

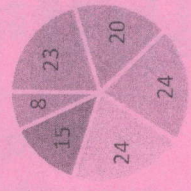
ARKA JAIN University Jharkhand
NAAC GRADE A ACCREDITED UNIVERSITY
END SEM EXAMINATION
 School of Commerce & Management

Program	Bachelor of Business Administration	
Subject Name	Business Accounting-II	Semester II
		Year June 2024
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 Three out of Five of Section C Possession of Mobile Phones or any kind of <u>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.</u> 	
Knowledge Level (KL)	K1 : Remembering K2 : Understanding	K3 : Applying K4 : Analysing K5 : Evaluating K6 : Creating

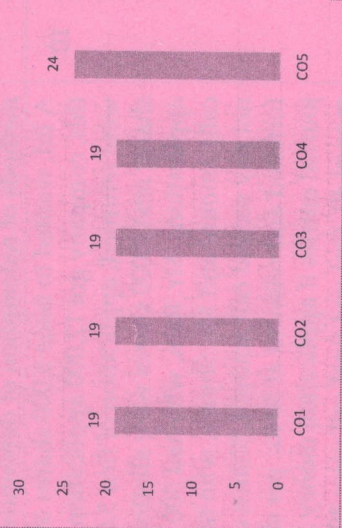
CO- Course Outcomes,	KL- Knowledge Level,	PO – Program Outcome
CO1	Students will get to know importance about business accounting II and learn how to make profit & loss a/c and balance sheet as per schedule III	
CO2	Students will learn all the nuances of shares and learn how to solve practical problems of shares.	
CO3	Students will learn about goodwill and learn how to solve practical problems of goodwill.	
CO4	Students will understand the basic concept of debentures and learn how to solve numerical problem of issue of debenture and redemption of debenture.	
CO5	Students will learn how the final accounts are prepared for non-profit organizations.	

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



Q. N	QUESTIONS	Marks	COs	KL
1				
i	Shares can be issued on discount when it is (a) Fresh issue (b) Reissued (c) Both	01	CO1	K1
ii	Debentures can be issued on- (a) Face value (c) Premium Financial statement of companies prepared under the _____ of the companies act 2013 (a)Schedule I (c)Schedule III	01	CO3	K2
iii	Which of the following are prepared by Non-financial Statement? (a) Profit & Loss Account (b) Trading Account (c) Balance Sheet (d) Income & Expenditure Account	01	CO2	K3
iv	Which of the following is not the method of valuation of goodwill? (a) Average Profit Method (b) Super Profit Method (c) Capitalization Method (d) Capital Budgeting Method	01	CO5	K2
v				

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

vi	Calls in arrear means (a) Payment for shares in advance (b) Non-Payment for shares in advance (c) Both of these (d) None of these	01	CO2	K4
vii	Average profit for the last 3 previous years is 45,000 and number of purchase year is 2, what will be the amount of goodwill, (a) 45,000 (b) 90,000 (c) 1,35,000 (d) 22,500	01	CO1	K5
viii	Long term assets without any physical existence but, possessing a value are called (a) Intangible assets (c) Current assets (b) Fixed assets (d) Investments	01	CO2	K4
ix	Copyrights, Patents and Trademarks are examples of (a) Current assets (c) Intangible assets (b) Fixed assets (d) Investments	01	CO3	K6
x	Gross profit is (a) Cost of goods sold + Opening stock (b) Sales - cost of goods sold (c) Sales - Purchases (d) Net profit - expenses	01	CO4	K2
xi	Which of the following types of goodwill are considered to be the best? (a) Cow goodwill (c) Dog goodwill (b) Rat goodwill (d) Cat goodwill	01	CO5	K3
xii	When a company is liquidated, the debenture holders have a prior right for: (a) Principal amount (c) Both (a)&(b) (b) Interest (d) None of these	01	CO1	K2
Section B (Answer any FOUR out of SIX) - 28 Marks (Each question 7 Marks)				
Q. No.	QUESTIONS	Marks	Cos	KL
2	What do you mean by financial statement? Prepare the format of Balance Sheet of a company	07	CO4	K3
3	ABC limited issued 10,000 equity shares of 100 Rs. Each. Application money was 20 Rs., allotment money was Rs. 40, first and final call was 40 Rs. All the money was received duly except Mr. A, who had 300 shares. Mr. A could not pay allotment money and his Shares were forfeited and reissued at 80 Rs. Pass the necessary journal entries in the books of company	07	CO1	K1

