ARKA JAIN University Jharkhand	NAAC GRADE A		[06-05-2025] **END SEM EXAMINATION** **School of commerce and management**
Program	**Bachelor of Commerce (Hons.)**		
Subject Name	Indirect Taxation	Session	Even, 2024-2025
Semester	VI	Year	May, 2025

Time: 3 Hour
Max. Marks : 70

- 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

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

Q. N 1	QUESTIONS	Marks	COs	KL
i	Aviation fuel and petroleum is not covered under GST. True or False..	01	C01	K1
ii	In GST the voting percentage for any resolution is 75 %. True or false.	01	C01	K1
iii	In ITC the payment must be made within 150 days otherwise the credit would be reversed – True or False.	01	C04	K1
iv	Kumkum, Alta is exempted from GST. True or False..	01	C03	K1
v	Import of services by a branch office India from its parent in the US is chargeable to GST even if obtained without consideration . True or False..	01	C03	K2
vi	A plant in Delhi and having one of its branches in Karnataka of ABC ltd is a distinct person. True or False.	01	C03	K3
vii	Rule 29 of the valuation rules refer to Agency. True or False.	01	C03	K2
viii	Rule 35 of GST valuation refers to valuation based on Agent principal relation – True or False..	01	C03	K2
ix	Rule 31 refers to GST valuation based on cost- True or False.	01	C03	K3

x	Reverse charge mechanism is one where the supplier is registered and recipient is non registered- True or False.	01	C04	K3
xi	CTP is one who comes to india for temporary business - True or False..	01	C05	K2
xii	A NRTP must deposit advance before commencement of business- True or False..	01	C05	K2

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

Q. No.	QUESTIONS	Marks	COs	KL
2	Explain the concept of VAT in GST with a suitable example – a transaction with VAT and the same transaction without VAT.	07	C01	K5
3	Explain the concept of schedule I (for the four items include in it) in concept of supply with suitable examples. Is this an exception to the basic point of supply?	07	C03	K3
4	What are the provisions of ITC in regard job work. Explain in detail.	07	C04	K2
5	What are the different kinds of registration – explain any four .	07	C05	K1
6	What is zero rated supply , Composite supply , mixed supply and taxable supply?	07	C02	K1
7	In time of supply for goods explain voucher rules in relation of the time of supply.	07	C03	K3

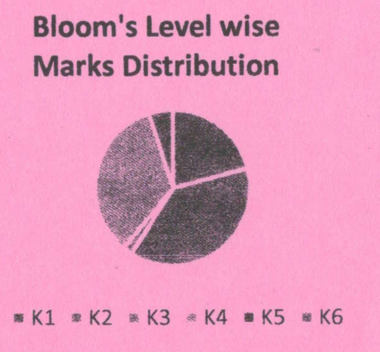
Section C (Answer any TWO out of FOUR) – 30 Marks
(Each question Carry 15 Marks)

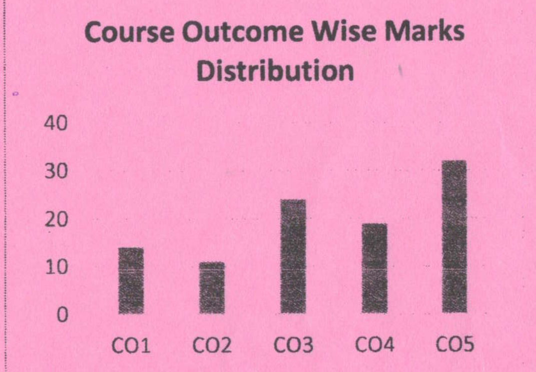
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the concept of place of supply in relation to goods when it involves movement of goods, when it does not involve movement of goods and for assembly of goods.	15	C03	K2
9	Explain the process of registration.	15	C05	K2
10	Explain the rule 27, 28 and 29 in relation to valuation of supply.	15	C03	K2
11	Explain the concept of value of supply in relation to sec 15 (1), sec 15 (2), Sec 15 (3), and Section 15 (4) of the valuation rules.	15	C03	K3

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

Course Outcomes	CO1	The students will be able to get a holistic approach to indirect taxation in day to day activities of business and personal transactions
	CO2	The students will be able understand and plan business transactions with a taxation perspective.
	CO3	The student will be able to work a GST consultant

