

CO1	Understand the fundamental of accounting.
CO2	Develop an understanding of accounting principles and their implications.
CO3	Learn the process of finalization of accounts.
CO4	Prepare and interpret the balance sheet of a company.
CO5	Analyse the financial health of the companies.

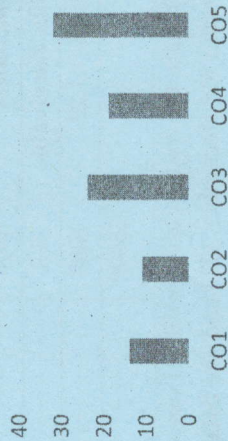
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



ARKA JAIN University
Jharkhand



END SEM EXAMINATION
School of Commerce & Management

Program	Master Of Business Administration	
Subject Name	Financial Reporting Statement Analysis	
	Semester	Year
	I	January, 2025
Time: 3 Hour Max. Marks : 50	- Start writing from 2nd page onwards; don't Write on the 1st Page Backside - Answer all Questions of Section A (Compulsory) - Answer Any Four out of Six of Section B - Answer Any Two out of Four of Section C - Possession of <u>Mobile Phones</u> or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will comes under <u>Unfair Means</u> and will <u>Result in the Cancellation of the Papers.</u>	
Knowledge Level (KL)	K1 : Remembering	K3 : Applying
	K2 : Understanding	K4 : Analysing
		K5 : Evaluating
		K6 : Creating

Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks			
Q. N1	QUESTIONS	Marks	COs
i	Measurement cost of a single product calculated under a) Financial Accounting b) Cost Accounting c) Management Accounting d) All of these	01	CO1
ii	The owner of the business is considered under ____ concept of accounting. a) Money Measurement b) Dual Aspect c) Cost concept d) Separate Legal Entity	01	CO1
iii	Preliminary expenses recorded under a) Fixed Assets b) Current Assets c) Current Liabilities d) None of these	01	CO1
iv	Cash flow statement prepare as per ____ Indian Accounting Standard a) Three b) Seven c) Six d) Eight	01	CO1
V	Dividend paid is a) Operating Activities b) Investing Activities c) Financing Activities d) None of these	01	CO2
vi	Purchase of Furniture a) Operating Activities b) Investing Activities c) Financing Activities d) None of these	01	CO2
vii	ABC Ltd. has a Current Ratio of 1.5 : 1 and Net Current Assets of Rs. 5,00,000. What are the Current Assets? a) Rs. 5,00,000 b) Rs. 10,00,000 c) Rs. 15,00,000 d) Rs. 25,00,000	01	CO3

viii	Net Profit Ratio Signifies: a) Operational Profitability c) Big-term Solvency	b) Liquidity Position d) Profit for Lenders.	01	CO2	KL2
ix	DuPont Analysis deals with: a) Analysis of Current Assets c) Capital Budgeting Assets	b) Analysis of Profit d) Analysis of Fixed Assets	01	CO1	KL1
x	Margin of Safety in BEP Analysis is a) Actual Sales -BEP(S) c) Actual Sales/ BEP(S)	b) BEP(S) - Actual Sales d) BEP(S)/ Actual Sales	01	CO1	KL2
Section B (Answer any FOUR out of SIX) - 20 Marks (Each question Carry 5 Marks)					
Q. No.	QUESTIONS		Marks	COs	KL
2	Differentiate between Financial, Cost and Management Accounting.		05	CO1	KL1
3	Write down the types of Errors Trial Balance Cannot detects.		05	CO2	KL2
4	Differentiate between Budgets and Forecasts.		05	CO2	KL2
5	Calculate BEP at Sales and BEP at Unit if Variable cost Rs 12 per unit, Sales Price Rs 20, Total no of unit produced and Sales 25,000 and Fixed Cost Rs 40,000. Calculate If Desired Profit Rs 1,00,000 what will be the BEP at Sales.		05	CO3	KL3
6	A firm has made credit purchase of Rs 3,00,000 during the year. The outstanding amount of Creditors at the beginning and ending of the period Rs27,500 & Rs 32,500 respectively. Find out the Creditors Payment period.		05	CO3	KL3

7. Prepare Comparative Statement from the following Balance sheet. [5] [CO2]
[KL6]

Particulars	Note No.	31st March 2023 (Rs)	31st March, 2022 (Rs)
I. EQUITY AND LIABILITIES			
1. Shareholders Funds			
(a) Share Capital		3,26,000	2,44,000
(b) Reserves and Surplus		1,00,000	1,00,000
2. Non-Current Liabilities			
Long term Borrowings		6,96,000	4,38,000
3. Current Liabilities			
Trade Payables		2,98,000	78,000

Total		14,20,000	8,60,000
II. ASSETS			
1. Non-Current Assets			
(a) Fixed Assets		5,68,000	4,30,000
(b) Non-Current Investments		6,000	4,000
2. Current Assets			
(a) Trade Receivables		6,46,000	3,76,000
(b) Cash and Cash Equivalents		2,00,000	50,000
Total		14,20,000	8,60,000

