a) 1/6 (c) 2/9	01	CO3	K5																
ix	In usual notations, n and p are the parameters of (a) Normal distribution (c) Binomial distribution	01	CO3	K1																
x	Systematic sampling is a case of (a) Purposive sampling (c) Non-probability sampling	01	CO3	K2																
xi	An alternative hypothesis is always (a) Similar in sense to the null hypothesis (b) Opposite in sense to the null hypothesis (c) Similar or opposite in sense to the null hypothesis (d) None of these	01	CO4	K2																
xii	t - test is a case of (a) Chi-square test (c) Small sample test	01	CO5	K2																
Section B (Answer any FOUR out of SIX) - 28 Marks (Each question Carry 07 Marks)																				
Q. No.	QUESTIONS	Marks	COs	KI																
2	What are the requisites of a good measure of central tendency? Which one among Mean, Median and Mode do you consider to be the best and why?	07	CO1	K4																
3	Find median from the following data: <table border="1" style="margin-left: 20px;"> <tr> <td>Value</td> <td>12</td> <td>15</td> <td>17</td> <td>21</td> <td>23</td> <td>25</td> <td>30</td> </tr> <tr> <td>frequency</td> <td>5</td> <td>12</td> <td>27</td> <td>40</td> <td>31</td> <td>12</td> <td>3</td> </tr> </table>	Value	12	15	17	21	23	25	30	frequency	5	12	27	40	31	12	3	07	CO1	K5
Value	12	15	17	21	23	25	30													
frequency	5	12	27	40	31	12	3													
4	What do you understand by Rank Correlation? How it is different from simple correlation? Write down Spearman's formula for rank correlation coefficient.	07	CO1	K4																
5	The mean of a binomial distribution is 2 and its variance is 3/2. Obtain the values of the two parameters.	07	CO3	K5																

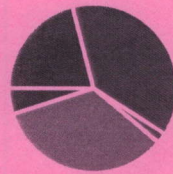
6	For the data is given below, compute price index by weighted aggregative method: <table border="1" style="margin-left: 20px;"> <tr> <td>Commodity</td> <td>Base year price</td> <td>Current year price</td> <td>Weight</td> </tr> <tr> <td>P</td> <td>23</td> <td>25</td> <td>5</td> </tr> <tr> <td>Q</td> <td>85</td> <td>82</td> <td>8</td> </tr> <tr> <td>R</td> <td>12</td> <td>15</td> <td>12</td> </tr> <tr> <td>S</td> <td>74</td> <td>80</td> <td>7</td> </tr> <tr> <td>T</td> <td>55</td> <td>55</td> <td>6</td> </tr> </table>	Commodity	Base year price	Current year price	Weight	P	23	25	5	Q	85	82	8	R	12	15	12	S	74	80	7	T	55	55	6	07	CO2	K5
Commodity	Base year price	Current year price	Weight																									
P	23	25	5																									
Q	85	82	8																									
R	12	15	12																									
S	74	80	7																									
T	55	55	6																									
7	Explain Chi-square test for goodness of fit.	07	CO5	K2																								
Section C (Answer any TWO out of FOUR) - 30 Marks (Each question Carry 15 Marks)																												
Q. No.	QUESTIONS	Marks	COs	KI																								
8	What do you understand by measures of dispersion? Explain Mean deviation and Standard deviation.	15	CO1	K2																								
9	Find the value of Karl Pearson's coefficient of correlation for the following bivariate data: <table border="1" style="margin-left: 20px;"> <tr> <td>X</td> <td>12</td> <td>15</td> <td>18</td> <td>20</td> <td>22</td> <td>23</td> <td>25</td> <td>28</td> <td>30</td> </tr> <tr> <td>Y</td> <td>18</td> <td>20</td> <td>22</td> <td>23</td> <td>22</td> <td>25</td> <td>28</td> <td>27</td> <td>30</td> </tr> </table>	X	12	15	18	20	22	23	25	28	30	Y	18	20	22	23	22	25	28	27	30	15	CO1	K5				
X	12	15	18	20	22	23	25	28	30																			
Y	18	20	22	23	22	25	28	27	30																			
10	What do you mean by components of time series? Explain each such component.	15	CO2	K2																								
11	A discrete random variable X has the following probability distribution: <table border="1" style="margin-left: 20px;"> <tr> <td>x</td> <td>0</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>p(x)</td> <td>k</td> <td>3k</td> <td>5k</td> <td>7k</td> <td>9k</td> <td>11k</td> <td>13k</td> </tr> </table>	x	0	1	2	3	4	5	6	p(x)	k	3k	5k	7k	9k	11k	13k	15	CO3	K5								
x	0	1	2	3	4	5	6																					
p(x)	k	3k	5k	7k	9k	11k	13k																					
(i) Evaluate k (ii) Find mean and variance.																												

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

CO1	Introduction to Digital Advertising and Social Media, Outbound Marketing Fundamentals, Paid Advertising Platforms Overview, Creating Effective Ad Campaigns, The Social Media Landscape, Social Media Marketing Strategies
CO2	Crafting Compelling Ads and Content, The Art of Ad Creation, Ad Formats and Visuals, Crafting Engaging Social Media Content, Building Brand Voice and Identity
CO3	Targeting Your Audience and Measuring Success, Targeting Techniques, Advanced Targeting Strategies, Optimizing Your Campaigns
CO4	Digital Marketing Strategy, Developing a Digital Marketing Plan, Social Community Management, The Future of Digital Advertising and Social Media

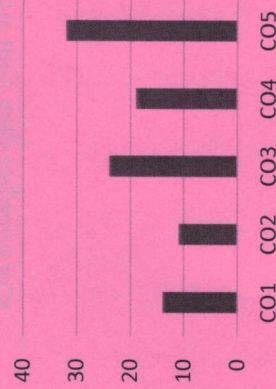
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



[24-11-2025]
END SEM EXAMINATION
School of Commerce & Management

Program	Bachelor of Business Administration [Digital Market]	
Subject Name	Outbound Marketing	
Semester	III	Session Odd, 2025-26
Time: 3 Hour		Year Nov, 2025 *
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	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	Outbound marketing is often referred to as? a) Inbound marketing b) Interruption marketing c) Permission marketing d) Relationship marketing	01	CO1	K2
ii	Which of the following is not a paid advertising platform? a) Google Ads b) Facebook Ads c) Instagram Ads d) Wikipedia	01	CO1	K4
iii	The first step in creating an effective ad campaign is: a) Designing visuals b) Defining objectives c) Choosing hashtags d) Scheduling posts	01	CO1	K1
iv	Which of the following is a short-form video platform? a) LinkedIn b) Tiktok c) Quora d) Pinterest	01	CO1	K2
v	Social media strategies should always include: a) Random posting b) Consistent content planning c) Ignoring analytics d) Only paid promotions	01	CO1	K4
vi	Which ad format allows multiple images or videos in a single ad? a) Banner Ads b) Carousel Ads	01	CO1	K2

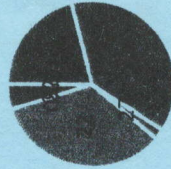
vii	c) Skippable Ads Building a strong brand identity on social media depends on: a) Consistency in voice and visuals b) Posting without planning c) Changing tone every week d) Focusing only on ads d) Display Ads	01	CO2	K2
viii	Which targeting method uses user behavior and online activity? a) Geographic targeting c) Demographic targeting b) Behavioral targeting d) Contextual targeting	01	CO2	K1
ix	A/B testing in digital marketing helps marketers to: a) Delete poor ads b) Compare performance of two ad versions c) Design only visuals d) Increase organic followers	01	CO2	K4
x	Which of these is not a common tool for digital marketers? a) Google Analytics c) Canva b) SEMrush d) Microsoft Word	01	CO3	K4
xi	Social community management focuses mainly on: a) Handling customer queries and engagement b) Designing only visuals c) Paid ads only d) Scheduling emails	01	CO3	K1
xii	Which of the following is considered the future of digital advertising? a) AI-driven personalization c) Door-to-door sales b) Cold calling d) Newspaper classifieds	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	Define outbound marketing. How does it differ from inbound marketing?	07	CO1	K2
3	Explain the importance of setting clear objectives before creating an ad campaign.	07	CO2	K2
4	What role do visuals and ad formats play in engaging the audience on social media?	07	CO3	K1
5	Mention three key techniques of audience targeting in digital advertising.	07	CO3	K6
6	Why is social media analytics important for campaign success?	07	CO4	K2

7	Describe the role of community management in building brand trust.	07	CO5	K4
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss the evolution of social media platforms and explain how this evolution has changed the way businesses advertise digitally.	15	CO1	K5
9	Explain in detail the process of crafting a strong brand voice and identity, and analyze its impact on customer loyalty.	15	CO3	K1
10	Describe the steps involved in developing a complete digital marketing plan, highlighting the role of integration across channels.	15	CO2	K6
11	Evaluate the importance of campaign audits and optimization in digital marketing, with examples of how they help improve ROI.	15	CO3	K3