GRAPHICAL REPRESENTATION

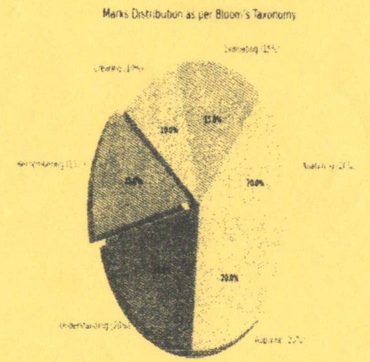


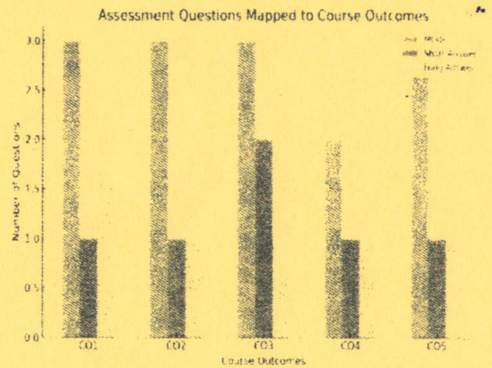


CO- Course Outcomes, **KL-** Knowledge Level, **PO** – Program Outcome

Course Outcomes	CO1	Develop insights on the Indian Financial system, its structure, intermediaries and the recent reforms
	CO2	Gain a fair idea on the operational aspects of the Indian Financial Markets
	CO3	Understand the role and functions of the stock markets, different indices and types of securities traded in the stock exchange
	CO4	Familiarize themselves with the structure, functions and role of the Indian Money Market, participants and its different financial instruments
	CO5	Imbibe interest on unique financial instruments like derivatives, mutual fund-its types, scheme, regulatory requirements and the basics of insurance.

GRAPHICAL REPRESENTATION





JGI **ARKA JAIN University** Jharkhand	NAAC GRADE A		[08-05-2025] **END SEM EXAMINATION** **School of Commerce & Management**
Program	**Bachelor of Commerce (Hons.)**		
Subject Name	**Financial Markets & Institutions**	**Session**	**Even, 2024-2025**
Semester	**VI**	**Year**	**May, 2025**
Time: 3 Hour Max. Marks : 70	• 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 <u>Four out of Six of Section B</u>** • **Answer Any <u>Two out of Four of Section C</u>** • **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 **K2** : Understanding	**K3** : Applying **K4** : Analysing	**K5** : Evaluating **K6** : Creating

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

Q. N 1	QUESTIONS	Marks	COs	KL
i	Which of the following is NOT a component of the Indian financial system? a) Financial Institutions b) Financial Markets c) Regulatory Bodies d) Manufacturing Sector	01	CO1	K1
ii	Which regulatory body oversees the securities market in India? a) RBI b) SEBI c) IRDA d) NABARD	01	CO1	K1
iii	The primary function of a stock exchange is to: a) Regulate mutual funds b) Facilitate trading of financial securities c) Issue new currencies d) Provide loans to individuals	01	CO2	K1
iv	Which of the following is NOT a money market instrument? a) Treasury Bills b) Commercial Paper c) Corporate Bonds d) Certificate of Deposit	01	CO4	K1
v	The book-building process is primarily used in: a) Secondary market trading b) Initial Public Offerings (IPOs) c) Debt market operations	01	CO2	K1

	d) Mutual fund investments			
vi	Which type of financial derivative contract provides the right but not the obligation to buy or sell an asset? a) Forward Contract b) Futures Contract c) Swap Contract d) Option Contract	01	CO5	K2
vii	The primary market deals with: a) Buying and selling of existing securities b) Issuance of new securities c) Foreign exchange transactions d) Commodity trading	01	CO2	K1
viii	Which body regulates the insurance sector in India? a) SEBI b) RBI c) IRDA d) NABARD	01	CO5	K1
ix	The rate at which the RBI lends short-term funds to commercial banks is called: a) Cash Reserve Ratio b) Repo Rate c) Statutory Liquidity Ratio d) Reverse Repo Rate	01	CO4	K1
x	In the stock market, a prolonged period of rising prices is called a: a) Bull Market b) Bear Market c) Neutral Market d) Sideways Market	01	CO3	K1
xi	Which of the following is an example of non-life insurance? a) Term Life Insurance b) Endowment Policy c) Marine Insurance d) Whole Life Insurance	01	CO5	K1
xii	A mutual fund scheme that continuously issues and redeems units is called: a) Closed-ended Fund b) Open-ended Fund c) Hybrid Fund d) Debt Fund	01	CO3	K1