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

Q. No.	QUESTIONS		Marks	COs	KL
8	Explain in details Consistency, Realisation and Conservatism concepts of accounting.		10	CO1	KL1
9	Define the term 'Budgetary Control' and discuss the objectives of introducing a budgetary control system in an organization.		10	CO2	KL2
10	Prepare Cashflow Statement [10] [CO3] [KL6]				

Particulars	Note No.	31.03.2018	31.03.2017
I. EQUITY AND LIABILITIES:			
(1) Shareholder's Funds:			
(a) Share Capital		10,00,000	8,00,000
(b) Reserves and Surplus		6,40,000	5,59,000
(2) Non-Current Liabilities			
Long-term Borrowing:		1,50,000	1,00,000
(5) Current Liabilities.:			
Trade Payables		60,000	40,000
Total		113,50,000	14,99,000
II. ASSETS:			
(1) Non-Current Assets:			
(a) Fixed Assets			
(i) Tangible Asset		7,50,000	5,10,000

(ii) Intangible Asset		15,000	20,000
(b) Non-Current Investments	3	1,00,000	30,000
(2) Current Assets: (a) Inventory		6,30,000	4,20,000
(b) Trade Receivables		3,20,000	4,94,000
(c) Cash and Cash Equivalents		28,000	20,000
(d) Other Current Assets	4	7,000	5,000
Total		18,50,000	14,99,000

	31.03.2018	31.03.2017
(1) Reserve and Surplus.		
General Reserve	5,20,000	4,00,000
Profit & Loss balance	1,20,000	1,59,000
	6,40,000	5,59,000
(2) Long-term Borrowing:		
8% Debentures	1,50,000	1,00,000

Additional Information: -

- (i) Depreciation of Rs. 30,000 has been charged on machinery.
 - (ii) Non-Current Investments costing Rs. 30,000 were sold for Rs. 40,000 at the end of the year.
 - (iii) New debentures were issued on 1st Oct. 2017
- During the year share issued expenses amounted to Rs. 10,000 and these were written off from statement of Profit and loss.

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Given below the balances in the books of Mr. Rohit as on 31.12.23

Particulars	Rs	Particulars	Rs
Purchases	10000	Sales	15100
Wages	600	Commission Received	1900
Freight Inwards	750	Creditors	2400
Advertisements	500	Rent Received	600
Carriage Outwards	400	Capital	5000
Cash	1200		
Debtors	2250		
Machinery	8000		
Bills Receivable	300		
Stock 1.1.23	1000		
	25000		25000

Prepare the trading and Profit & Loss a/c for the year ended 31st December, 2023 and the balance sheet on that date after adjusting the following:

- i. Commission received in advance Rs 400.
- ii. Advertisement paid in advance Rs 150.
- iii. Wages outstanding Rs 200

Closing Stock 31st December 2023 Rs 2100

10

CO5

KL5

CO- Course Outcomes,

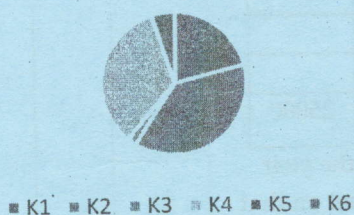
KL- Knowledge Level,

PO – Program Outcome

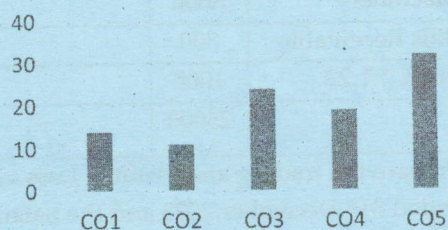
Course Outcomes	CO1	Understand the fundamental of accounting.
	CO2	Develop an understanding of accounting principles and their implications.
	CO3	Learn the process of finalization of accounts.
	CO4	Prepare and interpret the balance sheet of a company.
	CO5	Analyse the financial health of the companies.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



31/01/25



ARKA JAIN
University
Jharkhand



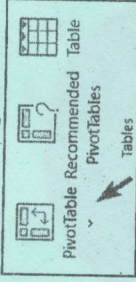
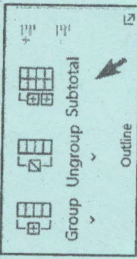
END SEM EXAMINATION
School of Commerce & Management

Program	Master of Business Administration	
Subject Name	Tech Edge Synergy-I	Semester Year
		I January, 2025
Time: 3 Hour Max. Marks: 50	- Start writing from 2nd page onwards; don't Write on the 1st Page Backside - Answer all Questions of Section A (Compulsory) - Answer Any Four out of Six of Section B - Answer Any Two out of Four of Section C - Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will comes under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers.</u>	
Knowledge Level (KL)	K1 : Remembering	K3 : Applying
	K2 : Understanding	K4 : Analysing
		K5 : Evaluating K6 : Creating

