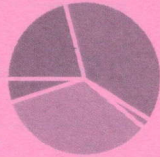
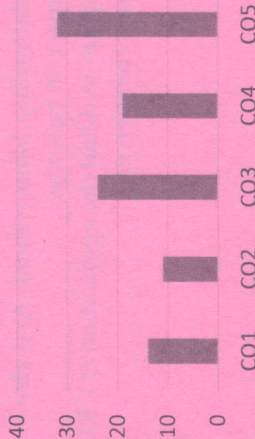


 ARKA JAIN University Jharkhand		NAAC GRADE A ACCREDITED UNIVERSITY		[06-05-2025] END SEM EXAMINATION School of Commerce & Management	
Program		Master of Business Administration			
Subject Name		Customer Relationship Management		Session	Even, 2024-2025
Semester		IV		Year	May, 2025 *
Time: 3 Hour Max. 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 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 Marks from Q1-i to x) – 10 Marks					
Q. N 1	QUESTIONS	Marks	COs	KL	
i	CRM uses data analysis about customers' history with a company to improve business relationships with _____. a. Employees b. Franchisees c. Customers d. None of These	01	CO1	K1	
ii	Analytical CRM helps to _____ your entire business and its processes efficiently. a. Procure b. Purchase c. Analyze d. All of these	01	CO2	K4	
iii	_____ CRM works when interaction and Channel Management works together a. Collaborative b. Continuous c. Technical d. None of These	01	CO2	K2	
iv	SLA means what? a. Self-legitimate level approval b. Service-level Agreement c. Segment level agreement d. None of These	01	CO1	K1	

CO- Course Outcomes,		KL- Knowledge Level,	PO – Program Outcome
Course Outcomes	CO1	Understand issues, opportunities and challenges of CRM	
	CO2	Able to manage a market-oriented service organization	
	CO3	Familiarize with the issues of service management and global context	
	CO4	Study CRM and its contribution various industries	
	CO5	Understand the role of technologies in the customer relationship management	
GRAPHICAL REPRESENTATION			
Bloom's Level wise Marks Distribution  ■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6		Course Outcome Wise Marks Distribution 	

Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks					
Q. N	QUESTIONS	Marks	COs	KL	
i	CRM uses data analysis about customers' history with a company to improve business relationships with _____. a. Employees b. Franchisees c. Customers d. None of These	01	CO1	K1	
ii	Analytical CRM helps to _____ your entire business and its processes efficiently. a. Procure b. Purchase c. Analyze d. All of these	01	CO2	K4	
iii	_____ CRM works when interaction and Channel Management works together a. Collaborative b. Continuous c. Technical d. None of These	01	CO2	K2	
iv	SLA means what? a. Self-legitimate level approval b. Service-level Agreement c. Segment level agreement d. None of These	01	CO1	K1	

v	CRM is a business process in which client relationships, customer loyalty and brand value are built through what? a. Action b. Marketing strategies and activities c. Product portfolio d. None of These	01	CO5	K2
vi	In customization _____ gives customers the opportunity to customize the product. a. Advertiser b. Customer c. Seller d. None of These	01	CO1	K3
vii	In evolution of market, the second stage is what? a. Decline b. Maturity c. Emergence d. None of These	01	CO3	K1
viii	Customer centricity means what? a. Building relationship b. Issuing memo c. Capturing data d. All of These	01	CO5	K2
ix	Critical success factors of interaction management includes _____. a. Quick response to contact b. Sharing contact information c. User satisfaction d. All of These	01	CO4	K4
x	The process of online channel distribution initiates from a. Design channel structure b. Implement Channel structure c. Define Channel strategy d. None of These	01	CO5	K1
Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Write in detail with illustration the various process of online Distribution Channel Management.	05	CO2	K3
3	Explain in brief the various success factors of CRM.	05	CO5	K3
4	What do you mean by “Acquiring customers”? How can acquire customers?	05	CO2	K3
5	In context to CRM in Goods in Specialty Chemicals explain customer segmentation and inventory management.	05	CO4	K2