4	What do you mean by non-profit organisation? How accounts are maintained in a non-profit organisation?	07	CO2	K5
5	X ltd. purchased an asset of 2,00,000 Rupees. For this company issued 1500, 8% debentures of Rupees 100 each and paid 40,000 Rs. in cash to vendor. Pass the journal entries in the books of company.	07	CO5	K4
6	What are differences between debentures and shares? How equity shares are differing with preference shares?	07	CO3	K6
7	What do you mean by Valuation of goodwill? What are the various methods of valuation of goodwill?	07	CO3	K5
Section C (Answer any TWO out of FOUR) - 30Marks (Each question Carry 15 Marks)				
Q. No.		Marks	COs	KL
8	What do you mean by shares? What are its various types? Explain the journal entries in case of forfeiture and reissue of share?	15	CO3	K1
9	What do you mean by debentures? Explain the various methods of redemption of debentures?	15	CO5	K3
10	A ltd. wanted to issue 5,000 shares of 100 Rs. each. For this, company got 12,000 application. 2,000 applications were returned, application of first 5,000 shares got 3,000 shares next 2,000 shares were allotted to next 5,000 share applications. Mr. Ram, who had 500 shares could not pay calls amount and Mr. Shyam, who had 200 shares could not pay second call amount. Shares of Mr. Ram were forfeited and reissued at 50 Rs. per shares. Pass necessary journal entries if application money 20, application money 40, first and final call were 30 and 10 respectively	15	CO4	K2
11	Hindustan ltd has the profit of last 5 years as 40,000, 35,000, 20,000, -25,000 and 55,000 Rs. respectively. This profit is calculated without adjusting following points: Profit of each year excluded Rs. 2,000 manager commission. Profit of 1st and 2nd year included a loss of Rs. 5,000 which is loss by fire. Profit of last year included abnormal profit of Rs. 3,000. Profit of 4th year included a loss of 40,000 which is abnormal in nature. On the basis of above points, calculate goodwill if number of purchase year was three.	15	CO2	K4

CO1	Concept clarification about the environment and its components and their inter relatedness.
CO2	Understanding of all the resources available and their origin and the ways to conserve them for sustainable future.
CO3	To evaluate the environment and various species present and their importance and ways to conserve biodiversity.
CO4	To construct and evaluate ways of managing solid waste and safe disposal techniques.
CO5	To acquaint students about the various International and national bodies to conserve planet.

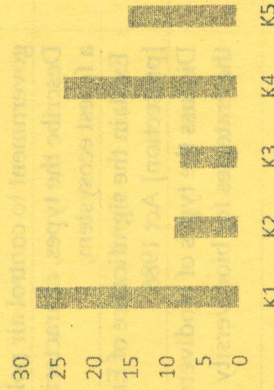
GRAFICAL REPRESENTATION

Bloom's Level wise Marks Distribution



* K1 * K2 * K3 * K4 * K5 * K6

Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



END SEMESTER EXAMINATION
School of Commerce & Management

Program Bachelor of Business Administration

Subject Name Environment Sustainable Development

Semester II
Year June 2024

- Start writing from 2nd page onwards; don't Write on the 1st Page Backside
- Answer all Questions of Section A (Compulsory)
- Answer Any Four out of Six of Section B
- Answer Any Two out of Four of Section C
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Time: 3 Hour
Max. Marks : 70

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 1	QUESTIONS	Marks	COs	KL
i	What is the primary function of decomposers in an ecosystem? A) Produce energy B) Consume organic matter C) Break down dead organisms * D) Photosynthesize	01	CO1	K1
ii	What is the main purpose of ecological pyramids? A) To show energy flow B) To illustrate trophic levels C) To measure biodiversity D) To depict population growth	01	CO1	K4
iii	Which ecosystem is characterized by limited water and extreme temperatures? A) Forest B) Desert C) Aquatic D) Tundra	01	CO2	K1
iv	Sustainable development aims to: A) Maximize economic growth at any cost B) Achieve a balance between economic, social, and environmental needs C) Preserve natural resources without human intervention D) Prioritize environmental protection over human welfare	01	CO2	K2