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

Q. No.	QUESTIONS	Marks	COs	KL
2	What are the four major components of the Indian financial system?	07	CO1	K1
3	What is dematerialization in the stock market?	07	CO3	K2
4	Define Repo Rate and Reverse Repo Rate.	07	CO4	K1
5	What is a call option and a put option in financial derivatives?	07	CO5	K2
6	What is the role of SEBI in the Indian financial market?	07	CO3	K2
7	Differentiate between primary and secondary markets.	07	CO2	K2

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

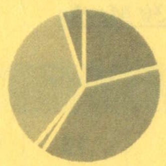
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the structure of the Indian financial system and its key components.	15	CO1	K3
9	What are the major recent reforms in the Indian financial system?	15	CO2	K5
10	Discuss the importance of the Indian money market and its major instruments.	15	CO4	K4
11	Compare life insurance and non-life insurance with examples.	15	CO5	K6

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

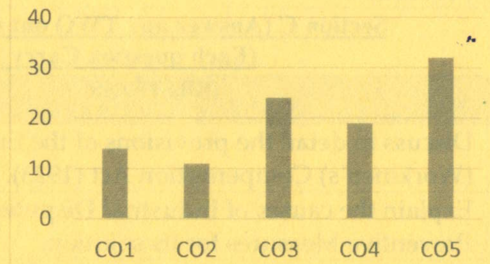
Course Outcomes	CO1	Conceptclarification about the basics of Industrial Relations.
	CO2	Learning about various provisions and implications of Labor Laws.
	CO3	Understand and Develop Skills as a Negotiator by developing better understanding of Industrial Disputes and their settlement by making use of various techniques.
	CO4	Better understanding of Trade Unions and their contribution in Industrial Relations.
	CO5	Understanding the next level of I.R. i.e. Employee Relations

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



JGI ARKA JAIN University Jharkhand NAAC GRADE A ACCREDITED UNIVERSITY			[08-05-2025] **END SEM EXAMINATION School of Commerce & Management**	
Program	**Bachelor of Commerce (Hons.)**			
Subject Name	**Industrial Relations and Labor Laws**		**Session**	**Even, 2024-2025**
Semester	**VI**		**Year**	**May, 2025**
Time: 3 Hour Max. Marks : 70	• 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	

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

Q. N 1	QUESTIONS	Marks	COs	KL
i	The objectives of a trade union include a) Employee compensation b) Working conditions c) Recognition and participation d) All of these	01	CO1	K2
ii	The International Labor Organisation is an agency of ________. a) IBRD b) International Fund for Agricultural Development c) United Nations d) UN Security Council	01	CO1	K2
iii	The first national trade union movement in India was formed in which year? a) 1885 b) 1900 c) 1918 d) None of these	01	CO3	K1
iv	Which factor is NOT considered when determining wages in the context of Industrial Relations? a) Employee productivity b) Cost of living c) Competitors' wages d) Employee gender	01	CO3	K4

v	Occupational hazards include: a) Physical hazards b) Chemical hazards c) Biological hazards d) All of the above	01	CO3	K2
vi	What is the primary cause of industrial accidents? a) Poor design of machines b) Lack of training c) Human error d) All of the above	01	CO3	K2
vii	The Payment of Gratuity Act was passed in: a) 1972 b) 1981 c) 1932 d) None of these	01	CO3	K5
viii	The total amount of deductions from the wages of employees should not exceed. a) 50% b) 70% c) 25% d) 40%	01	CO3	K4, K5
ix	The primary cause of industrial conflicts in India is: a) Economic factors b) Social factors c) Political factors d) All of the above	01	CO5	K2
x	The Maternity Benefit Act was passed in: a) 1972 b) 1961 c) 1932 d) 1947	01	CO3	K2
xi	The Contract Labor Act applies to establishments employing how many workers? a) 10 b) 20 c) 15 d) None of these	01	CO3	K4
xii	Who can initiate a Domestic Enquiry? a) Employee b) Trade union c) Employer or management d) Government	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	Define minimum rates of wages. Discuss its payment methods.	07	CO2	K4
3	Write a short note on: a) Casual Leave b) Nursing Breaks	07	CO2	K4
4	What are the key benefits of Employees Provident Funds?	07	CO1	K4
5	Explain the role of the International Labor Organization (ILO).	07	CO4	K1
6	Discuss the evolution of industrial relations in India.	07	CO3	K4
7	Write about the Standard Grievance Handling Procedure.	07	CO3	K2