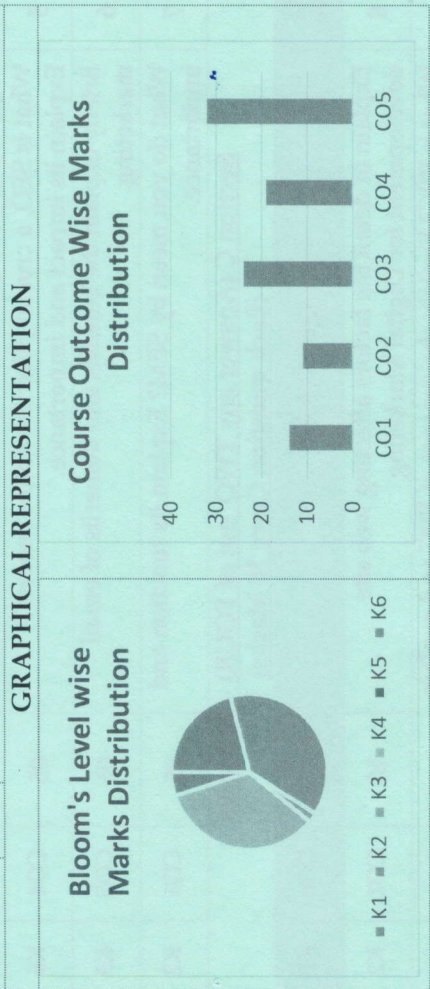
6	In detail explain the role of CRM in enhancing service quality and customer experience?	05	CO1	K2
7	What do you mean by Quality control? Why is it important?	05	CO2	K4
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain in detail the Unique challenges and opportunities in service-oriented businesses.	10	CO4	K6
9	What is Economics of CRM? Explain its various elements.	10	CO2	K1
10	Write in detail the function of Customer Relationship Management. And also explain its impact on business.	10	CO5	K3
11	Explain in detail the application of CRM in retail and e commerce.	10	CO5	K5

					[07-05-2025] END SEM EXAMINATION School of Commerce & Management
Program	Master of Business Administration				
Subject Name	Digital and Social Media Marketing				
Semester	IV	Session	Even, 2024-2025	Year	May, 2025
Time: 3 Hour Max. Marks : 50	• Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u> • Answer all Questions of Section A (Compulsory) • Answer Any Four out of Six of Section B • Answer Any Two out of Four of Section C • Possession of <u>Mobile Phones</u> or any kind of <u>Written Material</u>, <u>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	K6 : Creating

Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks				
Q. N	QUESTIONS	Marks	COs	KL
i	Website Marketing Strategies are to help grow your Business merchandizing called _____. a. Email marketing b. Blogging c. Influencer marketing d. All of these	01	CO1	K2
ii	Affiliate Marketing is _____ commissions by promoting others' products or services a. Leaving b. Securing c. Earning d. None of these	01	CO2	K6
iii	Digital marketing includes various channels, such as _____. a. Search engines b. social media c. Email d. All of these	01	CO3	K3
iv	_____ enable swift authorisation and settlement of payments. a. Transaction b. Payment gateways	01	CO2	K3

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

CO1	Understand fundamental concepts and principles of Digital and Social Media Marketing using best practices
CO2	Comprehend the various steps involved in the consumer purchase decision process
CO3	Analyse the influences that impact consumer decision making
CO4	Gain insights into the process of innovation and its dissemination in society
CO5	Recognize the ethical considerations in consumer behaviour



v	c. SEO d. None of these Omni channel Marketing includes what? a. Website and social media b. Mobile app c. Email d. All of These	01	CO4	K6
vi	Dissemination of large numbers of SMS messages for delivery to mobile phone terminals is what? a. Mobile quoting b. Mobile texting c. Bulk messaging d. None of these	01	CO4	K5
vii	The process of planning, creating, distributing, and reviewing content is what? a. Content review b. Content process c. Content development d. None of these	01	CO2	K6
viii	A marketing strategy that sends targeted text messages to promote products, and services, or convey information is what? a. Watsapp campaign b. Sms campaign c. Multi-media campaign d. None of these	01	CO2	K2
ix	Facebook founded on which year? a. 2012 b. 2001 c. 2004 d. None of these	01	CO4	K6
x	_____ refers to how consumers respond to digital brand content. a. Online Consumer Behaviour and Content Marketing b. Marketing Management c. Operation Management d. None of these	01	CO5	K5

Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	What is online advertising? Explain its importance in brief.	05	CO1	K2
3	Explain the different forms of Social media and its importance from business point of view.	05	CO4	K6
4	What do you mean by Web Analytics? Explain its importance in detail.	05	CO3	K4
5	What is SEO, a crucial pillar for online success? Explain its impact and importance.	05	CO4	K6
6	Briefly explain the benefits and demerits of email marketing.	05	CO5	K3
7	What do you mean by SEM? Explain its function and importance.	05	CO1	K2
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain in detail the factors affecting web site development for Digital Marketing	10	CO1	K2
9	What is PPC? Explain the concept of PPC and explain its importance as well.	10	CO4	K3
10	How Content development has got its own importance? With example explain its impact.	10	CO3	K6
11	Explain the scope of Digital Marketing. Explain website Marketing Strategies to Help Grow Your Business.	10	CO2	K3

				[08-05-2025] END SEM EXAMINATION School of Commerce & Management	
ARKA JAIN University Jharkhand					
Program	Master of Business Administration				
Subject Name	Services Marketing				
Semester	IV	Session	Even, 2024-2025		
		Year	May, 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 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 Marks from Q1-i to x) – 10 Marks				
Q.N	QUESTIONS	Marks	COs	KL
1				
i	What are the 7 Ps of services marketing? *	01	CO1	KL1
ii	How do physical evidence and people impact service marketing?	01	CO1	KL2
iii	Why is understanding consumer behaviour important?	01	CO2	KL2
iv	What is customer experience?	01	CO2	KL1
v	What are the five dimensions of service quality?	01	CO3	KL1
vi	What gap does SERVQUAL aim to measure?	01	CO3	KL4
vii	Name one method to measure satisfaction.	01	CO4	KL5
viii	What is a sustainable service model?	01	CO4	KL2
ix	What role does “Process” play in service delivery?	01	CO1	KL4
x	What are the key factors that influence consumer behavior in services?	01	CO3	KL3

Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	Cos	KL
2	How does inseparability affect service delivery?	05	CO1	KL3
3	How does "Physical evidence" support service marketing?	05	CO1	KL4
4	How does service consumption differ from product consumption? Explain with the help of relevant example.	05	CO2	KL2
5	What can other service brands learn from the Starbucks customer service model?	05	CO3	KL4
6	What is the process of new product development in the context of services?	05	CO4	KL1
7	What are the key factors that influence consumer behavior in services?	05	CO2	KL2
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss the evolution of services marketing and explain how it has emerged as a distinct area separate from goods marketing.	10	CO1	KL1
9	What are the main strategies and tools used by companies to design and manage a positive customer experience across service touchpoints?	10	CO2	KL2
10	What are the main challenges that organizations face when trying to measure service quality, and how do these challenges differ from those in product quality measurement?	10	CO3	KL3
11	What are the most commonly used customer satisfaction metrics in services, and how do these metrics help organizations evaluate and improve customer experience?	10	CO4	KL4

CO- Course Outcomes,

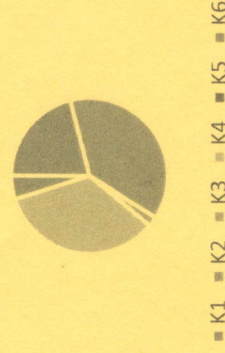
KL- Knowledge Level,

PO – Program Outcome

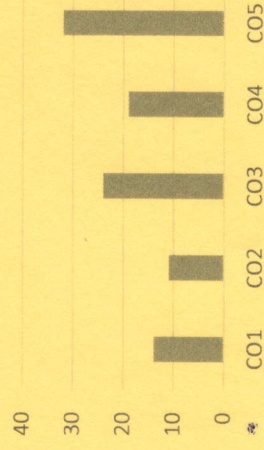
CO1	Understand fundamental concepts and principles of Service Marketing including the basic roles, skills, and functions of Service Marketing.
CO2	Be familiar with interactions between the various factors of Marketing Mix for any organization making use of Service Marketing in order to achieve high performance.
CO3	Understand Demand and supply of Services by organizations.
CO4	Making Decisions regarding Quality and Prices of Service