v	Greenhouse effect is primarily caused by an increase in: A) Oxygen levels B) Nitrogen levels C) Carbon dioxide levels D) Methane levels	01	CO2	K2
vi	Which of the following is a non-renewable resource? A) Wind energy B) Solar energy C) Coal D) Hydroelectric power	01	CO2	K1
vii	Which legislation is primarily concerned with protecting wildlife in India? A) Water (Prevention and Control of Pollution) Act 1974 B) Environment (Protection) Act 1986 C) Wildlife Protection Act 1972 D) Forest Conservation Act	01	CO5	K1
viii	Which of the following ecosystems is characterized by high levels of biodiversity? A) Desert B) Tundra C) Rainforest D) Grassland	01	CO3	K1
ix	International agreements on environmental management primarily focus on: A) Economic growth B) Human rights C) Environmental conservation D) Military cooperation	01	CO5	K3
x	Deforestation leads to: A) Increase in soil fertility B) Loss of biodiversity C) Reduction in greenhouse gas emissions D) Promotion of wildlife habitat	01	CO4	K4
xi	Municipal solid waste management includes: A) Segregation and recycling B) Dumping waste in rivers C) Burning waste openly D) Allowing waste to decompose naturally	01	CO4	K5
xii	Which of the following is a waterborne disease? A) Malaria B) Tuberculosis C) Cholera D) Diabetes	01	CO4	K1
Section B (Answer any FOUR out of SIX) - 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Describe Montreal protocol.	07	CO5	K3

3	Define an ecosystem and list its main components.	07	CO1	K1
4	Identify two major sources of water pollution and their effects.	07	CO4	K2
5	Differentiate between renewable and non-renewable resources with examples.	07	CO2	K4
6	Discuss the factors contributing to population growth in developing countries.	07	CO5	K5
7	Explain the concept of ecological pyramids and their significance.	07	CO1	K5
Section C (Answer any TWO out of FOUR) - 30Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Write down about the Sources of air pollution, its effect on human health and steps taken by government to control air pollution.	15	CO4	K6
9	Describe the types, characteristics and functions of a forest ecosystem,	15	CO1	K1
10	Explain the significance of Environment [protection] Act 1986.	15	CO5	K4
11	Discuss the types of biodiversity and describe the strategies for biodiversity conservation.	15	CO3	K6

Program	Bachelor of Business Administration	
Subject Name	Organizational Behaviour	Semester II
		Year June 2024
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 Phone or any kind of Written Material, Arguments with the Invigilator or Discussion with Co-Student will come under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation</u> of the <u>Paper(s)</u>. 	

Q. N1	QUESTIONS	Marks	COs	KL
i	Which of the following is a characteristic of an individual with a high internal locus of control? a) Believes in fate or luck b) Takes personal responsibility for outcomes c) Attributes success to external factors d) Relies heavily on others for decisions	01	CO3	K2
ii	The concept of 'job enrichment' primarily involves: a) Increasing job simplicity b) Empowering employees by enhancing job content c) Reducing job complexity d) Isolating job functions	01	CO1	K1
iii	Herzberg's two-factor theory identifies which of the following as a hygiene factor? a) Achievement b) Recognition c) Working conditions d) Responsibility	01	CO4	K2
iv	The Hawthorne Studies highlighted the importance of which factor in influencing worker productivity? a) Financial incentives b) Social and psychological factors c) Strict supervision d) Advanced technology	01	CO1	K2
V	Which of the following theories emphasizes the role of perceived fairness in motivation? a) Maslow's hierarchy of needs	01	CO4	K1

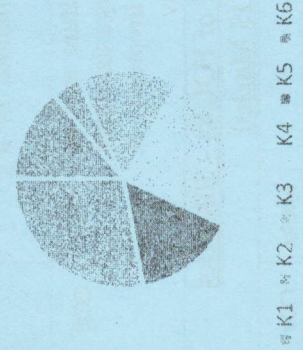
9	Discuss the principles of classical conditioning theory and evaluate its application in shaping employee behaviour and enhancing organizational effectiveness. Provide practical examples to illustrate your points.	15	CO2	K4
10	Analyse the concept of personality and its determinants. Identify and explain the key traits and attributes of personality relevant to the workplace.	15	CO3	K4
11	Explain the concept of group dynamics and its importance in organizational settings. Describe the different types of groups found in organizations and outline the stages of group development	15	CO1	K2