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

Q. No.	QUESTIONS	Marks	COs	KL												
i	If a cell in Excel contains the value 1.25 and the percentage button is clicked, what will the value be displayed as? a) 12.5% b) 125% c) 1.25% d) $1\frac{1}{4}\%$	01	CO4	K3												
ii	What is relative referencing in Excel?	01	CO1	K2												
iii	<table border="1"><thead><tr><th></th><th>A</th><th>B</th></tr></thead><tbody><tr><td>1</td><td>Mango</td><td>60</td></tr><tr><td>2</td><td>Orange</td><td>20</td></tr><tr><td>3</td><td>Grapes</td><td>45</td></tr></tbody></table> If the formula in A4 is =IF(B3<30,"Low","High"). what will be the result in A4? a) High b) Low c) Error d) Invalid Formula		A	B	1	Mango	60	2	Orange	20	3	Grapes	45	01	CO2	K5
	A	B														
1	Mango	60														
2	Orange	20														
3	Grapes	45														
iv	What does the "Find and Replace" feature do in MS Excel?	01	CO5	K2												
v	What is the difference between COUNT and COUNTA in Excel?	01	CO3	K2												
vi	What is the purpose of the SUM function in Excel?	01	CO1	K3												
vii	Which description best captures the role of the 'Ribbon Bar' in Office Applications? a) An organized set of commands displayed in	01	CO2	K5												

	sections for easy navigation. b) The currently highlighted section showing relevant options or content. c) A display area at the bottom providing updates and current details. d) A customizable section for rapid access to commonly used functions			
viii	What is the default extension for saving a Word Document in Office Enterprise 2003 a) .rtf b) .doc c) .docx d) .docm	01	CO1	K2
ix	Which of the following is the simplest way to begin creating a presentation? a) Microsoft PowerPoint - Desktop b) Google Slides c) OpenOffice Impress d) Adobe Illustrator	01	CO3	K5
x	Which of the following statements about cells, rows, columns, and worksheets is incorrect? a) A cell is the intersection point of a row and a column in a worksheet b) A row in a worksheet is identified by a number and extends horizontally across the worksheet c) A column in a worksheet is identified by a letter and extends vertically down the worksheet. d) A worksheet can only contain a maximum of 256 columns.	01	CO3	K1
Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Within the range of cells A1:A50 contains various value, calculate the following: 1. The count of cells containing the value "0" and store the result in cell A51. 2. The count of cells containing the value "Yes" or "Yup" and store the result in cell A52. 3. The count of cells containing any other value and store the result in cell A53. What formulas should be used in cells A51, A52, and A53 to accomplish these calculations?	05	CO4	K3
3	Explain the purpose and components of the IF function in Excel. Provide an example where the IF function is used to	05	CO1	K2

	check whether a student has passed or failed based on their marks. =IF(Logical_Test, Value_if_True, Value_if_False)			
4	Explain the difference between absolute referencing and relative referencing in Excel.	05	CO2	K2
5	Match the following. A) Active Tab 1) Figure 3 B) Status Bar 2) Figure 4 C) Tab/Ribbon Bar 3) Figure 5 D) Title Bar	05	CO5	K4
6	Figures are illustrated after Section C questions. Explain any one of the following Excel features: 1. Pivot Table ["Insert" Tab → Tables "Group"]  2. Subtotal [Data "Tab" → Outline "Group"]  3. Database Functions (e.g. DSUM, DMAX, DCOUNT)	05	CO3	K2
7	What is Data Validation in Excel? Explain how the List Validation feature works and provide an example of how it can be used to restrict data entry to a predefined list of options.	05	CO3	K3
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the difference between single-level sorting and multi-level sorting in Excel. Provide examples of scenarios where each type of sorting would be useful.	10	CO3	K5
9	List any five Excel formulas (functions) you are familiar with. For each formula, briefly explain its purpose and provide an example showing how it can be used.	10	CO5	K2

10	Describe the process of using Conditional Formatting in Excel to identify and highlight duplicate values within a data range. Include the steps.	10	CO4	K5
11	You are given a graph in Figure 1 . Using Excel, explain the steps you would take to modify or adjust the graph to match the format shown in Figure 2 . Describe any changes in chart type, formatting, or data adjustments that are necessary to reach from Figure 1 to Figure 2 . <i>Figures are illustrated after Section C questions.</i>	10	CO2	K5