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



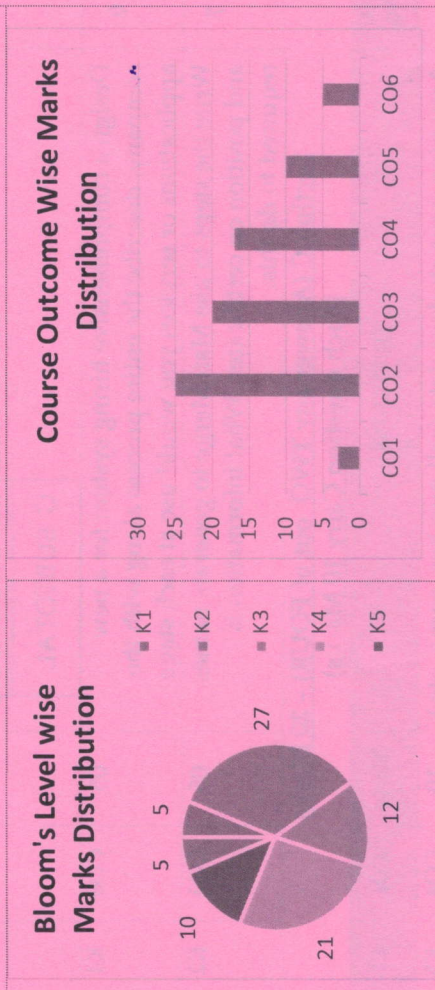
Course Outcome Wise Marks Distribution



 ARKA JAIN University Jharkhand			[09-05-2025] END SEM EXAMINATION School of Commerce & Management
Program	Master of Business Administration		
Subject Name	Tech-Edge Synergy	Session	Even, 2024-2025
Semester	IV	Year	May, 2025
Time: 3 Hour Max. Marks : 50	• Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u> • Answer all Questions of Section A (Compulsory) • Answer Any Four out of Six of Section B • Answer Any Two out of Four of Section C • Possession of <u>Mobile Phones</u> or any kind of <u>Written Material</u>, <u>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. N	QUESTIONS	Marks	COs
i	How can you check the word count in a document? a) Page Layout -> Word Count b) View -> Word Count c) Review -> Word Count d) Insert -> Word Count	01	CO2
ii	What is the purpose of "Cross-References" in Microsoft Word? a) Edit footnotes b) Link text or tables across sections within a document c) Align paragraphs d) Automatically change headings	01	CO2
iii	Interest on the balance is to be calculated daily at a rate of 3.5% per annum. If the daily balance is in column D, which formula correctly calculates the daily interest earned? a) $D2 * 3.5/100$ b) $D2 * 0.035/365$ c) $D2 * (3.5/365)/100$ d) $D2 * 3.5/(100*365)$	01	CO1
iv	_____ is the correct syntax of IF() Function. a) =IF (logical_test, TRUE([value_if_true]),	01	CO4

CO- Course Outcomes,	KL- Knowledge Level,	PO – Program Outcome
CO1	Enhance customer relationships in service industries through CRM application and data analysis.	
CO2	Analyse customer satisfaction metrics and propose improvements for service industry enhancement.	
CO3	Simulate retail store opening procedures, emphasizing layout design and operational planning.	
CO4	Plan e-commerce website development considering digital marketing strategies and user experience.	
CO5	Evaluate the effectiveness of marketing strategies through consumer behaviour analysis and presentation of insights.	
GRAPHICAL REPRESENTATION		