CO1	Examining and assessing the Debt Market landscape in India
CO2	Identify and distinguish different types of debt instruments and recall the characteristics of debt instrument
CO3	Recognize the utility of debt market to different participants
CO4	Describe important terms and jargons of debt market and debt instruments
CO5	Articulate the concepts of Bond and how bonds are valued

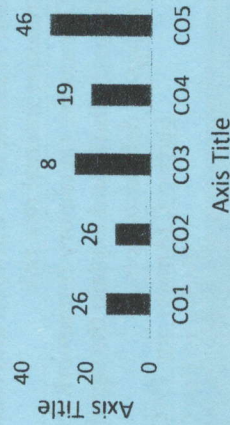
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



[21-11-2025]
END SEM EXAMINATION
School of Commerce & Management

Program	BBA & B. COM [Capital Market]
Subject Name	Fixed Income Securities and Bond Valuation
Semester	III
Session	Odd, 2025-26
Year	Nov, 2025
Time: 3 Hour Max. Marks: 70	<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 Mobile Phones or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will come under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers.</u>
Knowledge Level (KL)	K1: Remembering
	K2: Understanding
	K3: Applying
	K4: Analysing
	K5: Evaluating
	K6: Creating

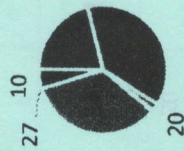
Q.N	QUESTIONS	Marks	COs	KL
i	Credit creation in an economy primarily occurs through the activities of: a) Stock exchanges b) Commercial banks c) Mutual funds d) Insurance companies	01	CO1	K1
ii	Which of the following best describes debt capital? a) Ownership funds raised by issuing shares b) Borrowed funds to be repaid with interest c) Retained earnings of a company d) Short-term trade credit	01	CO1	K1
iii	The primary dealers in the Indian bond market are mainly responsible for: a) Issuing equity shares b) Facilitating government securities trading c) Regulating SEBI guidelines d) Setting monetary policy	01	CO4	K1
iv	Which of the following is NOT a characteristic of debt instruments? a) Fixed maturity period b) Fixed rate of return	01	CO2	K2

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

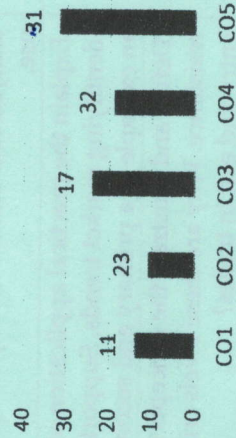
CO1	Describe the fundamental concepts and approaches to trading and speculation concepts
CO2	Identify charts, patterns and indicators that assist in prediction of price direction
CO3	Appreciate the need of analysis for trading in various markets
CO4	Assess the concepts of Candlestick Analysis
CO5	Implement trading techniques using technical analysis

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6



ARKA JAIN University
Jharkhand



[19-11-2025]
END SEM EXAMINATION
School of Commerce & Management

Program	Bachelor of Business Administration [Capital Market]		
Subject Name	Introduction to Technical Analysis		
Semester	III	Session	Odd, 2025-26
		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</u> 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
i	Which of the following is not a key financial market for trading? a) Equity market b) Commodity market c) Currency market d) Real estate market	01	CO1	K1
ii	Technical analysis is primarily based on: a) Company financial statements b) Historical price and volume data c) Macroeconomic indicators d) Management quality	01	CO1	K1 K2
iii	Which statement best differentiates trading from gambling? a) Trading is speculative but uses analysis; gambling is pure chance b) Gambling ensures profit with skill c) Trading requires no strategy d) Gambling always has lower risk than trading	01	CO1	K2
iv	Which of the following is a key principle of Dow Theory? a) Price discounts everything b) Market trends are random	01	CO5	K1 K2

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

Q. No.	QUESTIONS	Marks	COs	KI
2	Explain the differences between trading, speculating, and gambling. How does margin funding support trading opportunities in financial markets?	07	CO1	K1 K2
3	Compare and contrast fundamental analysis and technical analysis. Highlight situations where technical analysis provides a trading edge.	07	CO3	K3 K4
4	Describe the important trading rules and psychological aspects a trader must follow to manage risk and maintain discipline.	07	CO5	K2 K4
5	Evaluate the strengths and weaknesses of technical analysis and discuss the key assumptions behind its use.	07	CO3	K4 K5
6	Explain the practical application of Dow Theory in identifying market trends. Support your answer with an example of a primary and secondary trend.	07	CO5	K3 K4
7	Define and illustrate the concepts of support and resistance. Why are these levels critical for planning entry and exit in trades?	07	CO2	K3 K5

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

Q. No.	QUESTIONS	Marks	COs	KI
8	Discuss in detail different types of candlestick patterns (such as Doji, Hammer, Engulfing, Shooting Star). Explain how these patterns can be used to predict market reversals with real market examples.	15	CO4	K3 K4 K5
9	Identify and explain major price patterns including Head and Shoulder, Double Top, Double Bottom, and Rounded Bottom. Evaluate their reliability in forecasting future price movements.	15	CO4	K3 K4 K5
10	Elaborate on various technical indicators and oscillators such as Moving Averages, RSI, and MACD. How can a trader combine these tools to develop a profitable trading strategy?	15	CO5	K4 K5 K6
11	Critically analyze the application of Gap Theory in market trading. Explain different types of gaps (Breakaway, Runaway, Exhaustion, Island) with diagrams and assess their significance in decision-making.	15	CO2	K4 K5 K6

v	c) Fundamentals drive all movements d) Indicators are irrelevant The candlestick pattern showing a small body with long upper and lower shadows is known as: a) Doji b) Hammer c) Shooting Star d) Spinning Top	01	CO4	K1
vi	In technical analysis, a support level represents: a) A price level where buying interest is strong b) The highest price of the day c) A level where selling pressure dominates d) The average market price	01	CO3	K1 K2
vii	The formation of two consecutive peaks of approximately the same price level indicates which pattern? a) Double Bottom b) Double Top c) Head and Shoulder d) Island Gap	01	CO4	K1
viii	A breakaway gap usually signals: a) Trend continuation at the end of a trend b) Start of a new trend after consolidation c) Temporary price pause d) Price correction	01	CO3	K1 K2
ix	Which moving average gives more weight to recent prices? a) Simple Moving Average (SMA) b) Exponential Moving Average (EMA) c) Weighted Average Cost of Capital d) Linear Moving Average	01	CO2	K1 K2
x	RSI (Relative Strength Index) is used to identify: a) Company profitability b) Market overbought and oversold conditions c) Dividend yield d) Interest rate risk	01	CO5	K1 K2
xi	The key difference between fundamental and technical analysis is: a) Technical analysis focuses on past data, fundamental on intrinsic value b) Fundamental analysis ignores macroeconomics c) Technical analysis is only for commodities d) Both require no data interpretation	01	CO1	K1 K2
xii	The psychological factor that often leads traders to hold losing positions longer is: a) Risk-reward ratio b) Overconfidence bias c) Support resistance bias d) Margin trading	01	CO3	K1 K2

ix	Managerial accounting provides information to the management via which it can take correct decisions - (true or false).	01	CO1	K2
x	COGS is the cost of goods sold - (true or false).	01	CO3	K2
xi	Gross margin is the same as gross profit- (True or false).	01	CO3	K4
xii	A comparative statement shows the percentage change in a financial statement - (true or false).	01	CO2	K3

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

Q. No.	QUESTIONS	Marks	COs	KI
2	What are the different kinds/ bifurcation of ratios - explain each kind.	07	CO3	K1
3	Opening stock is Rs 10,000, Purchase is Rs 50,000, Sale is Rs 2,00,000, Wages is Rs 40,000, Closing stock is Rs 20,000. Calculate the Gross Margin.	07	CO3	K3
4	Stock of Raw material is Rs 10,000, Finished Goods is Rs 50,000, debtors is Rs 70,000 , Cash is Rs 10,000, bank is Rs 50,000 sundry creditors is Rs 1,00,000 , Bill payable is Rs 50,000. Calculate the current ration and quick ration - comment on the same.	07	CO3	K3
5	Explain the process of making fund flow statement- which statements are required to be prepared?	07	CO4	K2
6	Explain the process of preparing the cash flow statements - do you start with PBT or PAT	07	CO4	K2
7	What is the difference between a cash flow and fund flow statement?	07	CO4	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 profitability ratios - Gross Profit ratio / Net Profit ratio / operation profit ratio/ operating expense ratio and Earning per share ratio	15	O3	K4								
9	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">2020</th> </tr> </thead> <tbody> <tr> <td>liability</td> <td>Assets</td> </tr> <tr> <td>Capital</td> <td>Plant Machinery 80,000</td> </tr> <tr> <td>Loans</td> <td>Land and Building 50,000</td> </tr> </tbody> </table>	2020		liability	Assets	Capital	Plant Machinery 80,000	Loans	Land and Building 50,000	15	Co2	K5
2020												
liability	Assets											
Capital	Plant Machinery 80,000											
Loans	Land and Building 50,000											