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

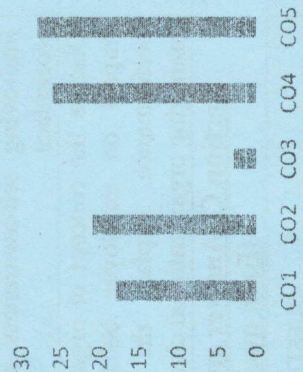
CO1	Understand analyze and describe behavior in organization
CO2	Learn to improve, enhance or change work behavior so that organizations can achieve their goals
CO3	Understand what makes people behave the way they do.
CO4	Understand the basis of motivation & what they should do to motivate others
CO5	Understand the concepts of Leadership, so that they become good leaders
Knowledge Level (KL)	K1 : Remembering K3 : Applying K5 : Evaluating K2 : Understanding K4 : Analysing K6 : Creating

GRAFICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



☐ K1 ☐ K2 ☐ K3 ☐ K4 ☐ K5 ☐ K6

vi	b) Herzberg's two-factor theory c) Equity theory d) Theory X and Theory Y In the context of organizational behaviour, the term 'perception' refers to: a) The process of learning from experiences b) The way individuals interpret and make sense of sensory information c) The method of motivating employees d) The structure of communication within a group	01	CO1	K2
vii	According to McClelland's theory of needs, which need is characterized by a desire to control others and influence their behaviour? a) Need for achievement b) Need for affiliation c) Need for power d) Need for security	01	CO3	K1
viii	The S-O-B-C model stands for: a) Stimulus, Organism, Behaviour, Consequence b) Situation, Organization, Behaviour, Communication c) Stimulus, Outcome, Behaviour, Cognition d) Structure, Orientation, Behaviour, Consequence	01	CO1	K2
ix	Which of the following best describes the 'storming' stage in Tushman's model of group development? a) Initial formation of the group b) Conflict and competition among group members c) Development of close relationships and cohesiveness d) Achieving effective and efficient group functioning	01	CO2	K1
x	Which leadership style in the managerial grid is characterized by low concern for people and high concern for production? a) Team management b) Country club management c) Impoverished management d) Task management	01	CO5	K2
xi	Organizational culture can be best described as: a) The formal rules and regulations within an organization b) The shared values, beliefs, and norms that influence the way employees think, feel, and behave c) The organizational hierarchy and structure	01	CO1	K1

xii	d) The financial performance of the organization Which of the following is a characteristic of a transformational leader? a) Focuses solely on task completion b) Inspires and motivates followers to achieve extraordinary outcomes c) Emphasizes maintaining the status quo d) Relies primarily on authority and control	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	Critically evaluate how values and attitudes influence workplace behavior and decision-making. Explain the tri-component model of attitude	07	CO3	K4
3	Explain Maslow's Hierarchy of Needs theory and its application in a workplace setting. Design a motivation plan for a team based on this theory.	07	CO4	K3
4	Explain the Hawthorne Effect and its significance in the field of organizational behavior. Discuss how understanding this effect can improve managerial practices.	07	CO1	K4
5	Examine the impact of personality traits on organizational dynamics and leadership effectiveness, focusing specifically on authoritarianism, dogmatism, Machiavellianism, introversion, and extroversion.	07	CO3	K4
6	Discuss the Johari Window model and its relevance in improving self-awareness and team dynamics in a workplace	07	CO2	K4
7	Discuss the concept of organizational culture and its impact on employee behavior and organizational performance. Explain the key steps involved in managing organizational change effectively	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	Compare and Contrast Different Motivational Theories, such as Herzberg's Two-Factor Theory and Vroom's Expectancy Theory. Develop a Comprehensive Motivation Strategy for an Organization	15	CO4	K5



Program	Bachelor of Business Administration	
Subject Name	Case study analysis and writing	Semester II Year June 2024
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 Phone or any kind of Written Material, Arguments with the Invigilator or Discussion with Co-Student will comes under <u>Unfair Means and will Result in the Cancellation of the Paper(s).</u> 	
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	What is the primary purpose of conducting a case study analysis? a. To gather statistical data b. To explore real-life scenarios and their complexities c. To conduct laboratory experiments d. To develop theoretical models	01	CO1	K1
ii	Case Study is: a. Qualitative Research b. Quantitative Research c. A & B both d. None of the above	01	CO1	K1
iii	A case study is a description of a situation involving: a. Decision b. Strategy c. Market scenario d. Quantitative data	01	CO2	K2
iv	Who is a Protagonist? a. Main character or Centre of the story b. The person who is strongly against somebody c. The person who is a supporting character in case d. None of the above	01	CO2	K1

service skills and product knowledge. Secondly, they revamped store layouts to enhance accessibility and product visibility. Thirdly, they introduced a feedback system to gather customer opinions and suggestions.