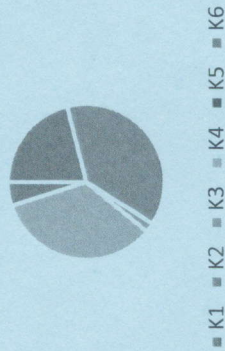


v	FALSE([value_if_false])) b) =IF (logical_test, [value_if_true], [value_if_false]) c) =IF (logical_test, {[value_if_true]}, {[value_if_false]}) d) =IF (logical_test: [value_if_true], [value_if_false])	01	CO2	K1
vi	Which of these options is a valid Google Sheets function to find the average value? a) MEAN c) MEDIAN b) Join Cells d) Cell Fusion	01	CO2	K1
vii	How can you protect a range of cells in Google Sheets? a) Data > Protected Sheets and Ranges b) Format > Protected Sheets and Ranges c) Tools > Protected Sheets and Ranges d) View > Protected Sheets and Ranges	01	CO2	K1
viii	Which type of software is Microsoft Word? a) System software c) Utility software b) Application software d) Firmware	01	CO1	K1
ix	Which Excel function is used to look up a value in a table based on a condition? a) VLOOKUP c) LOOKUP b) HLOOKUP d) SEARCH	01	CO1	K2
x	Special effects used to introduce slides in a presentation are called a) Transitions b) Animations c) Effects d) Transitions > Add Transition	01	CO4	K3
Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Explain the e-commerce website development process, from initial planning and research to launch, marketing, and ongoing maintenance.	05	CO2	K2
3	What is Power BI. List any five types of graphs available in Power BI.	05	CO3	K3
4	What is e-Commerce SEO. List down four key elements in an e-commerce Search Engine Optimisation (SEO) strategy?	05	CO4	K4

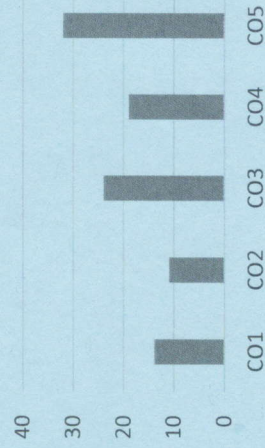
5	Match the following: <i>Column A (4-items) to Column B (6-items)</i>	05	CO2	K3														
	<table><tr><th>Column A</th><th>Column B</th></tr><tr><td>1. Creating a summary of data using specified criteria.</td><td>A. VLOOKUP</td></tr><tr><td>2. Counting the number of cells that meet a condition</td><td>B. SUMIF</td></tr><tr><td>3. Finding the maximum value in a range of cells</td><td>C. COUNTIF</td></tr><tr><td>4. Retrieving data from a specific column in a table</td><td>D. MAX</td></tr><tr><td></td><td>F. FILTER</td></tr><tr><td></td><td>G. SUBTOTAL</td></tr></table>	Column A	Column B	1. Creating a summary of data using specified criteria.	A. VLOOKUP	2. Counting the number of cells that meet a condition	B. SUMIF	3. Finding the maximum value in a range of cells	C. COUNTIF	4. Retrieving data from a specific column in a table	D. MAX		F. FILTER		G. SUBTOTAL			
Column A	Column B																	
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3. Finding the maximum value in a range of cells	C. COUNTIF																	
4. Retrieving data from a specific column in a table	D. MAX																	
	F. FILTER																	
	G. SUBTOTAL																	
6	Design a comprehensive hiring system for a new company; describe the entire process along with the applications or services you would use at each stage	05	CO6	K4														
7	Write the steps to use Mail Merge to generate names and position on certificates. What information is required to do this.	05	CO3	K2														
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)																		
Q. No.	QUESTIONS	Marks	COs	KL														
8	Assuming your student data (roll number, name, etc.) is neatly organized as a table in Sheet A, explain the steps you would take in Sheet B to create a system where typing a roll number automatically displays the corresponding student information from Sheet A.	10	CO4	K5														
9	Discuss the differences between Power BI reports and dashboards and explain how to create each.	10	CO5	K4														
10	Explain the concept of CRM & highlight its role in marketing, sales, and customer service.	10	CO2	K2														
11	Discuss the key factors for successful digital marketing in e-commerce, including User Experience (UX), payment gateways, and SEO considerations	10	CO3	K2														