Graphs & Tables

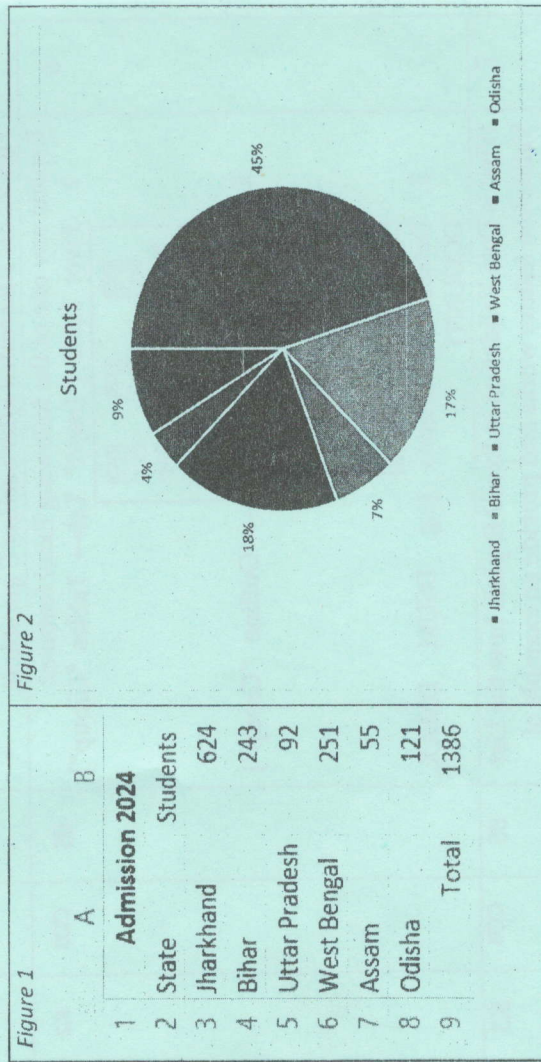


Figure 3

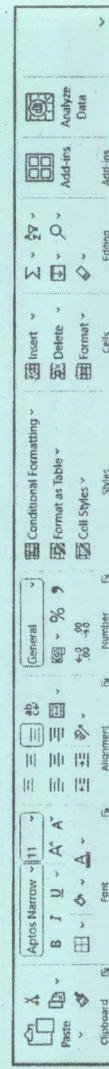


Figure 4

Figure 5

JGI	ARKA JAIN University Jharkhand	NAAC GRADE A ACCREDITED UNIVERSITY	END SEM EXAMINATION School of Commerce & Management
Program	Master of Business Administration		
Subject Name	Marketing Management	Semester	I
		Year	January, 2025
Time: 3 Hour Max. Marks : 50	- Start writing from 2nd page onwards; don't Write on the 1st Page Backside - Answer all Questions of Section A (Compulsory) - Answer Any Four out of Six of Section B - Answer Any Two out of Four of Section C - Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will comes under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers</u>.		
Knowledge Level (KL)	K1 : Remembering K2 : Understanding	K3 : Applying K4 : Analysing	K5 : Evaluating K6 : Creating

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

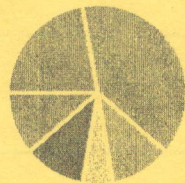
Q. N	QUESTIONS	Marks	COs	KL
1				
i	Parents buying toys for infants act as a) Decider b) Buyer c) Influencer d) All of the above	01	CO3	K2
ii	Which of the following element is a part of 'Selling'? a) Let the Seller beware b) Let the buyer beware c) Begins before production d) Customer first then product	01	CO1	K1
iii	'Chimney Cleaners Pvt Ltd' employs people to clean fireplaces and chimneys in homes and apartments. The firm is primarily the marketer of which one of the following: a) Goods b) Service c) Image d) Idea	01	CO2	K2
iv	What is the full form of USP? a) Unique Selling Purchase b) Unique Segmentation Positioning c) Unique Selling Proposition d) Universal Selling Proposition	01	CO1	K1

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

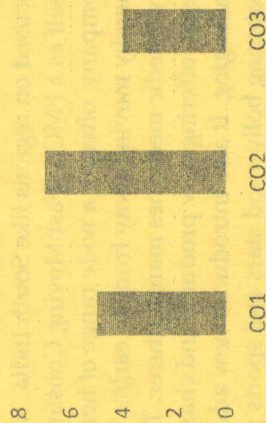
CO1	Describe the marketing function and concept of marketing-mix
CO2	Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation
CO3	To have clarity on the functions related to marketing. Analyse the relevance of marketing concepts and their application in practical life.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

v	The 'Promotion' P of Marketing-mix is also known as: a) Marketing Communication b) Planning c) Positioning d) Physical evidence	01	CO2	K1
vi	Which of the following is a part of 'Place' element of 'marketing-mix'? a) Retail b) Internet c) Customers' Home d) All of the above	01	CO2	K3
vii	'Life Insurance Policy' is which category of good? a) Unsought goods b) Staple goods c) Durable goods d) Convenience goods	01	CO2	K2
viii	What do you understand by 'PC' in terms of 'Marketing'? a) Product Characteristics b) Production Characteristics c) Planning Characteristics d) Promotion Communication	01	CO2	K1
ix	The term 'NPD' stands for: a) New Planning Development b) New Product Development c) New Production Development d) New Promotion Development	01	CO2	K1
x	Which of the following is the Strategy for Targeting? a) Differentiated b) Geographic c) Demographic d) Psychological	01	CO2	K2
Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	"A Marketer is available with various types of pricing methods". Elaborate the statement.	05	CO2	K6
3	Give few examples through which you can differentiate between Needs, Wants and Desires.	05	CO1	K5
4	Draft the model of consumer behaviour with examples.	05	CO2	K3