Question 1: What strategies did XYZ Retail Store employ to address declining customer satisfaction?

Question 2: How might the implementation of employee training programs and store layout changes contribute to improving customer satisfaction?

Case Study:

Title: "Enhancing Customer Experience at XYZ Retail: A Case Study in Business Strategy"

XYZ Retail, a leading chain of stores specializing in electronics, faced declining customer satisfaction scores despite offering competitive prices and a wide product range. To address this challenge, the management initiated a strategic overhaul focusing on improving the overall customer experience. They introduced personalized service through dedicated customer assistance, streamlined the checkout process, and implemented a loyalty rewards program. These changes aimed to foster stronger customer relationships and increase repeat purchases. As a result, within six months of implementation, customer satisfaction scores rose by 20%, and there was a noticeable increase in customer retention and positive word-of-mouth referrals.

Questions 1: How did XYZ Retail identify the need for strategic changes in their business operations?

Questions 2: Discuss the key initiatives implemented by XYZ Retail to enhance the customer experience, and evaluate their effectiveness in achieving the desired outcomes.

15

CO4

K5

The first and foremost step in Case study analysis is: a. Planning b. Train Data Collectors c. Analyze data d. Develop Instruments	01	CO2	K2
Which of the following is NOT a potential limitation of case study analysis? a. Limited generalizability b. Lack of depth in data collection c. Subjectivity in interpretation d. Difficulty in accessing relevant information	01	CO3	K4
What distinguishes a single-case study from a multiple-case study? a. The number of variables analysed b. The type of research question addressed c. The number of cases examined d. The methodology used for data collection	01	CO1	K1
Which of the following is a limitation of using secondary data in case study analysis? a. Limited availability of data b. Lack of relevance to the research question c. Potential for bias in data collection d. Inability to generalize findings	01	CO3	K2
What are the potential sources of information in Case Study? a. Monitoring Visits b. Questionnaire c. Interviews d. All of the above	01	CO2	K4
Which of the following methods is commonly used to collect data in a case study? a. Survey b. Experimentation c. Observation d. Meta-analysis	01	CO2	K2
Case study is _____ method of analysis. a. descriptive and exploratory b. only descriptive c. only exploratory d. none of the above	01	CO1	K1

xii	The purpose of _____ is to guide & give a direction. a. Problem statement b. Solution c. Analysing d. Researching	01	CO3	K2
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 methods of data collection & analysis?	07	CO2	K1
3	What is case study? State the purpose of writing a case study?	07	CO1	K2
4	What is the difference between a single-case design & multiple-case design?	07	CO1	K2
5	What are the essentials of a good case study?	07	CO3	K4
6	What do you understand by the term protagonist?	07	CO2	K1
7	What are the potential sources of information in a case study?	07	CO3	K5
Section C (Answer any TWO out of FOUR) – 30Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	What are the different sections of case study writing?	15	CO2	K2
9	Explain the different types of case study?	15	CO3	K1
10	Case Study: Title: Improving Customer Satisfaction at XYZ Retail Store XYZ Retail Store, a leading chain of supermarkets, faced declining customer satisfaction ratings. To address this issue, the management initiated several changes. Firstly, they implemented comprehensive employee training programs focusing on customer	15	CO4	K5



Program	Bachelor of Business Administration	
Subject Name	Case study analysis and writing	Semester II Year June 2024
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iv	Who is a Protagonist? a. Main character or Centre of the story b. The person who is strongly against somebody c. The person who is a supporting character in case d. None of the above	01	CO2	K1