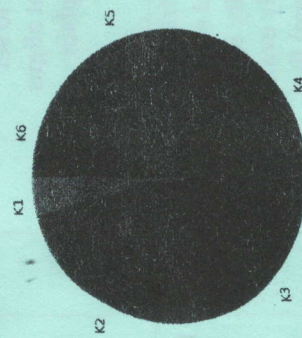
10	Make a statement of working capital changes. Explain the inventory turnover ratios.	15	CO3	K2																																				
11	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2">2021</th> <th colspan="2">2024</th> </tr> <tr> <th>liability</th> <th>Assets</th> <th>liability</th> <th>Assets</th> </tr> </thead> <tbody> <tr> <td>Capital</td> <td>Plant Machinery 1,75,000</td> <td>Capital</td> <td>Plant Machinery 1,00,000</td> </tr> <tr> <td>Loans</td> <td>Land and Building 75,000</td> <td>Loans</td> <td>Land and Building 50,000</td> </tr> <tr> <td>bill payable</td> <td>Furniture and fixture 30,000</td> <td></td> <td>Furniture and fixture 20,000</td> </tr> <tr> <td>Creditors</td> <td>Cash 1,20,000</td> <td>Creditors</td> <td>Cash 75,000</td> </tr> <tr> <td></td> <td>Bank 40,000</td> <td></td> <td>Bank 30,000</td> </tr> <tr> <td></td> <td>Debtors 50,000</td> <td></td> <td>Debtors 50,000</td> </tr> <tr> <td></td> <td></td> <td></td> <td>2,75,000</td> </tr> </tbody> </table>	2021		2024		liability	Assets	liability	Assets	Capital	Plant Machinery 1,75,000	Capital	Plant Machinery 1,00,000	Loans	Land and Building 75,000	Loans	Land and Building 50,000	bill payable	Furniture and fixture 30,000		Furniture and fixture 20,000	Creditors	Cash 1,20,000	Creditors	Cash 75,000		Bank 40,000		Bank 30,000		Debtors 50,000		Debtors 50,000				2,75,000	15	Co4	K5
2021		2024																																						
liability	Assets	liability	Assets																																					
Capital	Plant Machinery 1,75,000	Capital	Plant Machinery 1,00,000																																					
Loans	Land and Building 75,000	Loans	Land and Building 50,000																																					
bill payable	Furniture and fixture 30,000		Furniture and fixture 20,000																																					
Creditors	Cash 1,20,000	Creditors	Cash 75,000																																					
	Bank 40,000		Bank 30,000																																					
	Debtors 50,000		Debtors 50,000																																					
			2,75,000																																					

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

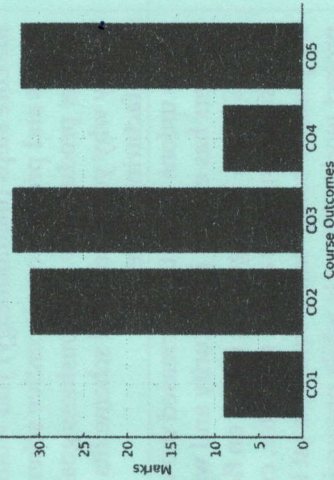
CO1	Understand the fundamentals and evolution of Human Resource Management.
CO2	Learn recruitment, selection, training & development processes.
CO3	Apply methods of performance appraisal, wage & salary administration.
CO4	Analyze work environment, trade unions, and employee participation in management.
CO5	Evaluate industrial relations, dispute settlement mechanisms, and HR laws.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution - HRM



Course Outcome Wise Marks Distribution - HRM



ARKA JAIN University
Jharkhand



[28-11-2025]
END SEM EXAMINATION
School of Commerce & Management

Program	BBA & B.COM
Subject Name	Human Resource Management
Semester	III
Time: 3 Hour	
Max. Marks : 70	
Knowledge Level (KL)	

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.

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

Q. N	QUESTIONS	Marks	COs	KL
1				
i	Personnel Management and HRM mainly differ in: a) Strategic vs administrative focus b) Short-term vs Long-term focus c) People as resources vs people as tools d) All of the above	01	CO1	KL1
ii	Human Resource Planning ensures: a) Surplus manpower b) Right people at the right job at the right time c) Minimum wages d) Industrial relations	01	CO1	KL2
iii	Which is not a source of recruitment? a) Job portals b) Campus placement c) Training programs d) Employee referrals	01	CO2	KL1
iv	Tests used in selection include: a) Aptitude test b) Medical test c) Psychological test d) All of the above	01	CO3	KL2
v	A systematic attempt to promote learning is: a) Training b) Appraisal c) Promotion d) Compensation	01	CO2	KL3

vi	Which is not a method of performance appraisal? a) 360-degree appraisal b) Rating scale c) Paired comparison d) Job rotation	01	CO3	KL4
vii	Wage fixation is based on: a) Job evaluation b) Supply and demand c) Government regulations d) All of the above	01	CO3	KL1
viii	Fatigue and monotony can be reduced by: a) Job rotation b) Rest pauses c) Work enrichment d) All of the above	01	CO4	KL1
ix	The main function of a trade union is: a) Profit maximization b) Safeguarding worker interests c) Increasing taxation d) Promoting employer profit	01	CO3	KL2
x	Which is not a method of workers' participation in management? a) Joint Management Councils b) Works committees c) Collective bargaining d) Grievance redressal	01	CO4	KL3
xi	Arbitration in industrial disputes means: a) Third-party makes a binding decision b) Parties negotiate directly c) Strike and lockout d) Conciliation attempt only	01	CO5	KL5
xii	The Factories Act primarily deals with: a) Safety, health, and welfare b) Wages c) Bonus d) Appraisal	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	A mid-size firm historically used a personnel approach (administrative hiring, fixed job descriptions). Over five years it faced high attrition and poor strategic alignment. As HR head, critically analyse how the evolution to a strategic HRM model would address these problems. Propose three changes you would implement first and justify their likely impact.	07	CO1	KL4
3	Explain the recruitment process and selection methods used in organizations.	07	CO2	KL2
4	A company is choosing between a graphic rating scale and a 360-degree appraisal. Build an argument (for a medium-sized professional services firm) that weighs reliability, validity, cost, and behavioural change	07	CO3	KL5

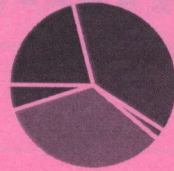
5	potential; then recommend which method to adopt and how to mitigate its main weakness. A start-up must recruit 50 developers in 6 months. They can choose between heavy campus hiring, employee referrals, online portals, or outsourcing to a staffing agency. Evaluate the pros and cons of each source for this scenario and recommend a blended recruitment strategy (with rationale and one contingency if the preferred channel underperforms).	07	CO2	KL4
6	Given limited financial resources, a manufacturing firm must design a wage structure that balances internal equity and external competitiveness. Design the core steps (methodology) you would use to set wages and propose one incentive scheme that aligns worker productivity with business goals. Explain briefly why your proposed scheme fits the manufacturing context.	07	CO4	KL6
7	Trade unions claim that increased use of contract workers has eroded job security and wages at a large FMCG plant. Management insists on flexibility to meet demand swings. As an HR mediator, critically evaluate the possible compromise solutions (at least two) that protect worker interests while preserving operational flexibility. Discuss likely barriers to implementation.	07	CO3	KL4
Section C (Answer any TWO out of FOUR) - 30 Marks (Each question Carry 15 Marks)				
Q No.	QUESTIONS	Marks	COs	KL
8	Critically evaluate the contrast between Personnel Management and Human Resource Management with suitable examples.	15	CO3	KL5
9	Design a recruitment and training strategy for a multinational company planning expansion in India.	15	CO1	KL4
10	"Performance appraisal and wage administration are interlinked." Discuss with reference to job evaluation and incentive schemes.	15	CO5	KL2
11	Examine the Industrial Disputes Act and Factories Act. How do they ensure industrial safety and fair relations?	15	CO3	KL3

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

CO1	Develop an understanding about Marketing, its importance and various functions.
CO2	Understand different Market segments and accordingly formulate the STP for the product.
CO3	Should be able to identify the marketing Mix and Understand the Product concept and should be able to analyze the Product life cycle for each.
CO4	Develop an understanding of the various pricing strategies used by firms and its effect on sales.
CO5	Understand the Promotional mix and develop an understanding for various distribution techniques used by Marketers.