5	Explain the benefits of Social Media marketing communication.	05	CO3	K2
6	What do you understand by Marketing? Are Marketing and Selling same? Explain with examples.	05	CO1	K2
7	Classify the different basis of market segmentation?	05	CO2	K2
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Case Study: Dabur took the following steps in the beginning of this century to widen its consumer base. It expanded to cover international markets and within India it focused on regions like South India. It repositioned itself as a FMCG (Fast Moving Consumer Goods) company, offering a wide range of herbal products, thereby moving away from its earlier image of an Ayurvedic medicines manufacturer. The company began offering new products and changed the packaging. It also introduced new advertisements featuring Bollywood stars and sports persons. It moved away from the umbrella branding strategy and went in for individual branding. Dabur even re-designed its old logo. Question: To boost the company's sales and profit, identify the elements of marketing mix and explain.	10	CO3	K6
9	Case Study: You are a marketer of 'Juices and Soft drinks'. Design a Pricing strategy mix for your company	10	CO3	K4
10	"Marketing should aim at meeting a given customer need rather than selling a given product". Explain this statement with reference to planning a marketing strategy.	10	CO1	K2
11	Case Study: As a start up, what would you prefer Traditional form of promotion like TV, Newspaper etc or Social Media or both? Justify your selection.	10	CO2	K5

CO1	To understand the demand analysis and consumer equilibrium
CO2	They will get in depth knowledge of producer equilibrium and the concept of cost and market imperfections
CO3	They will become familiar with the pricing of factors of production
CO4	They will be able to understand different types of multipliers also IS - LM analysis
CO5	Evaluate the economic policies and regulations relevant to the Indian business landscape

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



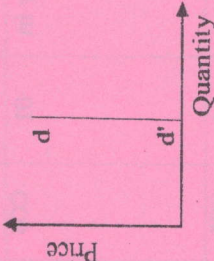
* K1 = K2 = K3 = K4 = K5 = K6

Course Outcome Wise Marks Distribution



Program	Master of Business Administration
Subject Name	Managerial Economics and Indian Economy
Semester	I
Year	January, 2025
Time: 3 Hour Max. Marks: 50	- Start writing from 2nd page onwards; don't Write on the 1st Page Backside - Answer all Questions of Section A (Compulsory) - Answer Any Four out of Six of Section B - Answer Any Two out of Four of Section C - Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers.
Knowledge Level (KL)	K1 : Remembering K2 : Understanding K3 : Applying K4 : Analysing K5 : Evaluating K6 : Creating

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

Q. N	QUESTIONS	Marks	COs	KL
1				
i	In the following figure dd' is the demand curve:  What is the nature of the demand curve (dd') a) Elastic b) Perfectly inelastic c) Unit elastic d) Negative elastic	01	CO1	K2
ii	In the short run, which cost remains constant? a) Total cost b) Fixed cost c) Variable cost d) Marginal cost	01	CO2	K1
iii	What does monopolistic competition imply? a) One seller, many buyers. b) No sellers, few buyers. c) Many sellers with differentiated products. d) No seller, no product.	01	CO2	K3

iv	What is rent, according to economic theory? a) Return on capital. b) Payment for the use of land or resources. c) Interest rate on loans. d) Cost of labor.	01	CO3	K2
v	Short-run production is characterized by: a) All inputs being variable. b) Some inputs being fixed and others variable. c) No inputs being fixed. d) Increasing returns only.	01	CO2	K1
vi	What is the Law of Demand? a) Price and demand are unrelated. b) Demand decreases as price increases. c) Demand becomes zero as price decreases. d) Price remains constant regardless of demand.	01	CO1	K2
vii	The IS curve represents equilibrium in the: a) Goods market b) Money market c) Labor market d) International trade	01	CO4	K1
viii	Which policy focuses on controlling money supply in the economy? a) Fiscal policy b) Industrial policy c) Monetary policy d) Trade policy	01	CO5	K2
ix	What is the primary objective of liberalization in India? a) Reduce employment b) Reduce trade barriers and encourage private enterprise. c) Focus solely on agriculture. d) To increase inflation in the economy.	01	CO5	K4
x	Which of the following condition is necessary for consumer equilibrium: a) $MRS = MC$ b) $MRS = AR$ c) $MRS = P_x/P_y$ d) $MRS = MRS$	01	CO1	K3

Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)																
Q. No.	QUESTIONS	Marks	COs	KL												
2	What are substitute goods and complementary goods? Give one example of each.	05	CO1	K2												
3	Explain the features of monopoly market. Is a monopolist a price taker or a price maker?	05	CO2	K2												
4	Calculate average product from the given table: <table><tr><th>Units of labour</th><th>Total Product</th></tr><tr><td>0</td><td>0</td></tr><tr><td>1</td><td>4</td></tr><tr><td>2</td><td>10</td></tr><tr><td>3</td><td>18</td></tr><tr><td>4</td><td>24</td></tr></table>	Units of labour	Total Product	0	0	1	4	2	10	3	18	4	24	05	CO2	K4
Units of labour	Total Product															
0	0															
1	4															
2	10															
3	18															
4	24															
5	Explain the criteria for a good demand forecasting method.	05	CO1	K2												
6	Discuss the three primary motives for holding money.	05	CO4	K3												
7	The price elasticity is 0.5. The % change in quantity is 4. What is the % change in price?	05	CO1	K6												
Section C (Answer any TWO out of FOUR) – 20Marks (Each question Carry 10 Marks)																
Q. No.	QUESTIONS	Marks	COs	KL												
8	What is an indifference curve? Explain its properties.	10	CO1	K1												
9	Explain the relationship between Total Revenue, Average Revenue and Marginal Revenue with the help of graphical representation.	10	CO3	K2												
10	Explain the concept of aggregate demand. How do aggregate demand and aggregate supply interact to determine the equilibrium level of output in an economy?	10	CO4	K4												
11	What is inflation. How does inflation impact the purchasing power of individuals in an economy?	10	CO5	K5												