<p>service skills and product knowledge. Secondly, they revamped store layouts to enhance accessibility and product visibility. Thirdly, they introduced a feedback system to gather customer opinions and suggestions.</p> <p>Question 1: What strategies did XYZ Retail Store employ to address declining customer satisfaction?</p> <p>Question 2: How might the implementation of employee training programs and store layout changes contribute to improving customer satisfaction?</p>	<p>15</p> <p>CO4</p> <p>K5</p>
<p>Case Study:</p> <p>Title: "Enhancing Customer Experience at XYZ Retail: A Case Study in Business Strategy"</p> <p>XYZ Retail, a leading chain of stores specializing in electronics, faced declining customer satisfaction scores despite offering competitive prices and a wide product range. To address this challenge, the management initiated a strategic overhaul focusing on improving the overall customer experience. They introduced personalized service through dedicated customer assistance, streamlined the checkout process, and implemented a loyalty rewards program. These changes aimed to foster stronger customer relationships and increase repeat purchases. As a result, within six months of implementation, customer satisfaction scores rose by 20%, and there was a noticeable increase in customer retention and positive word-of-mouth referrals.</p> <p>Questions 1: How did XYZ Retail identify the need for strategic changes in their business operations?</p> <p>Questions 2: Discuss the key initiatives implemented by XYZ Retail to enhance the customer experience, and evaluate their effectiveness in achieving the desired outcomes.</p>	<p>11</p>

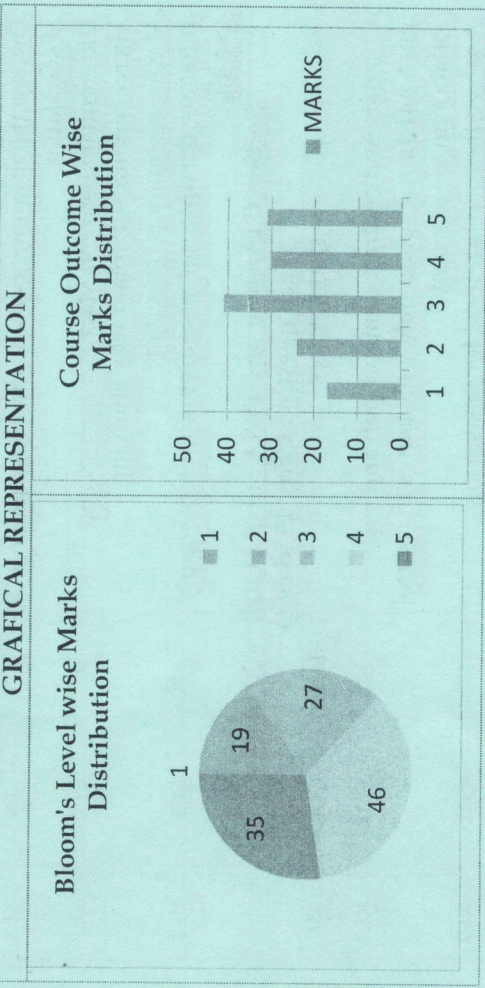
V	The first and foremost step in Case study analysis is: a. Planning b. Train Data Collectors c. Analyze data d. Develop Instruments	01	CO2	K2
vi	Which of the following is NOT a potential limitation of case study analysis? a. Limited generalizability b. Lack of depth in data collection c. Subjectivity in interpretation d. Difficulty in accessing relevant information	01	CO3	K4
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JGI	ARKA JAIN University Jharkhand	NAAC GRADE A ACCREDITED UNIVERSITY	END SEM EXAMINATION School of Commerce & Management
Program	Bachelor of Business Administration		
Subject Name	Macro Economics	Semester	II
		Year	June 2024
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 Phone or any kind of Written Material, Arguments with the Invigilator or Discussion with Co-Student will come under Unfair Means and will Result in the Cancellation of the Paper(s). 		

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 1	QUESTIONS		
i	Which of the following is NOT a component of GDP? a) Government spending b) Investment c) Net exports d) Household consumption of their own produced goods	01	CO2 KL1
ii	The value of money: a) Remains constant over time b) Increases with inflation c) Decreases with inflation d) Fluctuates randomly	01	CO4 KL3
iii	During a period of deflation, consumers are likely to: a) Increase their spending b) Decrease their spending c) Have no change in spending behavior d) The impact is unpredictable	01	CO4 KL4
iv	The tools used by the Central Bank to control credit include: a) Open market operations, reserve ratio, bank rate b) Price controls, wage controls, tax cuts c) Tariffs, quotas, subsidies d) Fiscal policy tools like government spending and taxes	01	CO5 KL2