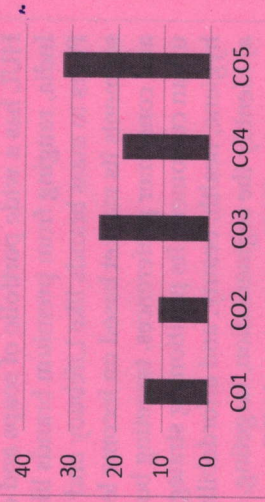
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



[24-11-2025]
END SEM EXAMINATION
 School of Commerce & Management

Program	Bachelor of Business Administration [Regular & CM]	
Subject Name	Marketing Management	Session Odd, 2025-26
Semester	III	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 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. N1	QUESTIONS	Marks	COs	KL
i	Marketing mix is popularly known as: a) 3Ps b) 4Ps c) 5Ps d) 6Ps	01	CO3	K1
ii	Which of the following is NOT a feature of services? a) Intangibility b) Perishability c) Tangibility d) Heterogeneity	01	CO1	K3
iii	The first step in market research is: a) Problem identification b) Data collection c) Data analysis d) Report preparation	01	CO1	K2
iv	The introduction, growth, maturity, and decline stages belong to: a) Marketing Mix b) Product Life Cycle c) Pricing objectives d) Segmentation	01	CO3	K2
v	Read the assertion and its reason and choose the correct option: Assertion (A): Pricing plays a role in consumer perception. Reason (R): Lower prices always mean higher demand. a) A true, R true, R explains A b) A true, R true, R does not explain A c) A true, R false	01	CO4	K4

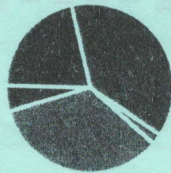
vi	d) A false, R true "Patanjali" became a major FMCG player primarily through: a) Aggressive promotion b) Unique product quality c) Nationalist positioning d) All of the above	01	CO5	K3
vii	Which company disrupted India's telecom pricing with free voice calls and cheap data? a) Airtel b) Vodafone c) Reliance Jio d) BSNL	01	CO4	K2
viii	A company using multiple channels like wholesalers, retailers, and online platforms is engaging in: a) Product diversification b) Integrated marketing communication c) Multi-channel distribution d) Price adaptation	01	CO3	K1
ix	The process of introducing a new product in the market is called: a) Product Life Cycle b) Product Mix c) New Product Development d) Market Targeting	01	CO3	K1
x	Which of the following is a product classification? a) Convenience product b) Discount strategy c) Communication mix d) Segmentation base	01	CO1	K2
xi	Market segmentation divides a market into: a) Products b) Price points c) Distinct customer groups d) Channels	01	CO2	K1
xii	Marketing is primarily concerned with: a) Customer satisfaction b) Production only c) Profit maximization only d) Employee welfare	01	CO2	K1
Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Differentiate between "Marketing of Products" and "Marketing of Services."	07	CO1	K1
3	Explain any four features of markets. What are the components of the marketing mix?	07	CO3	K2
4	Explain the role of market research in decision making.	07	CO1	K3
5	List the elements of the promotion mix. Write two advantages of market segmentation.	07	CO2	K1

6	Define marketing and explain its importance in business.	07	CO1	K1
7	Evaluate Patanjali's distribution strategy and explain why it challenged established FMCG brands.	07	CO5	K4
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss different pricing strategies and explain how Reliance Jio changed pricing dynamics in the Indian telecom industry.	15	CO4	K5
9	Explain the concept of the marketing mix. How does Amazon.com apply the 4Ps in its strategy?	15	CO3	K1
10	Explain the concept of product life cycle (PLC). Give an example of a product in each stage.	15	CO3	K2
11	Read the case given below and answer the question that follows: HUL has a wide portfolio of soaps and detergents in India, ranging from premium brands like Dove and Pears to mass brands like Lifebuoy and Wheel. HUL segments its market based on income levels, lifestyle, and consumer preferences, targeting both rural and urban customers. Its positioning strategies highlight hygiene, health, beauty, and affordability. a) Identify the segmentation, targeting, and positioning (STP) strategies of HUL. b) How has STP contributed to HUL's success in the soaps and detergents market?	15	CO2	K6

CO- Course Outcomes,	KL- Knowledge Level,	PO – Program Outcome
CO1	Develop an understanding about Marketing, its importance and various functions.	
CO2	Understand different Market segments and accordingly formulate the STP for the product.	
CO3	Should be able to identify the marketing Mix and Understand the Product concept and should be able to analyze the Product life cycle for each.	
CO4	Develop an understanding of the various pricing strategies used by firms and its effect on sales.	
CO5	Understand the Promotional mix and develop an understanding for various distribution techniques used by Marketers.	

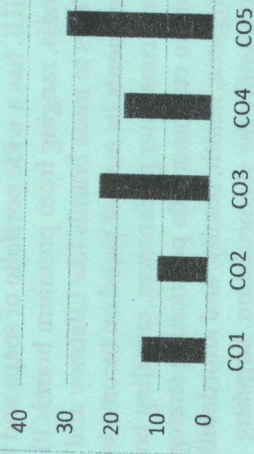
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



JGI		ARKA JAIN University Jharkhand		NAAC GRADE A ACCREDITED UNIVERSITY		[24-11-2025] END SEM EXAMINATION School of Commerce & Management	
Program	Bachelor of Business Administration	[Regular & CM]		Session	Odd, 2025-26	Year	Nov, 2025
Subject Name	Marketing Management						
Semester	III						
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</u> of the Papers. 						
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. N1	QUESTIONS	Marks	COs
i	Marketing mix is popularly known as: a) 3Ps b) 4Ps c) 5Ps d) 6Ps	01	CO3 K1
ii	Which of the following is NOT a feature of services? a) Intangibility b) Perishability c) Tangibility d) Heterogeneity	01	CO1 K3
iii	The first step in market research is: a) Problem identification b) Data collection c) Data analysis d) Report preparation	01	CO1 K2
iv	The introduction, growth, maturity, and decline stages belong to: a) Marketing Mix b) Product Life Cycle c) Pricing objectives d) Segmentation	01	CO3 K2
v	Read the assertion and its reason and choose the correct option: Assertion (A): Pricing plays a role in consumer perception. Reason (R): Lower prices always mean higher demand. a) A true, R true, R explains A b) A true, R true, R does not explain A c) A true, R false	01	CO4 K4

vi	d) A false, R true "Patanjali" became a major FMCG player primarily through: a) Aggressive promotion b) Unique product quality c) Nationalist positioning d) All of the above	01	CO5	K3
vii	Which company disrupted India's telecom pricing with free voice calls and cheap data? a) Airtel b) Vodafone c) Reliance Jio d) BSNL	01	CO4	K2
viii	A company using multiple channels like wholesalers, retailers, and online platforms is engaging in: a) Product diversification b) Integrated marketing communication c) Multi-channel distribution d) Price adaptation	01	CO3	K1
ix	The process of introducing a new product in the market is called: a) Product Life Cycle b) Product Mix c) New Product Development d) Market Targeting	01	CO3	K1
x	Which of the following is a product classification? a) Convenience product b) Discount strategy c) Communication mix d) Segmentation base	01	CO1	K2
xi	Market segmentation divides a market into: a) Products b) Price points c) Distinct customer groups d) Channels	01	CO2	K1
xii	Marketing is primarily concerned with: a) Customer satisfaction b) Production only c) Profit maximization only d) Employee welfare	01	CO2	K1
Section B (Answer any FOUR out of SIX) - 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Differentiate between "Marketing of Products" and "Marketing of Services."	07	CO1	K1
3	Explain any four features of markets. What are the components of the marketing mix?	07	CO3	K2
4	Explain the role of market research in decision making.	07	CO1	K3
5	List the elements of the promotion mix. Write two advantages of market segmentation.	07	CO2	K1

6	Define marketing and explain its importance in business.	07	CO1	K1
7	Evaluate Patanjali's distribution strategy and explain why it challenged established FMCG brands.	07	CO5	K4
Section C (Answer any TWO out of FOUR) - 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss different pricing strategies and explain how Reliance Jio changed pricing dynamics in the Indian telecom industry.	15	CO4	K5
9	Explain the concept of the marketing mix. How does Amazon.com apply the 4Ps in its strategy?	15	CO3	K1
10	Explain the concept of product life cycle (PLC). Give an example of a product in each stage.	15	CO3	K2
11	Read the case given below and answer the question that follows: HUL has a wide portfolio of soaps and detergents in India, ranging from premium brands like Dove and Pears to mass brands like Lifebuoy and Wheel. HUL segments its market based on income levels, lifestyle, and consumer preferences, targeting both rural and urban customers. Its positioning strategies highlight hygiene, health, beauty, and affordability. a) Identify the segmentation, targeting, and positioning (STP) strategies of HUL. b) How has STP contributed to HUL's success in the soaps and detergents market?	15	CO2	K6

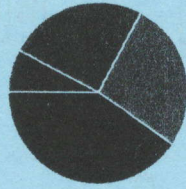
CO- Course Outcomes, KL- Knowledge Level, PO – Program Outcome

CO1	The students will be able to compute several statistical measures and analyse any given bivariate data.
CO2	The students will be able to acquire knowledge of time series, factors or components responsible for fluctuations in a time series and methods of measuring important components of time series.
CO3	The students will be able to deal with the work of computing probability in different situations and they will also be familiar with important sampling methods and sampling distributions.
CO4	The students will be able to apply Statistical Inference Techniques in Decision making.
CO5	The students will be able to draw samples from some given population and apply suitable Statistical Tests of Significance.