22/01/25

		ARKA JAIN University Jharkhand			END SEM EXAMINATION School of Commerce & Management		
Program	Master of Business Administration					Semester	I
Subject Name	Quantitative Techniques and Marketing Research					Year	January, 2025
Time: 3 Hour Max. Marks : 50	• Start writing from 2nd page onwards; don't Write on the 1st Page Backside • Answer all Questions of Section A (Compulsory) • Answer Any Four out of Six of Section B • Answer Any Two out of Four of Section C • Possession of <u>Mobile Phones</u> or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will comes under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers</u>.						
Knowledge Level (KL)	K1 : Remembering	K3 : Applying			K5 : Evaluating		
	K2 : Understanding	K4 : Analysing			K6 : Creating		

Section A (Each question Carry 01 Marks from Q1-i to x) - 10 Marks					
Q. N1	QUESTIONS	Marks	COs	KL	
i	What is the total angle of a Pie Chart? a) 180 degrees b) 360 degrees c) 90 degrees d) 45 degrees	01	CO1	KL1	
ii	Which of these is an example of a two-dimensional diagram? a) Bar diagram b) Histogram c) Both d) None	01	CO1	KL2	
iii	Calculate the Median for the following data: 160, 180, 175, 179, 164, 178, 171, 164, 176 a) 160 b) 176 c) 175 d) 180	01	CO2	KL3	
iv	Given $\Sigma X = 46$, $\Sigma X^2 = 284$ and $n = 8$, what is the standard deviation of the given data? a) 1.56 b) 2.56 c) 0.34 d) 1.45	01	CO2	KL3 _i	
v	Under what circumstance is Spearman's Rank Correlation used? a) When the variables being analyzed cannot be ranked order b) When the data is not available c) When the variables being analyzed are in ranked order d) When there is only one variable	01	CO3	K4	

Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)													
Q. No.	QUESTIONS										Marks	COs	KL
8	Calculate the rank correlation and comment on the relationship.										10	CO3	KL4
	X	2	1	3	7	6	8	4	5	10	9		
	Y	3	2	1	8	4	9	5	6	10	7		
9	Construct index number of prices from the data given below by applying the Laspeyres's method:										10	CO3	KL4
	Goods	Base year			Current Year								
		Price	Quantit y		Price	Quantit y							
	A	2	40		3	20							
	B	1.5	30		2.5	40							
	C	1	50		1.5	30							
	D	2.5	20		2	80							
10	Determine the basic feasible solution to the following transportation problems using: North –West Corner Rule										10	CO4	KL5
	From	To	W_1	W_2	W_3	W_4	Units available						
	F_1		6	4	1	5	14						
	F_2		8	9	2	7	16						
	F_3		4	3	6	2	5						
	Units Required		6	10	15	4	35						
11	Reliance Fresh, a popular supermarket Retail Brand is planning to conduct research on the “Comparative analysis on the role of consumer loyalty towards Reliance Fresh. Company hires you as a research consultant to conduct marketing research in order to understand the consumer perception towards their retail brand. In this regard, you are asked to design the questionnaire for the purpose of data collection. Design a questionnaire to calculate the for the purpose.										10	CO5	KL6

vi	If the variables show a positive slope, what does it indicate about their correlation? a) No correlation b) Positive correlation c) Negative correlation d) Perfect correlation	01	CO3	KL4
vii	Which of the following is/are method to calculate index numbers. a) Fisher's Method b) Laspeyres's Method c) Paasche's Method d) All of the above	01	CO4	KL1
viii	What does Bayes' Theorem help to determine in probability theory? a) The probability of an event occurring without any prior information. b) The probability of an event based on prior knowledge and new evidence. c) The sum of probabilities of all possible outcomes. d) The average probability of multiple events occurring independently.	01	CO4	KL1
ix	What does sampling mean in statistics? a) Collecting data from the entire population. b) Selecting a subset of data from the entire population for analysis. c) Calculating the mean of all data points. d) Estimating the total population size based on sample data.	01	CO5	KL1
x	Which of the following is a source of secondary data? a) Surveys conducted by researchers b) Government publications c) Experiments conducted in a laboratory d) Interviews with participants	01	CO5	KL2
Section B (Answer any FOUR out of SIX) - 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Calculate the median from the following data-	05	CO1	KL3