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

Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss in detail the provisions of the Employee's (Workmen's) Compensation Act (1923).	15	CO3	K5
9	Explain the causes of Industrial Disputes and Preventive Measures for its solution.	15	CO3	K5
10	Explain the provisions of the Maternity Benefit Act (1961)?	15	CO3	K5
11	Write a short note on: a) Occupational Hazards b) Insolvency of Employer c) Trade Unionism	15	CO4	K2

JGi ARKA JAIN University Jharkhand	NAAC GRADE A ACCREDITED UNIVERSITY		[08-05-2025] **END SEM EXAMINATION** **School of Commerce and Management**
Program	**Bachelor Of Commerce (Hons.)**		
Subject Name	**Sales And Distribution Management**	**Session**	**Even, 2024-2025**
Semester	**VI**	**Year**	**May, 2025**
Time: 3 Hour Max. Marks : 70	• Start writing from 2nd page onwards; **don't Write on the 1st Page Backside** • **Answer all Questions of Section A (Compulsory)** • **Answer Any Four out of Six of Section B** • **Answer Any Two out of Four of Section C** • **Possession of Mobile Phones** or any kind of **Written Material, Arguments with the Invigilator or Discussing with Co-Student** will comes under **Unfair Means** and will **Result** in the **Cancellation of the Papers**.		
Knowledge Level (KL)	**K1** : Remembering **K2** : Understanding	**K3** : Applying **K4** : Analysing	**K5** : Evaluating **K6** : Creating

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

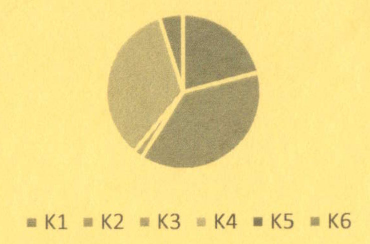
Q. N 1	QUESTIONS	Marks	COs	KL
i	Elaborate the process of designing sales territories.	01	CO1	K5
ii	Explain the types of sales quota.	01	CO3	K1
iii	Discuss characteristics of successful salesman.	01	CO5	K3
iv	Examine the concept of selling systems.	01	CO2	K2
v	How do a salesman control the expenses?	01	CO2	K4
vi	Examine the reasons for preparing sales budget.	01	CO4	K5
vii	How to determine optimum mode of transport organization?	01	CO4	K4
viii	Analyze the role of distribution in marketing mix.	01	CO3	K4
ix	Examine the documentation of distribution management.	01	CO4	K5
x	Elaborate the concept of morale and motivation.	01	CO5	K2
xi	Analyze the role of middlemen in distribution.	01	CO5	K4

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

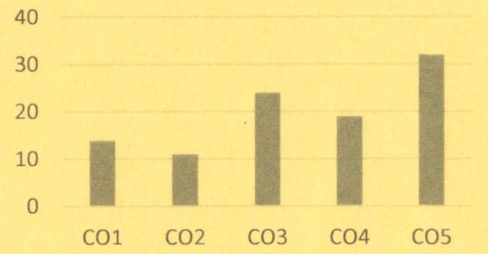
Course Outcomes	CO1	The purpose of this course is to acquaint the students with the concepts which are helpful in developing and managing sales force and marketing channels so as to gain competitive advantage.
	CO2	The course is designed to familiarize students with the concepts, techniques and the practical aspectsof the key decision making variables in distribution channel management.
	CO3	Recognize and demonstrate the significant responsibilities of sales person as a KEY individual.
	CO4	Describe and Formulate strategies to effectively manage company's sales operations.
	CO5	Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing andleading sales team

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



xii	Explain the steps to design a strategic plan of network.	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	"Sales quota become the basis for planning production, work for size and financial management" comment.	07	CO3	K3
3	What are the process and role of Salesmanship, explain with Example?	07	CO4	K4
4	Elaborate the methods and procedural steps in sales forecasting.	07	CO3	K5
5	Explain in details the distribution channel strategy. Also explain the various kinds of distribution channel strategy?	07	CO4	K2
6	Discuss the various channel intermediaries frequently used for distribution with illustrations.	07	CO1	K2
7	Elaborate the process of Appointment and Termination of dealers.	07	CO2	K3