CO1	CO1: To acquaint the student with basic concepts of economy and its tools to study.
CO2	CO2: Concept clarification about the economy in macroeconomic aspect.
CO3	CO3: Understanding the problems and limitations of macroeconomics and concept of flow of Income in various subsections of economy.
CO4	CO4: To evaluate the economy and have better understanding of causes of inflation, deflation and recession and measures to cope up such economic scenarios.
CO5	CO5: To analyze the reasons of any measures undertaken by central bank and government to smoothen the functioning of economic activities



V	Which of the following is a characteristic of the peak phase of a business cycle? a) Low unemployment and high economic growth b) High unemployment and low economic growth c) Rising unemployment and falling economic growth d) Falling unemployment and rising economic growth	01	CO5	KL1
vi	Demand-pull inflation is caused by: a) Increases in aggregate demand b) Increases in production costs c) Government regulations d) A decrease in the money supply	01	CO4	KL3
vii	The circular flow of income illustrates the flow of: a) Money and goods between consumers and firms b) Money and factors of production between consumers and firms c) Goods and services between consumers and firms d) Taxes and transfers between government and households	01	CO3	KL2
viii	National Income accounting helps us to understand: a) The performance of individual firms b) The overall health of the economy c) The distribution of income within a society d) All of the above	01	CO3	KL5
ix	Business cycles are characterized by: a) Periods of economic growth and decline b) Only periods of economic growth c) Only periods of economic decline d) Constant economic activity	01	CO5	KL2
x	Disposable income refers to: a) Gross income before taxes b) Income after taxes and deductions c) Income earned from investments d) Income spent on goods and services	01	CO3	KL2
xi	The central bank of India is: a) State Bank of India b) Reserve Bank of India c) National Bank of India d) Export-Import Bank of India	01	CO5	KL1

xii	Stagflation refers to a situation with: a) High inflation and high unemployment b) High inflation and low unemployment c) Low inflation and high unemployment d) Low inflation and low unemployment	01	CO4	KL2
Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q.No	QUESTIONS	Marks	COs	KL
2	Differentiate between Partial and General Equilibrium.	07	CO3	KL2
3	What are the difficulties in estimating National Income?	07	CO3	KL4
4	Evaluate the techniques of credit control with reference to India's Central Banking.	07	CO5	KL3
5	Discuss the meaning, causes, and consequences of stagflation.	07	CO4	KL3
6	Differentiate between Macroeconomics and Microeconomics. Explain why studying Macroeconomics is important.	07	CO2	KL1
7	What are the different measures of money supply in India.	07	CO3	KL2
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q.No	QUESTIONS	Marks	COs	KL
8	Compare and contrast demand-pull and cost-push inflation. Explain policy measures to control inflation in an economy.	15	CO4	KL3
9	Analyze the methods used for measuring National Income in India. Discuss the challenges involved in this process.	15	CO2	KL2
10	Explain the concept of the circular flow of income and expenditure in a three-sector economy. Discuss the leakages and injections in this model.	15	CO1	KL3
11	Examine the characteristics and phases of business cycles and their implications for economic policy.	15	CO5	KL4



ARKA JAIN University
Jharkhand



END SEM EXAMINATION
School of Commerce & Management

Program Bachelor of Business Administration

Subject Name	Business Awareness and Environment	Semester	II
		Year	June 2024
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 Two out of Four of Section C Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under <u>Unfair Means</u> and will Result in the <u>Cancellation of the Papers.</u> 		
Max. Marks : 70			
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. No.	QUESTIONS	Marks	COs	KL	PO
i	What does ROI stand for in business? a) Return on Investment b) Revenue on Income c) Rate of Interest d) Risk of Inflation	01	CO3	K4	PO1
ii	What is the primary purpose of conducting a PESTEL analysis in strategic management? a) To assess the internal strengths and weaknesses of a company b) To evaluate the potential risks and opportunities in the external business environment c) To determine the most effective marketing strategies for a new product launch d) To calculate the return on investment for different strategic initiatives	01	CO3	K2	PO6
iii	Which of the following is NOT typically considered a market player in economics? a) Consumers b) Government c) Financial institutions d) Meteorological agencies	01	CO4	K1	PO3

7. Describe the concept of an industry. Discuss why understanding the dynamics of an industry is important for businesses
Section C (Answer any TWO out of FOUR) - 30Marks
(Each question Carry 15 Marks)