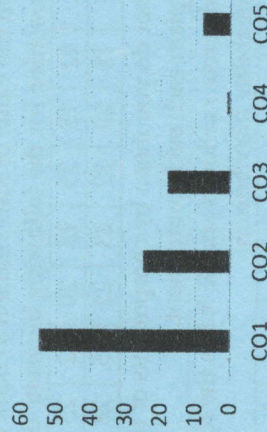
GRAPHICAL REPRESENTATION

Bloom's level wise Marks distribution

■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6



Course outcome wise Marks distribution



ARKA JAIN University
Jharkhand



[21-11-2025]
END SEM EXAMINATION
School of Commerce and Management

Program	Bachelor of Business Administration	[Regular & DM]
Subject Name	Statistics In Business Decisions	Session
Semester	III	Year
	<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>. 	Odd, 2025-26
Time: 3 Hour		Nov, 2025
Max. Marks : 70		
Knowledge Level (KL)	K1 : Remembering K2 : Understanding	K3 : Applying K4 : Analysing
		K5 : Evaluating K6 : Creating

Q.N	QUESTIONS	Marks	COs	KL
i	The median of the first ten even natural numbers is (a) 10 (b) 11 (c) 12 (d) None of these	01	CO1	K5
ii	Quartile Deviation is a measure of (a) Quartile (b) Central Tendency (c) Dispersion (d) None of these	01	CO1	K1
iii	For a bivariate data, Karl Pearson's coefficient of correlation is (- 0.98). Then the two variables of the bivariate data are taken as (a) Perfectly correlated (b) Highly correlated (c) Highly negatively correlated (d) None of these	01	CO1	K1
iv	On the basis of a given bivariate data we need to estimate the value of X for some given value of Y. Then the required line of regression must be (a) Y on X (b) X on Y (c) Any one of (a) and (b) (d) None of these	01	CO1	K2
v	In usual notations, the formula $(\sum p_1 w / \sum p_0 w) \times 100$ is (a) Paasche's method (b) Simple aggregative method (c) Fisher's method (d) Weighted aggregative method	01	CO2	K1

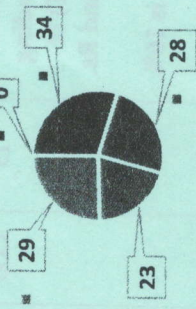
vi	The graph of any given time series is usually (a) A straight line (b) a zig-zag curve (c) a parabola (d) None of these	01	CO2	K2																
vii	Which one of the following is taken as an ideal index number? (a) Lalpeyre's index (b) Paasche's index (c) Fisher's index (d) None of these	01	CO2	K2																
viii	The probability of getting a sum of 8 points when two dice are thrown together is (a) $1/6$ (b) $5/36$ (c) $2/9$ (d) none of these	01	CO3	K5																
ix	In usual notations, n and p are the parameters of (a) Normal distribution (b) Poisson's distribution (c) Binomial distribution (d) None of these	01	CO3	K1																
x	Systematic sampling is a case of (a) Purposive sampling (b) Probability sampling (c) Non-probability sampling (d) None of these	01	CO3	K2																
xi	An alternative hypothesis is always (a) Similar in sense to the null hypothesis (b) Opposite in sense to the null hypothesis (c) Similar or opposite in sense to the null hypothesis (d) None of these	01	CO4	K2																
xiii	t - test is a case of (a) Chi-square test (b) Large sample test (c) Small sample test (d) None of these	01	CO5	K2																
Section B (Answer any FOUR out of SIX) - 28 Marks (Each question Carry 07 Marks)																				
Q. No.	QUESTIONS	Marks	COs	KI																
2	What are the requisites of a good measure of central tendency? Which one among Mean, Median and Mode do you consider to be the best and why?	07	CO1	K4																
3	Find median from the following data: <table border="1" style="margin-left: 20px;"> <tr> <td>Value</td> <td>12</td> <td>15</td> <td>17</td> <td>21</td> <td>23</td> <td>25</td> <td>30</td> </tr> <tr> <td>frequency</td> <td>5</td> <td>12</td> <td>27</td> <td>40</td> <td>31</td> <td>12</td> <td>3</td> </tr> </table>	Value	12	15	17	21	23	25	30	frequency	5	12	27	40	31	12	3	07	CO1	K5
Value	12	15	17	21	23	25	30													
frequency	5	12	27	40	31	12	3													
4	What do you understand by Rank Correlation? How it is different from simple correlation? Write down Spearman's formula for rank correlation coefficient.	07	CO1	K4																
5	The mean of a binomial distribution is 2 and its variance is $3/2$. Obtain the values of the two parameters.	07	CO3	K5																

6	For the data is given below, compute price index by weighted aggregative method: <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>Commodity</th> <th>Base year price</th> <th>Current year price</th> <th>Weight</th> </tr> </thead> <tbody> <tr> <td>P</td> <td>23</td> <td>25</td> <td>5</td> </tr> <tr> <td>Q</td> <td>85</td> <td>82</td> <td>8</td> </tr> <tr> <td>R</td> <td>12</td> <td>15</td> <td>12</td> </tr> <tr> <td>S</td> <td>74</td> <td>80</td> <td>7</td> </tr> <tr> <td>T</td> <td>55</td> <td>55</td> <td>6</td> </tr> </tbody> </table>	Commodity	Base year price	Current year price	Weight	P	23	25	5	Q	85	82	8	R	12	15	12	S	74	80	7	T	55	55	6	07	CO2	K5
Commodity	Base year price	Current year price	Weight																									
P	23	25	5																									
Q	85	82	8																									
R	12	15	12																									
S	74	80	7																									
T	55	55	6																									
7	Explain Chi-square test for goodness of fit.	07	CO5	K2																								
Section C (Answer any TWO out of FOUR) - 30 Marks (Each question Carry 15 Marks)																												
Q. No.	QUESTIONS	Marks	COs	KI																								
8	What do you understand by measures of dispersion? Explain Mean deviation and Standard deviation.	15	CO1	K2																								
9	Find the value of Karl Pearson's coefficient of correlation for the following bivariate data: <table border="1" style="margin-left: 20px;"> <tr> <td>X</td> <td>12</td> <td>15</td> <td>18</td> <td>20</td> <td>22</td> <td>23</td> <td>25</td> <td>28</td> <td>30</td> </tr> <tr> <td>Y</td> <td>18</td> <td>20</td> <td>22</td> <td>23</td> <td>22</td> <td>25</td> <td>28</td> <td>27</td> <td>30</td> </tr> </table>	X	12	15	18	20	22	23	25	28	30	Y	18	20	22	23	22	25	28	27	30	15	CO1	K5				
X	12	15	18	20	22	23	25	28	30																			
Y	18	20	22	23	22	25	28	27	30																			
10	What do you mean by components of time series? Explain each such component.	15	CO2	K2																								
11	A discrete random variable X has the following probability distribution: <table border="1" style="margin-left: 20px;"> <tr> <td>x</td> <td>0</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> <tr> <td>p(x)</td> <td>k</td> <td>3k</td> <td>5k</td> <td>7k</td> <td>9k</td> <td>11k</td> <td>13k</td> </tr> </table>	x	0	1	2	3	4	5	6	p(x)	k	3k	5k	7k	9k	11k	13k	15	CO3	K5								
x	0	1	2	3	4	5	6																					
p(x)	k	3k	5k	7k	9k	11k	13k																					
(i) Evaluate k (ii) Find mean and variance.																												

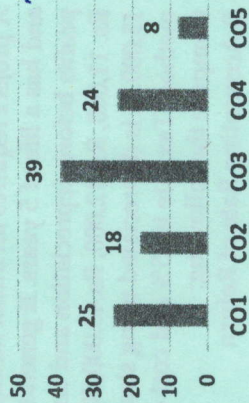
CO1	To help the student gain basic idea on the importance of financial management in an organization.
CO2	To provide a first-hand experience to students in understanding the concept of time value of money and its importance
CO3	Develop decision making capabilities amongst students with the help of various capital budgeting techniques.
CO4	To make the students analyze the importance of leverage in organizational capital structure planning.
CO5	To enable students to gain brief knowledge on cash management, its objectives and the method of preparing a cash budget.