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

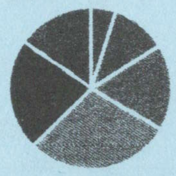
Q. No.	QUESTIONS	Marks	COs	KL
8	"Performance evaluation is a part of marketing audit". Comment. Also explain how the evaluation system be used to direct the efforts of sales people.	15	CO4	K5
9	Discuss why it is important for an organization to set sales objectives and sales budget. How sales budget is prepared?	15	CO3	K2
10	Critically examines the relative advantages and disadvantages of various modes of transportation commonly used for distribution.	15	CO3	K5
11	(a) Compare non-evaluative assignment on Direct and Indirect distribution channels. (b) Elaborate the ways in which a dealer functions at wholesale and retail level.	15	CO1	K4

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

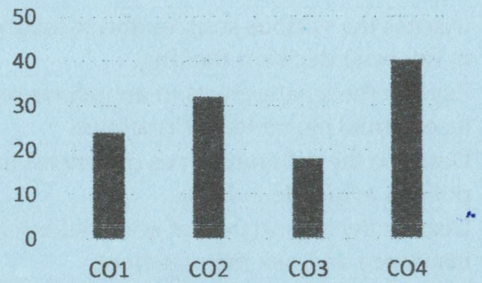
Course Outcomes	CO1	Identify different types of risk
	CO2	Classify different types of insurance
	CO3	Need and importance of insurance
	CO4	Regulations governing insurance industry

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome



JGI | **ARKA JAIN University** Jharkhand | NAAC GRADE A ACCREDITED UNIVERSITY

[10-05-2025]
END SEM EXAMINATION
School of Commerce & Management

Program	Bachelor of Commerce (Hons.)		
Subject Name	Insurance & Risk Management	Session	Even, 2024-2025
Semester	VI	Year	May, 2025

Time: 3 Hour
Max. Marks : 70

- Start writing from 2nd page onwards; **<u>don't Write on the 1st Page Backside</u>**
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Knowledge Level (KL)			
	K1 : Remembering	**K3** : Applying	**K5** : Evaluating
	K2 : Understanding	**K4** : Analysing	**K6** : Creating

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

Q. N 1	QUESTIONS	Marks	COs	KL
i	Which of the following is NOT a type of business risk? a) Financial Risk b) Operational Risk c) Social Risk d) Market Risk	01	CO1	KL1
ii	The principle of utmost good faith in insurance means: a) Both parties must disclose all relevant information. b) Only the insurer must disclose information. c) Only the insured must disclose information. d) The contract can be altered at any time.	01	CO3	K2
iii	What is the primary function of IRDA (Insurance Regulatory and Development Authority)? a) To sell insurance policies b) To regulate and promote the insurance industry c) To settle insurance claims directly d) To provide financial loans to insurers	01	CO4	K1
iv	Which of the following best defines insurable interest? a) The insured must have a financial stake in the insured object. b) The policyholder can insure anything, even without ownership. c) A policyholder can insure any third party's assets.	01	CO3	K2

	d) Insurance is only applicable to corporate entities.			
v	Subrogation in insurance refers to: a) The transfer of ownership of the insured item to the insurer after claim settlement. b) The right of the insurer to recover losses from a third party responsible for the damage. c) The ability to claim multiple times for the same event. d) A clause that allows an insured party to increase coverage anytime.	01	CO3	K3
vi	Life insurance policies provide benefits in case of: a) Fire damage b) Personal accident injuries c) Death or maturity of the policyholder d) Stolen property	01	CO2	K1
vii	General insurance covers which of the following risks? a) Human life b) Fire, theft, and accidents c) Stock market fluctuations d) Income tax liabilities	01	CO2	K1
viii	Reinsurance is: a) An insurance company insuring another insurance company b) The extension of an expired insurance policy c) Insurance for businesses only d) A government-backed insurance policy	01	CO4	K2
ix	Which document is issued as proof of an insurance contract? a) Insurance Policy Document b) Insurance Proposal Form c) Claim Settlement Receipt d) Premium Invoice	01	CO3	K1
x	The concept of policy surrender value applies to: a) General insurance b) Term life insurance only c) Life insurance policies with maturity benefits d) Marine insurance	01	CO2	K2
xi	The main objective of risk management is to: a) Completely eliminate risk b) Minimize the financial impact of risks c) Increase investment opportunities d) Encourage risky business practices	01	CO1	K3
xii	Which factor affects the premium amount of an insurance policy the most? a) The location of the insurer's office b) The type of policy and level of coverage c) The number of policies the insurer holds d) The relationship between the insurer and the insured	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	Discuss the various sources and measurements of risk in financial decision-making.	07	CO1	K4
3	Explain the legal aspects of an insurance contract and its essential elements & Principles.	07	CO3	K3
4	Describe the different types of general insurance policies available in India.	07	CO2	K2
5	Discuss the importance of actuarial science in insurance and risk management.	07	CO3	K4
6	Explain the process of claim settlement in life insurance policies.	07	CO2	K3
7	Analyze the significance of globalization in the insurance sector.	07	CO4	K5