Q. No.	QUESTIONS	Marks	COs	KL	PO
8	What is the legal definition of a company? Explain the different types of company on the basis of incorporation, liability and transferability.	15	CO1	K5	PO1
9	Using the Starbucks Corporation as a case study, analyze the various stages of the company's life cycle. Support your answer with relevant examples to demonstrate a deep understanding of the life cycle concept and its application to Starbucks' business.	15	CO2	K2	PO3
10	Discuss the significance of PESTEL analysis in strategic management. Evaluate the effectiveness of PESTEL analysis in helping organizations anticipate and adapt to changes in the external environment.	15	CO4	K2	PO5
11	Discuss the vision, mission and objectives of strategic management. Also, explain the different types of strategies.	15	CO1	K1	PO1

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

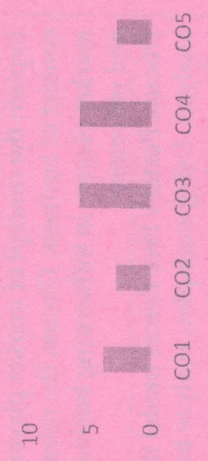
[CO1]	Students will be able to think out of the box after studying this subject.
[CO2]	Students will be able to plan and analyze various strategies used in organization.
[CO3]	They can make use of strategy forming tools to understand and solve any case study.
[CO4]	Furthermost they will understand why innovation is the most important factor for success.
[CO5]	Students will be able to understand how plan their strategies & how can they have an innovative approach.

GRAFICAL REPRESENTATION

Bloom's Taxonomy



Course Outcome Wise Marks Distribution



k1 k2 k3 k4 k5 k6

iv	What does market share represent in business? a) The total revenue generated by a company b) The percentage of total sales in a market that is captured by a company c) The number of products a company sells in a given period d) The average price of a company's products compared to competitors	01	CO4	K5	PO8
v	Which of the following statements best describes a private company? a) A company owned and operated by the government b) A company that offers its shares to the public for investment c) A company that is privately owned and does not trade its shares on a stock exchange d) A company that operates in the public sector and provides essential services	01	CO5	K3	PO1
vi	What is the primary purpose of forming a company? a) To provide public services b) To generate revenue for shareholders c) To promote social welfare d) To mitigate environmental risks	01	CO3	K4	PO5
vii	What is the primary focus of strategic management in business? a) Maximizing short-term profits b) Identifying and achieving long-term organizational goals c) Minimizing operational costs d) Adapting to market trends in real-time	01	CO1	K1	PO7
viii	Which of the following is NOT a component of the strategic management process? a) Strategy formulation b) Strategy execution c) Strategy analysis d) Strategy delegation	01	CO5	K6	PO7
ix	What distinguishes a startup from other types of businesses? a) Large workforce b) Established market presence c) Innovative business model or technology d) Stable revenue stream	01	CO4	K2	PO3

x	What does corporate innovation primarily focus on? a) Maximizing short-term profits b) Developing new products or services c) Reducing operational costs d) Expanding market share through aggressive marketing	01	CO3	K3	PO3
xi	Which of the following best describes "disruptive innovation" in the context of corporate strategy? a) Incremental improvements to existing products or services b) Introducing new products or services that significantly alter existing markets c) Maintaining the status quo to ensure stability within the industry d) Collaborating with competitors to share resources and ideas	01	CO3	K3	PO6
xii	Which of the following is not one of Porter's five forces? a) Bargaining power of suppliers b) Threat of new entrants c) Bargaining power of consumers d) Industry growth rate	01	CO2	K5	PO2

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

(Each question Carry 7 Marks)

Q. No.	QUESTIONS	Marks	COs	KL	PO
2	Explain the concept of corporate innovation and product innovation. Also, mention various advantages of product innovation.	07	CO1	K1	PO3
3	Explain the concept of SWOT analysis in strategic management. Discuss how they contribute to strategic decision-making within organizations.	07	CO2	K2	PO2
4	Describe the concept of business awareness and its importance in understanding the external factors that affect businesses.	07	CO4	K4	PO9
5	Explain the concept of market players in the context of business. Discuss the roles of these market players in influencing business activities and outcomes.	07	CO4	K6	PO5
6	Discuss Porter's Five Forces model in business analysis. Using examples, analyze how each force influences the competitiveness of an industry.	07	CO3	K5	PO10