GRAPHICAL REPRESENTATION

Bloom's Level Wise Marks Distribution



Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



[19-11-2025]
END SEM EXAMINATION
School of Commerce & Management

Program	Bachelor of Business Administration [DM & Regular]	
Subject Name	Financial Management	
Semester	III	Session Odd, 2025-26 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 Unfair Means and will Result in the Cancellation of the Papers. 	
Knowledge Level (KL)	K1 : Remembering	K5 : Evaluating
	K2 : Understanding	K6 : Creating

Q. N1	QUESTIONS	Marks	COs	KL
i	For an organization, shareholders are _____: a) External b) Internal c) Both d) None of the above	01	CO1	K1
ii	The following is not the role of a finance manager: a) Fund Raising b) Fund Allocation c) Procuring raw material d) None of the above	01	CO1	K2
iii	Investment decision in an organization is about purchasing long term assets: a) Yes b) No c) Maybe d) None of the above	01	CO1	K2
iv	Inflation is the only reason to follow Time Value of Money: a) Yes b) No c) Maybe d) None of the above	01	CO2	K2
v	While using discounting technique, it is advised to calculate: a) Present Value b) Future Value c) Perpetuity d) Annuity	01	CO2	K1
vi	This is a limitation of the Accounting Rate of Return method: a) Based on the concept of Cash Flows b) Based on the concept of Accounting Profits	01	CO3	K2

vii	c) Expressed in percentage terms d) None of the above Internal Rate of Return is applicable only when: a) $NPV > 1$ b) $NPV < 1$ c) $NPV = 1$ d) NPV = 0	01	CO3	K3
viii	In case of Annuity Due, cash flows occur at the _____ of each period: a) Middle b) Beginning c) End d) None of the above	01	CO2	K1
ix	In case of using the compounding techniques, we calculate the: a) Present Value b) Future Value c) Annuity d) None of the above	01	CO2	K1
x	Operating Leverage gives rise to _____ risk: a) Economic b) Business c) Financial d) Strategic	01	CO4	K3
xi	Total Risk of a company is captured by: a) Financial Leverage b) Operating Leverage c) Combined Leverage d) None of the above	01	CO4	K1
xii	Speculative Motive in cash management implies: a) Investing in unexpected projects b) Investing in planned projects c) Investing in long term d) None of the above	01	CO5	K2
Section B (Answer any FOUR out of SIX) - 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Discuss about the nature and scope of financial management.	07	CO1	K1
3	Mr. X deposits Rs. 2,00,000 on 1 st January, 2016 in a Bank at 12% p.a. rate of interest compounded annually for one year. Find out the effective annualised rate of interest and Future Value of the deposit as on 31 st December, 2016.	07	CO2	K3
4	Explain the relevance of Time Value of Money.	07	CO2	K1
5	"The payback period is more a method of liquidity rather than profitability." Give your viewpoints.	07	CO3	K4
6	A firm has sales of Rs. 15,00,000, Variable Cost of Rs. 40,000 and Fixed Cost of Rs. 1,20,000. It has a	07	CO4	K4

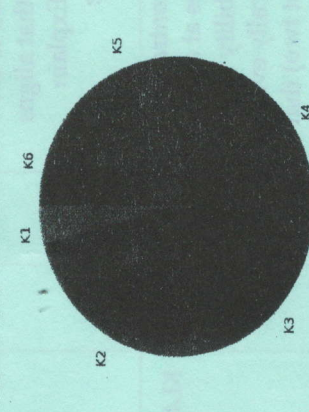
7	debt of Rs. 9,00,000 at 9% p.a. and Equity Capital of Rs. 11,00,000. i) What is the firm's return on investment? ii) Calculate the Operating and Financial Leverage of the firm. iii) If the sales drop to Rs. 8,00,000, what will be the new EBIT? What are the various motives of handling cash?	07	CO5	K2
Section C (Answer any TWO out of FOUR) - 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the various objectives of Financial Management in detail.	15	CO1	K1
9	A project requires an initial outlay of Rs. 50,000 and has a life of 5 years. It generates year ending profits before depreciation and taxes (PBDT) of Rs. 11,000, Rs. 12,000, Rs. 48,000, Rs. 60,000 and Rs. 15,000. It is depreciated using straight line method. Tax rate is 35% and cost of capital is 16%. Compute the following: i) Accounting Rate of Return ii) Payback Period iii) Net Present Value iv) Profitability Index	15	CO3	K3
10	"NPV method ensures maximization of wealth of the shareholders in the long run." Elaborate.	15	CO3	K4
11	Explain the different types of Leverage with relevant examples.	15	CO4	K2

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

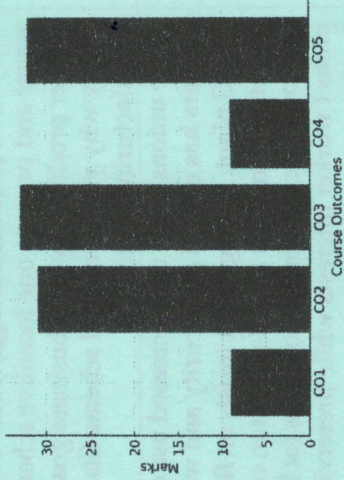
CO1	Understand the fundamentals and evolution of Human Resource Management.
CO2	Learn recruitment, selection, training & development processes.
CO3	Apply methods of performance appraisal, wage & salary administration.
CO4	Analyze work environment, trade unions, and employee participation in management.
CO5	Evaluate industrial relations, dispute settlement mechanisms, and HR laws.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution - HRM



Course Outcome Wise Marks Distribution - HRM



[28-11-2025]
END SEM EXAMINATION
School of Commerce &
Management

Program	BBA & B.COM
Subject Name	Human Resource Management
Semester	III
Session	Odd, 2025-26
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 comes 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

Q. N	QUESTIONS	Marks	COs	KL
i	Personnel Management and HRM mainly differ in: a) Strategic vs administrative focus b) Short-term vs Long-term focus c) People as resources vs people as tools d) All of the above	01	CO1	KL1
ii	Human Resource Planning ensures: a) Surplus manpower b) Right people at the right job at the right time c) Minimum wages d) Industrial relations	01	CO1	KL2
iii	Which is not a source of recruitment? a) Job portals b) Campus placement c) Training programs d) Employee referrals	01	CO2	KL1
iv	Tests used in selection include: a) Aptitude test b) Medical test c) Psychological test d) All of the above	01	CO3	KL2
v	A systematic attempt to promote learning is: a) Training b) Appraisal c) Promotion d) Compensation	01	CO2	KL3

vi	Which is not a method of performance appraisal? a) 360-degree appraisal b) Rating scale c) Paired comparison d) Job rotation	01	CO3	KL4
vii	Wage fixation is based on: a) Job evaluation b) Supply and demand c) Government regulations d) All of the above	01	CO3	KL1
viii	Fatigue and monotony can be reduced by: a) Job rotation b) Rest pauses c) Work enrichment d) All of the above	01	CO4	KL1
ix	The main function of a trade union is: a) Profit maximization b) Safeguarding worker interests c) Increasing taxation d) Promoting employer profit	01	CO3	KL2
x	Which is not a method of workers' participation in management? a) Joint Management Councils b) Works committees c) Collective bargaining d) Grievance redressal	01	CO4	KL3
xi	Arbitration in industrial disputes means: a) Third-party makes a binding decision b) Parties negotiate directly c) Strike and lockout d) Conciliation attempt only	01	CO5	KL5
xii	The Factories Act primarily deals with: a) Safety, health, and welfare b) Wages c) Bonus d) Appraisal	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	A mid-size firm historically used a personnel approach (administrative hiring, fixed job descriptions). Over five years it faced high attrition and poor strategic alignment. As HR head, critically analyse how the evolution to a strategic HRM model would address these problems. Propose three changes you would implement first and justify their likely impact.	07	CO1	KL4
3	Explain the recruitment process and selection methods used in organizations.	07	CO2	KL2
4	A company is choosing between a graphic rating scale and a 360-degree appraisal. Build an argument (for a medium-sized professional services firm) that weighs reliability, validity, cost, and behavioural change	07	CO3	KL5

5	potential; then recommend which method to adopt and how to mitigate its main weakness. A start-up must recruit 50 developers in 6 months. They can choose between heavy campus hiring, employee referrals, online portals, or outsourcing to a staffing agency. Evaluate the pros and cons of each source for this scenario and recommend a blended recruitment strategy (with rationale and one contingency if the preferred channel underperforms).	07	CO2	KL4
6	Given limited financial resources, a manufacturing firm must design a wage structure that balances internal equity and external competitiveness. Design the core steps (methodology) you would use to set wages and propose one incentive scheme that aligns worker productivity with business goals. Explain briefly why your proposed scheme fits the manufacturing context.	07	CO4	KL6
7	Trade unions claim that increased use of contract workers has eroded job security and wages at a large FMCG plant. Management insists on flexibility to meet demand swings. As an HR mediator, critically evaluate the possible compromise solutions (at least two) that protect worker interests while preserving operational flexibility. Discuss likely barriers to implementation.	07	CO3	KL4
Section C (Answer any TWO out of FOUR) - 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Critically evaluate the contrast between Personnel Management and Human Resource Management with suitable examples.	15	CO3	KL5
9	Design a recruitment and training strategy for a multinational company planning expansion in India.	15	CO1	KL4
10	"Performance appraisal and wage administration are interlinked." Discuss with reference to job evaluation and incentive schemes.	15	CO5	KL2
11	Examine the Industrial Disputes Act and Factories Act. How do they ensure industrial safety and fair relations?	15	CO3	KL3

2025			
liability	Assets		
Capital	1,75,000	Plant Machinery	1,20,000
Loans	75,000	Land and Building	75,000
Creditors	1,20,000	Furniture and fixture	60,000
		Cash	25,000
		Bank	40,000
		Debtors	50,000
	3,70,000		3,70,000

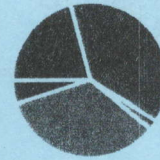
Make a comparative statement.