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

Q. No.	QUESTIONS	Marks	COs	KL
8	Elaborate on the different types of risk management strategies and their implementation in businesses.	15	CO1	K5
9	Discuss in detail the regulatory framework of insurance in India, including the role and functions of IRDA.	15	CO4	K4
10	Compare and contrast life insurance and general insurance with suitable examples.	15	CO2	K4
11	Explain the concept of disaster risk management and its relevance in financial planning	15	CO1	K6

ARKA JAIN University Jharkhand — NAAC GRADE A ACCREDITED UNIVERSITY	[10-05-2025] END SEM EXAMINATION School of Commerce & Management

Program	Bachelor of Commerce (Hons.)		
Subject Name	Performance Management & Appraisal System	Session	Even, 2024-2025
Semester	VI	Year	May, 2025

Time: 3 Hour
Max. Marks : 70

- Start writing from 2nd page onwards; **don't Write on the 1st Page Backside**
- **Answer all Questions of Section A (Compulsory)**
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Knowledge Level (KL)			
	K1 : Remembering	**K3 :** Applying	**K5 :** Evaluating
	K2 : Understanding	**K4 :** Analysing	**K6 :** Creating

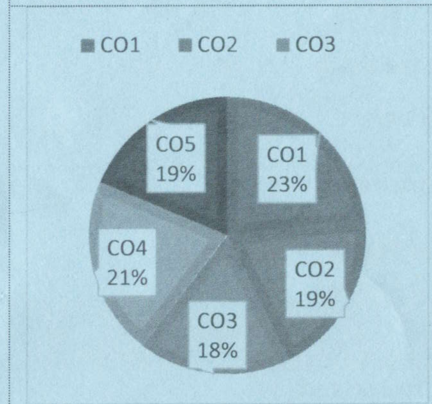
Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks

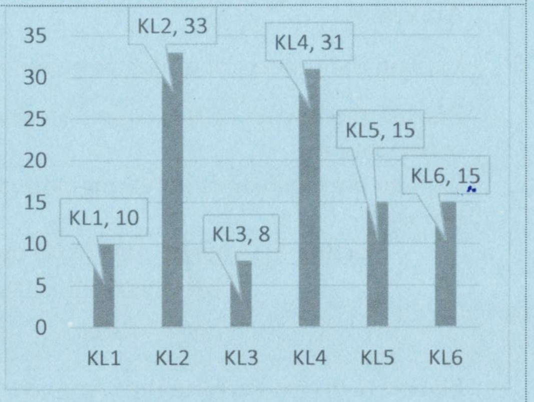
Q. N 1	QUESTIONS	Marks	COs	KL
i	Performance Management is primarily focused on: a) Employee Training b) Improving Organizational Performance c) Reducing Workload d) Increasing Salaries	01	CO1	K1
ii	One of the main aims of Performance Management is to: a) Increase Costs b) Improve Employee Performance c) Remove Underperformers d) None of the above	01	CO1	K1
iii	Which of the following is a key dimension of Performance Management? a) Planning b) Organizing c) Controlling d) All of the above	01	CO1	K2
iv	Performance Appraisal is a process that: a) Assesses Employee Performance b) Increases Employee Salary Automatically c) Focuses only on Punishment	01	CO2	K1

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

Course Outcomes	CO1	To understand the concept, principles, and process of performance management
	CO2	To develop an understanding of how to assess the performance of employees
	CO3	To understand the biases in Appraisal
	CO4	To familiarize with the levels, tools and techniques involved
	CO 5	Understand all the modern methods of Appraisal