CO- Course Outcomes,	KL- Knowledge Level,	PO – Program Outcome
Course Outcomes	CO1	Understand and apply Total Quality Management principles and practices in various business contexts.
	CO2	Master the tools and techniques of quality control, including Six Sigma DMAIC and Value Stream Mapping
	CO3	Utilize Statistical Process Control and software tools for quality analysis.
	CO4	Analyze and implement quality management in supply chain and service sectors.
	CO5	Develop skills in quality inspection, reliability analysis, and Design of Experiments
GRAPHICAL REPRESENTATION		

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



		ARKA JAIN University Jharkhand		NAAC GRADE A ACCREDITED UNIVERSITY		[10-05-2025] END SEM EXAMINATION School of Commerce & Management	
Program		Master of Business Administration					
Subject Name		Total Quality Management				Session	Even, 2024-2025
Semester		IV				Year	May, 2025
Time: 3 Hour Max. Marks : 50		• 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</u> out of Six of Section B • Answer Any <u>Two</u> 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 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	
i	What is the goal of TQM?	01	CO1	KL2	
ii	How is quality defined for services?	01	CO1	KL1	
iii	What is the purpose of a histogram?	01	CO2	KL4	
iv	Why are quality tools important?	01	CO2	KL3	
v	What does FMEA stands for?	01	CO3	KL1	
vi	What is the main idea of Taguchi's method?	01	CO3	KL2	
vii	Discuss the purpose of a quality inspection?	01	CO4	KL2	
viii	What does reliability analysis measure?	01	CO4	KL4	
ix	How does quality impact service sector performance?	01	CO5	KL5	
x	How does ISO 14000 support environmental sustainability?	01	CO5	KL4	

Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Discuss the goal and role of Six Sigma in improving quality?	05	CO1	KL3, KL4
3	What are the key elements of a TQM framework? How does customer focus fit into TQM?	05	CO1	KL2, KL3
4	Explain the benefits and challenges of implementing Statistical Process Control in an organization.	05	CO2	KL4
5	What is Value Stream Mapping (VSM) and what is its main purpose in process improvement?	05	CO3	KL1, KL2
6	What is the role of quality inspections in a manufacturing or service environment? Discuss	05	CO4	KL4
7	Describe the core principles of Total Quality Management (TQM) with suitable examples.	05	CQ5	KL2
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the concept of Total Quality Management (TQM) and discuss how it integrates all organizational functions to focus on meeting customer needs and organizational objectives.	10	CO1	KL5
9	Explain the purpose and structure of a Pareto chart. How does it follow the 80/20 rule, and why is it effective in prioritizing quality improvement efforts?	10	CO2	KL5
10	Define benchmarking and explain how it is used as a tool for performance improvement. How can benchmarking help an organization gain a competitive advantage?	10	CO3	KL2, KL5
11	Describe the Six Sigma DMAIC methodology in detail. How the structured approach supports process improvement and defect reduction.	10	CO4	KL6

 ARKA JAIN University Jharkhand		 NAAC GRADE ACCREDITED UNIVERSITY		[12-05-2025] END SEM EXAMINATION School of Commerce & Management		
Program	Master of Business Administration					
Subject Name	Emotional Intelligence and Managerial Effectiveness					
Semester	IV		Session	Even, 2024-2025	Year May, 2025	
Time: 3 Hour Max. Marks : 50	- 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</u> out of <u>Six</u> of Section B - Answer Any <u>Two</u> out of <u>Four</u> of Section C - Possession of <u>Mobile Phones</u> or any kind of <u>Written Material</u>, <u>Arguments with the Invigilator or Discussing with Co-Student</u> will come under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers</u>.					
	Knowledge Level (KL)	K1 : Remembering	K3 : Applying	K5 : Evaluating	K2 : Understanding	K4 : Analysing