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

CO1	Basics of managerial accounting
CO2	Understanding Common size and comparative statements and their practical use.
CO3	The importance of Ratio analysis.
CO4	Cash flow and fund flow statements – use and practical applications
CO5	Standard costing – applications.

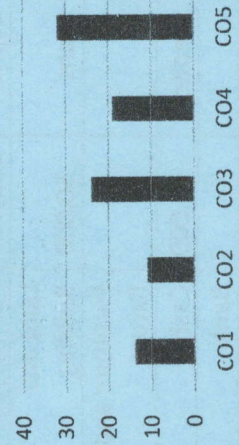
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



[26-11-2025]		END SEM EXAMINATION	
NAAC GRADE A ACCREDITED UNIVERSITY		School of Commerce and Management	
ARKA JAIN University Jharkhand		Bachelor of Business Administration [Regular & DM]	
Program	Bachelor of Business Administration [Regular & DM]	Session	Odd, 2025-26
Subject Name	Managerial Accounting	Year	Nov, 2025
Semester	III		
Time: 3 Hour			
Max. Marks : 70			
	<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 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	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
i	Ideal Current ratio is 2:1 (true or false).	01	CO 3	K5
ii	Ideal Quick ratio is 1:1 (true or false).	01	CO3	K5
iii	Debt equity ratio shows relation between long term vs owners equity- (true or false).	01	CO3	K4
iv	Gross Profit ratio should be consistent year on – (true or false).	01	CO3	K2
v	Cash flow statement is inflow or outflow of cash between two balance sheet dates explained in the form of investing, operating and financing activity- (true or false).	01	CO4	K2
vi	Fund flow is the change in working capital between two balance sheet dates – (true or false).	01	CO4	K3
vii	Comparative statements are comparative in nature – between two financial statements – (true or false).	01	CO2	K2
viii	Common size statements show the percentage change of every item in relation to its total in the financial statements – (true or false).	01	CO2	K2

ix	Managerial accounting provides information to the management via which it can take correct decisions - (true or false).	01	CO1	K2														
x	COGS is the cost of goods sold - (true or false).	01	CO3	K2														
xi	Gross margin is the same as gross profit- (True or false).	01	CO3	K4														
xii	A comparative statement shows the percentage change in a financial statement - (true or false).	01	CO2	K3														
Section B (Answer any FOUR out of SIX) - 28 Marks (Each question Carry 07 Marks)																		
Q. No.	QUESTIONS	Marks	COs	KI														
2	What are the different kinds/ bifurcation of ratios - explain each kind.	07	CO3	K1														
3	Opening stock is Rs 10,000, Purchase is Rs 50,000, Sale is Rs 2,00,000, Wages is Rs 40,000, Closing stock is Rs 20,000. Calculate the Gross Margin.	07	CO3	K3														
4	Stock of Raw material is Rs 10,000, Finished Goods is Rs 50,000, debtors is Rs 70,000, Cash is Rs 10,000, bank is Rs 50,000 sundry creditors is Rs 1,00,000, Bill payable is Rs 50,000. Calculate the current ratio and quick ratio - comment on the same.	07	CO3	K3														
5	Explain the process of making fund flow statement- which statements are required to be prepared?	07	CO4	K2														
6	Explain the process of preparing the cash flow statements - do you start with PBT or PAT	07	CO4	K2														
7	What is the difference between a cash flow and fund flow statement?	07	CO4	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 profitability ratios - Gross Profit ratio / Net Profit ratio / operation profit ratio/ operating expense ratio and Earning per share ratio	15	O3	K4														
9	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: center;">2020</th> </tr> </thead> <tbody> <tr> <td>liability</td> <td>Assets</td> </tr> <tr> <td>Capital</td> <td>Plant Machinery</td> </tr> <tr> <td>Loans</td> <td>Land and Building</td> </tr> <tr> <td></td> <td>80,000</td> </tr> <tr> <td></td> <td>50,000</td> </tr> <tr> <td></td> <td>50,000</td> </tr> </tbody> </table>	2020		liability	Assets	Capital	Plant Machinery	Loans	Land and Building		80,000		50,000		50,000	15	Co2	K5
2020																		
liability	Assets																	
Capital	Plant Machinery																	
Loans	Land and Building																	
	80,000																	
	50,000																	
	50,000																	

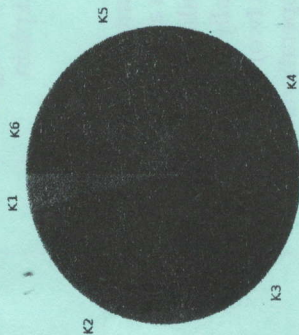
10	10	Make a statement of working capital changes. Explain the inventory turnover ratios.	15	CO3	K2																																				
11	11	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: center;">2021</th> <th colspan="2" style="text-align: center;">2024</th> </tr> </thead> <tbody> <tr> <td>liability</td> <td>Assets</td> <td></td> <td></td> </tr> <tr> <td>Capital</td> <td>Plant Machinery</td> <td>1,75,000</td> <td>1,50,000</td> </tr> <tr> <td>Loans</td> <td>Land and Building</td> <td>75,000</td> <td>75,000</td> </tr> <tr> <td>bill payable</td> <td>Furniture and fixture</td> <td>30,000</td> <td>60,000</td> </tr> <tr> <td>Creditors</td> <td>Cash</td> <td>1,20,000</td> <td>25,000</td> </tr> <tr> <td></td> <td>Bank</td> <td></td> <td>40,000</td> </tr> <tr> <td></td> <td>Debtors</td> <td></td> <td>50,000</td> </tr> <tr> <td></td> <td></td> <td>4,00,000</td> <td>4,00,000</td> </tr> </tbody> </table>	2021		2024		liability	Assets			Capital	Plant Machinery	1,75,000	1,50,000	Loans	Land and Building	75,000	75,000	bill payable	Furniture and fixture	30,000	60,000	Creditors	Cash	1,20,000	25,000		Bank		40,000		Debtors		50,000			4,00,000	4,00,000	15	Co4	K5
2021		2024																																							
liability	Assets																																								
Capital	Plant Machinery	1,75,000	1,50,000																																						
Loans	Land and Building	75,000	75,000																																						
bill payable	Furniture and fixture	30,000	60,000																																						
Creditors	Cash	1,20,000	25,000																																						
	Bank		40,000																																						
	Debtors		50,000																																						
		4,00,000	4,00,000																																						
		<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: center;">2024</th> </tr> </thead> <tbody> <tr> <td>liability</td> <td>Assets</td> </tr> <tr> <td>Capital</td> <td>Plant Machinery</td> </tr> <tr> <td>Loans</td> <td>Land and Building</td> </tr> <tr> <td></td> <td>1,00,000</td> </tr> <tr> <td></td> <td>50,000</td> </tr> <tr> <td></td> <td>50,000</td> </tr> <tr> <td></td> <td>20,000</td> </tr> <tr> <td></td> <td>25,000</td> </tr> <tr> <td></td> <td>30,000</td> </tr> <tr> <td></td> <td>50,000</td> </tr> <tr> <td></td> <td>2,75,000</td> </tr> </tbody> </table>	2024		liability	Assets	Capital	Plant Machinery	Loans	Land and Building		1,00,000		50,000		50,000		20,000		25,000		30,000		50,000		2,75,000															
2024																																									
liability	Assets																																								
Capital	Plant Machinery																																								
Loans	Land and Building																																								
	1,00,000																																								
	50,000																																								
	50,000																																								
	20,000																																								
	25,000																																								
	30,000																																								
	50,000																																								
	2,75,000																																								