GRAPHICAL REPRESENTATION





	d) Removes Employees from the Organization			
v	Which of the following is a characteristic of Performance Appraisal? a) It is conducted daily b) It is a formal process c) It has no impact on promotions d) It is optional in organizations	01	CO2	K1
vi	Traditional Performance Appraisal methods include: a) Ranking Method b) 360-Degree Feedback c) Management by Objectives d) Assessment Centers	01	CO2	K2
vii	360-degree feedback involves collecting feedback from: a) Only the Employee b) Only the Manager c) Multiple Stakeholders d) None of the above	01	CO3	K2
viii	One advantage of 360-degree feedback is: a) It reduces biases b) It is quick and easy c) It is only based on self-evaluation d) It has no impact on career growth	01	CO3	K2
ix	Line managers play a key role in Performance Management by: a) Setting Performance Goals b) Avoiding Employee Feedback c) Ignoring Performance Issues d) None of the above	01	CO4	K2
x	Performance and Reward Management aims to: a) Increase Job Satisfaction b) Reduce Employee Motivation c) Focus only on High Performers d) Ignore Salary Structure	01	CO4	K1
xi	Linking Performance to Pay helps in: a) Encouraging Employee Productivity b) Increasing Organizational Costs c) Reducing Employee Motivation d) Eliminating Performance Reviews	01	CO5	K3
xii	One challenge in linking Performance and Reward is: a) Employee Dissatisfaction b) Simplified Payroll Structure c) Increased Employee Engagement	01	CO5	K3

	d) Faster Promotions			

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

Q. No.	QUESTIONS	Marks	COs	KL
2	Explain the principles of Performance Management.	07	CO1	K2
3	Discuss the necessity of Performance Appraisal in organizations.	07	CO2	K3
4	Describe any two modern methods of Performance Appraisal.	07	CO2	K3
5	Explain the process of giving constructive feedback.	07	CO3	K4
6	Discuss the impact of 360-degree feedback on organizations.	07	CO3	K4
7	Explain the challenges in linking performance and rewards.	07	CO5	K5

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

Q. No.	QUESTIONS	Marks	COs	KL
8	Elaborate on the Performance Appraisal Process and common mistakes made by HR departments.	15	CO2	K5
9	Discuss in detail the role of feedback in Performance Management and the principles of effective feedback.	15	CO3	K5
10	Explain the concept of linking Performance to Pay and Total Reward, along with its advantages and challenges.	15	CO5	K6
11	Design a performance appraisal system using the pay band method and discuss its feasibility.	15	CO5	K6

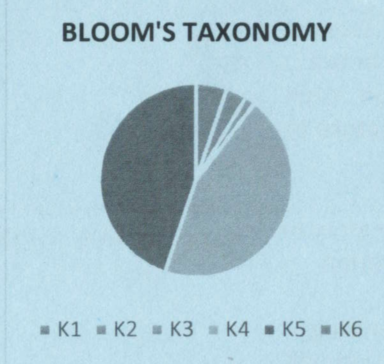
Location	Monthly Rent (₹ lakh)	Expected Monthly Footfall	Conversion Rate (%)	Avg. Spend per Customer (₹)	Annual Operating Cost (₹ lakh)
A	6	15,000	18%	1,200	100
B	5	18,000	15%	1,500	90
C	4	20,000	12%	1,700	80

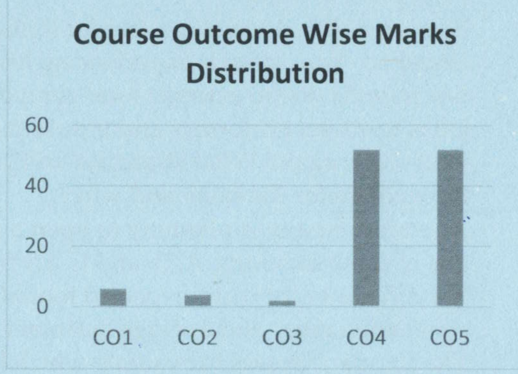
Calculate Annual Revenue of Each Location
Compute the Annual Operating Profit for each location. (Operating Profit = Revenue - Operating Cost)
Determine the ROI for each location

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

Course Outcomes	CO1	Providing insights on Retail Operations.
	CO2	Enable the students to become good Retail Planners and Decision Makers
	CO3	Help Focus on Change and Adaptation to Change.
	CO4	Understand the functions of retail business and various retail formats and retail channels.
	CO5	Understand the difference between Retail and Manufacturing Supply Chain