	<table><tr><th>No. of objects</th><th>Frequency</th></tr><tr><td>0 - 10</td><td>1</td></tr><tr><td>10 - 20</td><td>6</td></tr><tr><td>20 - 30</td><td>24</td></tr><tr><td>30 - 40</td><td>37</td></tr><tr><td>40 - 50</td><td>49</td></tr><tr><td>50 - 60</td><td>38</td></tr><tr><td>60 - 70</td><td>23</td></tr><tr><td>70 - 80</td><td>18</td></tr><tr><td>80 - 90</td><td>12</td></tr><tr><td>90 - 100</td><td>5</td></tr></table>	No. of objects	Frequency	0 - 10	1	10 - 20	6	20 - 30	24	30 - 40	37	40 - 50	49	50 - 60	38	60 - 70	23	70 - 80	18	80 - 90	12	90 - 100	5			
No. of objects	Frequency																									
0 - 10	1																									
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50 - 60	38																									
60 - 70	23																									
70 - 80	18																									
80 - 90	12																									
90 - 100	5																									
3	Discuss what is meant by Stratified sampling. How it is different from random sampling.	05	CO5	KL4																						
4	As part of manpower planning exercise, the following data is collected on units of output and manpower usage per week for a product during the year 2023. Calculate the correlation between output and manpower used. <table><tr><th>Output</th><th>Man-Hours Used</th></tr><tr><td>60</td><td>650</td></tr><tr><td>48</td><td>450</td></tr><tr><td>35</td><td>250</td></tr><tr><td>30</td><td>500</td></tr><tr><td>55</td><td>550</td></tr><tr><td>40</td><td>380</td></tr><tr><td>80</td><td>750</td></tr><tr><td>70</td><td>700</td></tr></table>	Output	Man-Hours Used	60	650	48	450	35	250	30	500	55	550	40	380	80	750	70	700	05	CO3	KL4				
Output	Man-Hours Used																									
60	650																									
48	450																									
35	250																									
30	500																									
55	550																									
40	380																									
80	750																									
70	700																									
5	Solve the following linear programming problem using graphical method. Max. $Z = 45x_1 + 80x_2$ Subject to: $5x_1 + 20x_2 \leq 400$ $10x_1 + 15x_2 \leq 450$ $x_1 \geq 0, x_2 \geq 0$	05	CO4	KL5																						
6	Discuss two methods of primary data collection. Give merits and demerits of each of the two methods.	05	CO5	KL3																						
7	Tickets numbered from 1 to 12 are mixed up together and then a ticket is withdrawn at random. Find the probability that the ticket withdrawn has an odd number.	05	CO4	KL3																						

24/01/25

ARKA JAIN University Jharkhand	NAAC GRADE A ACCREDITED UNIVERSITY	END SEM EXAMINATION School of Commerce & Management
JGI	Master of Business Administration	
Program	Subject Name	Semester Year
	Organisational Behaviour	I January, 2025
• 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 <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation</u> of the Papers.		
Time: 3 Hour Max. Marks : 50		
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 x) - 10 Marks				
Q. N1	QUESTIONS	Marks	COs	KL
i	What is the full of OB? a) Organisational Benovelence b) Organisational Behaviour c) Organisational Bifurcation d) Organisational Business	01	CO1	KL1
ii	What is the full form of the abbreviation LoC? a) Location of the Behaviour b) Locked Disonance c) Locus of Control d) Lateral Cross section of Behaviour	01	CO1	KL2
iii	The meaning of Conscientiousness in personality traits refers to a) One who is responsible, follows timeline and is careful b) One who is diligent and follows rules & regulations c) One who is affable d) One who is concerned about future planning	01	CO3	KL1
iv	The Need hierarchy theory by Maslow has in all a) 4 stages b) 5 stages c) 7 stages d) 6 stages	01	CO4	KL1

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 organization 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	Learn concepts, utility and their application in Industry.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution

■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution

V	Motivation is of two kinds a) Intrinsic b) Introverted c) Extrinsic d) Both A & B e) Both A & C	01	CO4	KL3
vi	Leadership refers to the ability to a) Malign other people's mind b) Able to guide others c) Mentor others d) Misjudge others	01	CO4C	KL2
vii	Wasting expensive/scarcie organisational resource can be counted as a) Commitment b) Deviant Behaviour c) Externally controlled d) None of the above	01	CO3	KL3
viii	Organisational climate refers to a) Feeling of an employee about the rules, regulations and organisational policies b) Feelings of employees about other employees c) Feeling of employee about himself d) All the above	01	CO5	KL2
ix	Organisational development means a) Growth of organisationa b) Growth of employees c) Growth of the goodwill d) All the above	01	CO5	KL1
x	Perception depends upon a) Past experience b) Expectations c) Situations d) All of the above	01	CO5	KL5
Section B (Answer any FOUR out of SIX) - 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Define personality and in brief discuss its determinants.	05	CO1	KL4
3	Discuss the Existence Relatedness and Growth theory.	05	CO1	KL3
4	What do you understand by the term Managerial Grid ? Explain.	05	CO1	KL4

5	What are the various perceptual errors that managers experience while dealing with their teams?	05	CO3	KL2
6	Discuss the stages of group formation as per the Tucman Model	05	CO2	KL3
7	What is locus of control and how can understanding it help an individual to improve his/her efficiency?	05	CO4	KL2
Section C (Answer any TWO out of FOUR) - 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain affective event theory?	10	CO1	KL1
9	What do you understand by the terms Organisational Climate and Organisational Culture	10	CO2	KL2
10	What do you understand by punctuated equilibrium in group development stages and dynamics?	10	CO4	KL2
11	Why should an individual study organisational behaviour, which other subjects build the content of organisational behaviour and how?	10	CO1	KL4