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

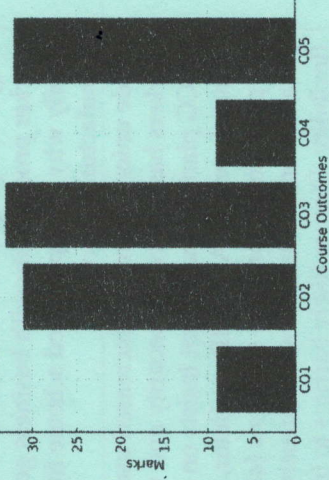
CO1	Understand the fundamentals and evolution of Human Resource Management.
CO2	Learn recruitment, selection, training & development processes.
CO3	Apply methods of performance appraisal, wage & salary administration.
CO4	Analyze work environment, trade unions, and employee participation in management.
CO5	Evaluate industrial relations, dispute settlement mechanisms, and HR laws.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution - HRM



Course Outcome Wise Marks Distribution - HRM



ARKA JAIN University
Jharkhand



[28-11-2025]

END SEM EXAMINATION
School of Commerce & Management

Program	BBA & B.COM
Subject Name	Human Resource Management
Semester	III
Session	Odd, 2025-26
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 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

Q. N	QUESTIONS	Marks	COs	KL
i	Personnel Management and HRM mainly differ in: a) Strategic vs administrative focus b) Short-term vs Long-term focus c) People as resources vs people as tools d) All of the above	01	CO1	KL1
ii	Human Resource Planning ensures: a) Surplus manpower b) Right people at the right job at the right time c) Minimum wages d) Industrial relations	01	CO1	KL2
iii	Which is not a source of recruitment? a) Job portals b) Campus placement c) Training programs d) Employee referrals	01	CO2	KL1
iv	Tests used in selection include: a) Aptitude test b) Medical test c) Psychological test d) All of the above	01	CO3	KL2
v	A systematic attempt to promote learning is: a) Training b) Appraisal c) Promotion d) Compensation	01	CO2	KL3

vi	Which is not a method of performance appraisal? a) 360-degree appraisal b) Rating scale c) Paired comparison d) Job rotation	01	CO3	KL4
vii	Wage fixation is based on: a) Job evaluation b) Supply and demand c) Government regulations d) All of the above	01	CO3	KL1
viii	Fatigue and monotony can be reduced by: a) Job rotation b) Rest pauses c) Work enrichment d) All of the above	01	CO4	KL1
ix	The main function of a trade union is: a) Profit maximization b) Safeguarding worker interests c) Increasing taxation d) Promoting employer profit	01	CO3	KL2
x	Which is not a method of workers' participation in management? a) Joint Management Councils b) Works committees c) Collective bargaining d) Grievance redressal	01	CO4	KL3
xi	Arbitration in industrial disputes means: a) Third-party makes a binding decision b) Parties negotiate directly c) Strike and lockout d) Conciliation attempt only	01	CO5	KL5
xii	The Factories Act primarily deals with: a) Safety, health, and welfare b) Wages c) Bonus d) Appraisal	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	A mid-size firm historically used a personnel approach (administrative hiring, fixed job descriptions). Over five years it faced high attrition and poor strategic alignment. As HR head, critically analyse how the evolution to a strategic HRM model would address these problems. Propose three changes you would implement first and justify their likely impact.	07	CO1	KL4
3	Explain the recruitment process and selection methods used in organizations.	07	CO2	KL2
4	A company is choosing between a graphic rating scale and a 360-degree appraisal. Build an argument (for a medium-sized professional services firm) that weighs reliability, validity, cost, and behavioural change	07	CO3	KL5

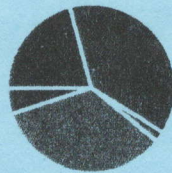
5	potential; then recommend which method to adopt and how to mitigate its main weakness. A start-up must recruit 50 developers in 6 months. They can choose between heavy campus hiring, employee referrals, online portals, or outsourcing to a staffing agency. Evaluate the pros and cons of each source for this scenario and recommend a blended recruitment strategy (with rationale and one contingency if the preferred channel underperforms).	07	CO2	KL4
6	Given limited financial resources, a manufacturing firm must design a wage structure that balances internal equity and external competitiveness. Design the core steps (methodology) you would use to set wages and propose one incentive scheme that aligns worker productivity with business goals. Explain briefly why your proposed scheme fits the manufacturing context.	07	CO4	KL6
7	Trade unions claim that increased use of contract workers has eroded job security and wages at a large FMCG plant. Management insists on flexibility to meet demand swings. As an HR mediator, critically evaluate the possible compromise solutions (at least two) that protect worker interests while preserving operational flexibility. Discuss likely barriers to implementation.	07	CO3	KL4
Section C (Answer any TWO out of FOUR) - 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Critically evaluate the contrast between Personnel Management and Human Resource Management with suitable examples.	15	CO3	KL5
9	Design a recruitment and training strategy for a multinational company planning expansion in India.	15	CO1	KL4
10	"Performance appraisal and wage administration are interlinked." Discuss with reference to job evaluation and incentive schemes.	15	CO5	KL2
11	Examine the Industrial Disputes Act and Factories Act. How do they ensure industrial safety and fair relations?	15	CO3	KL3

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

CO1	To Understand Fundamental Investment Concepts and Markets
CO2	To Analyze Investment Instruments
CO3	To Explain the Role and Operations of Portfolio Managers
CO4	To Apply Portfolio Management Processes and Evaluation
CO5	To Comprehend Taxation, Regulatory, Governance, and Ethical Aspects

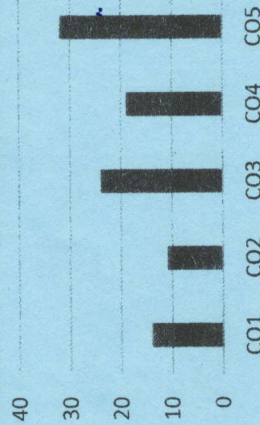
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



[26-11-2025]
END SEM EXAMINATION
School of Commerce and Management

Program	Bachelor Business Administration	
Subject Name	Fundamental Analysis and Portfolio Management	Session
Semester	III	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 Answer all Questions of Section A (Compulsory) Answer Any Four out of Six of Section B Answer Any Two out of Four of Section C Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers. 	
Knowledge Level (KL)	K1 : Remembering K2 : Understanding	K3 : Applying K4 : Analysing K5 : Evaluating K6 : Creating

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

Q. No	QUESTIONS	Marks	COs	KL
i	Which of the following is a feature of fixed income instruments? a) Variable cash flows b) Predictable returns c) No maturity d) Equity ownership	01	CO1	K1
ii	Zero coupon bonds are issued at: a) Premium b) Discount c) Face value d) Market value	01	CO1	K1
iii	Which risk arises when coupons are reinvested at lower rates? a) Market risk b) Reinvestment risk c) Credit risk d) Liquidity risk	01	CO2	K2
iv	Callable bonds provide redemption rights to: a) Investor b) Issuer c) Both parties d) Stock exchange	01	CO2	K2
v	Bond safety is primarily determined by: a) Interest rate b) Credit rating c) Dividend policy d) Equity market	01	CO2	K2
vi	Portfolio Management Services (PMS) are primarily meant for: a) High Net-worth Individuals b) Small retail investors c) Government institutions d) Banks	01	CO3	K2

Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KI
8	Critically analyse the advantages and limitations of fixed income securities as an investment avenue.	15	CO1	K5
9	Evaluate the portfolio management process and discuss the responsibilities of a portfolio manager.	15	CO3	K5
10	Discuss in detail the performance evaluation techniques used in PMS such as Sharpe, Treynor, and Jensen's alpha.	15	CO4	K5
11	Examine the taxation and compliance aspects applicable to PMS investors in India.	15	CO5	K4

vii	The minimum investment amount mandated for PMS in India is: a) ₹5 lakhs b) ₹10 lakhs c) ₹25 lakhs d) ₹50 lakhs	01	CO3	K1
viii	Which regulation governs Portfolio Managers in India? a) Companies Act, 2013 b) SEBI (Portfolio Managers) Regulations, 2020 c) RBI Act, 1934 d) FEMA, 1999	01	CO4	K1
ix	The performance of PMS is generally evaluated using: a) Sharpe Ratio b) Dividend Yield c) PE Ratio d) ROI	01	CO4	K3
x	Taxation of PMS gains is based on: a) Type of asset b) Holding period c) Investor category d) All of the above	01	CO5	K2
xi	Which of the following is NOT a collective investment vehicle? a) Mutual Funds b) REITs c) InvITs d) Bank deposits	01	CO3	K1
xii	The regulatory code of conduct for PMS distributors is prescribed by: a) RBI b) SEBI c) IRDAI d) NSE	01	CO4	K1
Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KI
2	Explain the features of fixed income instruments with examples.	07	CO1	K2
3	Discuss the characteristics of bonds with embedded options.	07	CO2	K2
4	What are the key determinants of bond safety? Explain briefly.	07	CO2	K2
5	Describe the role of Portfolio Management Services (PMS) in India.	07	CO3	K3
6	Explain the importance of collective investment vehicles like REITs and InvITs.	07	CO3	K3
7	Discuss the ethical and regulatory aspects of PMS distribution.	07	CO4	K4