GRAPHICAL REPRESENTATION





ARKA JAIN University Jharkhand · NAAC GRADE A ACCREDITED UNIVERSITY		[10-05-2025] END SEM EXAMINATION School of Commerce and Management	
Program	Bachelor of Commerce (Hons.)		
Subject Name	Retail Management	Session	Even, 2024-2025
Semester	VI	Year	May, 2025

Time: 3 Hour
Max. Marks : 70

- 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

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 Main Objective of Retailing Management? a) Delivering Products to the End Customer b) Delivering Products to the End Consumer c) Delivering Products to the Vendor d) Delivering Products to the Retail Store	01	CO2	KL2
ii	What is the type of Retail Format called where you sell company specific products but still can keep your own Store Name? a) Franchise Store b) Down Town Store c) Warehouse Store d) Flagship Store	01	CO3	KL3
iii	What is the Basic Difference b/w a Supermarket & a Hypermarket? a) Size (Sq. ft) b) Products c) Customer Type d) Location	01	CO1	KL1
iv	What do you call the individual who is responsible for A-Z process of Retailing? a) Merchandise b) Merchant c) Retailer d) Merchandiser	01	CO1	KL1

v	Which among the following is a Franchise? a) Dominos b) Superb Store c) MVP d) Mc domain	01	CO1	KL1
vi	What is the Advantage India for Global Retail Investors? a) Ease of Doing Business & Policies b) Huge Customer Base c) Both a & b d) Only a & may be b	01	CO2	KL2
vii	What do you call employee theft in retail terminology? a) Pilferage b) Shoplifting c) Customer Turnaround d) Employee Theft	01	CO2	KL2
viii	What is Retail Commerce done through Mobile called? a) E-Commerce b) Digital Marketing c) M-Commerce d) Mobil-tailing	01	CO3	KL3
ix	What is NOT true about Retailing Management? a) It can never be Exclusive b) Retail Stores have Managers c) India is the new hub of Retailing d) ROI can differ each cycle	01	CO2	KL2
x	Which among the following acts as a Silent Sales Person? a) Virtual Merchandising b) E-Cataloguing c) Visual Merchandising d) Omni Channel Retailing	01	CO1	KL1
xi	In which form of Retail a Franchiser and a Franchisee involved? a) Chain Store Model b) Franchise Model c) Service Retailing d) Non-Store Retailing	01	CO2	KL2
xii	What do you call a Brand in retail terminology when it is procuring a merchandise from the manufacturer? a) Brand Merchandiser b) Vendor c) Buyer d) Merchandiser	01	CO1	KL1

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

Q. No.	QUESTIONS	Marks	COs	KL
2	What do you understand by Retailing management? Discuss India's Role in New-Age Retail Industry with Examples.	07	CO5	KL5
3	Discuss all types of In-Store layouts and draw necessary diagrams for each of them.	07	CO3	KL3
4	What is the significance of Retail Store Locations? Which form of location will you select for your bakery startup and why?	07	CO4	KL4
5	Differentiate between Retail Merchandising and visual Merchandising with examples.	07	CO4	KL4
6	Case: A retailer's gross margin is **28%** on net sales of ₹30,00,000. The retailer wants to introduce a **discount** of **10%** on sales to boost volume while keeping the same gross profit amount. What COGS reduction is required to maintain the same gross profit after applying the discount?	07	CO4	KL4
7	What is ROI? Discuss the impact of ROI in Retailing Strategies in brief with Examples	07	CO4	KL4

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

Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss the meaning, role, and significance of retail mix. What are its different elements? Discuss each one of them.	15	CO5	KL5
9	Discuss the History of Retailing in Chronological Order? How has it transformed the Consumer Perception in India?	15	CO4	KL4
10	You are a Visual Merchandiser for Reliance Trends Dhanbad. Your store is experiencing losses in last few months due to extreme local competition. Your job is to attract customers and ensure they return to your store, again! What strategies will you incorporate for the same and why?	15	CO5	KL5
11	A retail company is planning to open a new store in one of three locations: A, B, and C. Each location has different rent costs, expected footfall, conversion rates, and average customer spending. The company wants to evaluate which location will yield the highest Return on Investment (ROI) in the first year. The company has ₹2.5 crore allocated for the total investment (including store setup, inventory, and marketing). The following data has been gathered for each location:	15	CO5	KL5