28/01/25



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Jharkhand



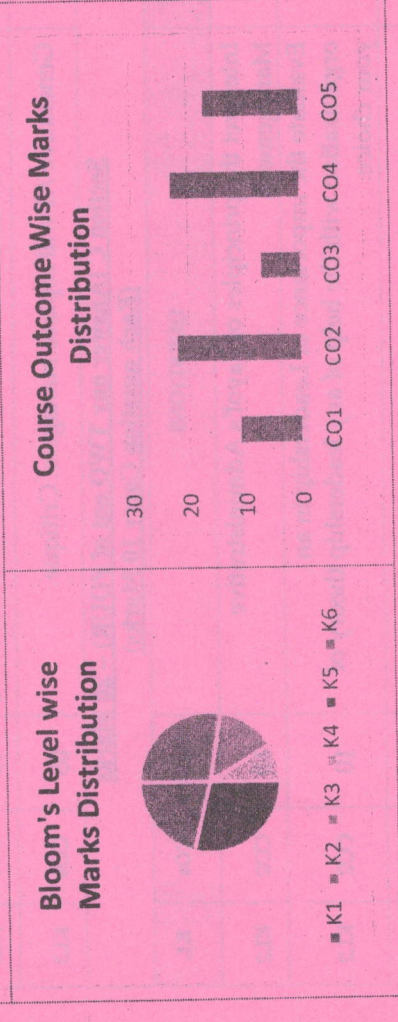
END SEM EXAMINATION
School of Commerce & Management

Program	Master of Business Administration	
Subject Name	Managerial Skills for Effectiveness	Semester I Year January, 2025
Time: 3 Hour Max. Marks: 50	- Start writing from 2nd page onwards; don't Write on the 1st Page Backside - Answer all Questions of Section A (Compulsory) - Answer Any Four out of Six of Section B - Answer Any Two out of Four of Section C - Possession of Mobile Phones or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will comes under <u>Unfair Means</u> and will Result in the <u>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	Understand the fundamental principles and functions of management.
CO2	"Demonstrate understanding and competence concerning fundamental managerial skills: Self-awareness, critical thinking, creative problem solving, supportive communication, negotiation, networking, building effective teams, etc."
CO3	"Analyze, develop, practice, and demonstrate the ability to use these fundamental skills through self-assessments, textbook learning, cases, experiential exercises, written application exercises and a final paper."

GRAPHICAL REPRESENTATION



Section A (Each question Carry 01 Marks from Q1-i to x) - 10 Marks				
Q. N	QUESTIONS	Marks	COs	KL
i	Max Weber has given concept of _____ in Management A) Bureaucratic Theory B) Modern theory C) Technical Theory D) None of these	01	CO1	K1
ii	"DOING WHAT IS REQUIRED" comes in which step of planning? A) Setting Objectives B) Developing Premises C) Implementation D) Selecting One Best Alternative	01	CO3	K2
iii	Which of these is an example of a line function instead of a staff function? A) Legal department advising on compliance B) Marketing manager overseeing product promotion C) Human resources department handling recruitment D) IT department providing technical support	01	CO1	K1
iv	Which personal skill is most important for managers to motivate their team? A) Time management B) Interpersonal skills C) Technical skills D) Data analysis	01	CO3	K1

V	A manager with strong _____ skills can inspire their team to achieve goals and maintain high morale. A) Networking B) Leadership C) Technical D) Administrative	01	CO2	K1
vi	Rina is negotiating a project deadline. She firmly states her team's availability and listens to the client's constraints. What skill is Sarah demonstrating? A) Aggression B) Assertiveness and collaboration C) Passive communication D) Avoidance	01	CO3	K2
vii	Which of the following is NOT a function of management? A) Planning B) Organizing C) Marketing D) Controlling	01	CO2	K3
viii	The "Successful managers have an urge for accomplishment" statement is related to which feature of Management? A) Management is Indispensable B) Management is Purposeful C) Management is Goal-oriented D) All of these	01	CO1	K2
ix	The benefit of clear and practical solutions in an organization is that it A) Allow the manager to collaborate with the team B) Prevent conflicts C) Resolve issues as they arise D) All of these	01	CO3	K1
x	What is the primary purpose of departmentalization in an organization? A) To reduce the number of employees in each department. B) To divide work and responsibilities into specialized areas. C) To centralize decision-making authority. D) To eliminate the need for middle management.	01	CO1	K2

Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Explain the concept of Organizing concerning Departmentation	05	CO1	KL3
3	Planning is looking ahead. Discuss	05	CO4	KL5
4	Demonstrate the concept of relationship building concerning its significance and role of communication in relationship building.	05	CO3	KL4
5	Networking plays a crucial role in today's world. Discuss	05	CO5	KL6
6	Appraise the steps involved in the planning process.	05	CO1	KL3
7	Generative AI will replace managers. Critique.	05	CO4	KL5
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Interpret the principles of Fayol's Administrative Management.	10	CO2	KL2
9	Evaluate the importance of Leadership in an organization with the help of any leadership theory of your choice.	10	CO2	KL2
10	Appraise Hawthorne Studies in your own words.	10	CO4	KL5
11	Describe the scientific principles of management and its features.	10	CO5	KL6