Section A (Each question Carry 01 Marks from Q1-i to x) - 10 Marks					
Q. N	QUESTIONS	Marks	COs	KL	
i	Which part of the brain is primarily responsible for emotional responses? A) Neocortex B) Cerebellum C) Limbic System D) Brainstem	01	CO2	K1	
ii	Emotional hijacking is most closely associated with which brain region? A) Hippocampus B) Amygdala C) Prefrontal Cortex D) Thalamus	01	CO2	K2	
iii	Which of the following is <i>not</i> a core component of emotional intelligence as defined by Daniel Goleman? A) Self-awareness B) Technical skills C) Self-regulation D) Empathy	01	CO1	K2	
iv	The Enneagram typology is primarily used for: A) Cognitive skill development B) Emotional regulation in children C) Personality classification and emotional patterns D) Diagnosing psychological disorders	01	CO4	K2	
v	Which emotional competency is most directly related to managing stress? A) Empathy B) Social skills	01	CO4	K1	

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

CO1	Understand the concept of emotional intelligence (EI), recognizing its significance in enhancing individual and team performance in the workplace, and explore the roles of emotional competence and emotions in managerial effectiveness.
CO2	Comprehend the tripartite model of the brain, including the relationship between different brain functions and emotions, the concept of emotional hijacking, and strategies for managing emotions through self-regulation and awareness.
CO3	Identify and develop key emotional competencies crucial for the workplace, focusing on self-awareness, self-management, empathy, social skills, emotional resilience, and stress management techniques for building effective communication and relationships.
CO4	Explore the Enneagram typology as a framework for understanding various personality types, their emotional patterns, and its application in personal growth, self-reflection, and enhancing managerial competencies.
CO5	Apply tools and assessments for measuring emotional intelligence, interpret assessment results, and leverage EI in managerial situations for improved leadership, team management, and the application of EI concepts in real-world scenarios.

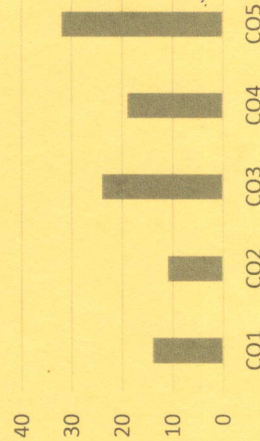
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



	C) Emotional resilience	D) Motivation			
vi	Which component of the tripartite brain is responsible for rational thinking and problem solving? A) Limbic system B) Reptilian brain C) Neocortex	01	CO2	K1	
vii	Rational Emotive Therapy (RET) is primarily used to: A) Diagnose personality disorders B) Enhance team performance C) Change irrational beliefs and emotional responses D) Improve memory retention	01	CO1	K2	
viii	Which of the following is <i>not</i> a feature of self-awareness? A) Recognizing one's emotions B) Knowing one's strengths and limits C) Ignoring feedback from others D) Being open to personal growth	01	CO5	K1	
ix	The ability to manage relationships effectively is referred to as: A) Self-regulation B) Social skills C) Motivation D) Emotional resilience	01	CO3	K3	
x	Enneagram Type 1 is best described as: A) The Helper B) The Reformer C) The Peacemaker D) The Challenger	01	CO4	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 emotional hijacking and how it affects managerial decision-making.	05	CO1	K3
3	Classify the key differences between self-awareness and self-regulation. Why are they essential for workplace success?	05	CO2	K2
4	Examine how can the Enneagram model be used for personal and professional development? Provide suitable examples.	05	CO4	K4
5	Demonstrate any three tools used to measure emotional intelligence.	05	CO5	K3
6	What are the primary components of the tripartite brain, and how do they influence human behavior?	05	CO3	K1
7	Evaluate the contribution of empathy to building effective workplace relationships.	05	CO5	K5

Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Define emotional intelligence. Discuss its significance in enhancing leadership and team performance in corporate settings.	10	CO2	K1
9	Examine the role of Rational Emotive Therapy (RET) in transforming emotional patterns. How can RET be applied in professional life?	10	CO5	K4
10	Analyze how early childhood experiences shape emotional development. Relate this to behavior in organizational settings.	10	CO3	K3
11	Evaluate the different Enneagram personality types. How can understanding these types improve managerial effectiveness?	10	CO4	K5

 ARKA JAIN University Jharkhand				[12-05-2025] END SEM EXAMINATION School of Commerce & Management	
Program	Master of Business Administration				
Subject Name	Investment Banking And Financial Derivatives		Session	Even, 2024-2025	
Semester	IV		Year	May, 2025	
Time: 3 Hour Max. Marks : 50	• 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</u> out of Six of Section B • Answer Any <u>Two-out</u> 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 <u>Result</u> in the <u>Cancellation of the Papers.</u>				
	Knowledge Level (KL)	K1 : Remembering	K3 : Applying	K5 : Evaluating	K6 : Creating

Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks					
Q.N	QUESTIONS			Marks	COs
1					
i	What is the primary function of investment banks in capital markets?			01	CO1
	a) Accepting deposits b) Issuing cheques c) Underwriting securities d) Managing savings accounts				
ii	Which regulatory body monitors investment banks in India?			01	CO1
	a) TRAI b) SEBI c) IRDAI d) NITI Aayog				
iii	Which of the following is an example of equity financing?			01	CO3
	a) Bonds b) IPOs c) Loans d) CDOs				
iv	In the M&A process, 'due diligence' refers to:			01	CO2
	a) Advertising b) Legal and financial evaluation c) Fund transfer d) Negotiation				
v	The SEBI Takeover Code deals with:			01	CO2
	a) Mutual Funds				K1

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

CO1	Recognize the key functions and players in investment banking and their regulatory environment in India.
CO2	Analyze and explain the M&A process and its regulatory framework in India.
CO3	Understand and assess different financing methods, including equity, debt, and structured finance in India.
CO4	Evaluate various derivative instruments and their use in risk management strategies.
CO5	Create risk management strategies using derivatives like swaps, futures, and options, focusing on India's market dynamics.

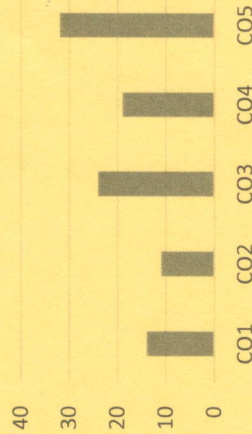
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



vi	b) Insurance policies c) Acquisitions and Takeovers d) IPO allotments	01	CO3	K2
vii	Asset-Backed Securities are part of: a) Debt financing b) Structured finance c) Equity financing d) Derivatives	01	CO4	K1
viii	Which is a type of derivative? a) Savings account b) Futures c) Equity share d) Treasury bill	01	CO5	K3
ix	Currency swaps are used for managing: a) Equity risk b) Operational risk c) Exchange rate risk d) Credit risk	01	CO5	K1
x	What is hedging? a) Increasing profits b) Avoiding tax c) Reducing risk d) Enhancing branding	01	CO5	K1
	Which platform deals with derivatives in India? a) RBI b) NSE c) IRDAI d) SIDBI	01	CO4	K1

Section B (Answer any FOUR out of SIX) - 20 Marks
(Each question Carry 5 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	Discuss the key phases in the M&A process including deal sourcing and negotiation.	05	CO2	K2
3	Explain the concept of structured finance and its use in Indian investment banking.	05	CO3	K2
4	What is the SEBI Takeover Code? Describe its significance.	05	CO2	K1
5	Define and differentiate between Investment Banking and Commercial Banking.	05	CO1	K1
6	Describe the role of NSE and BSE in derivatives trading.	05	CO4	K2
7	Explain the uses of interest rate swaps.	05	CO5	K3

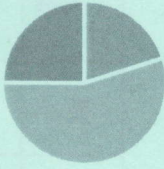
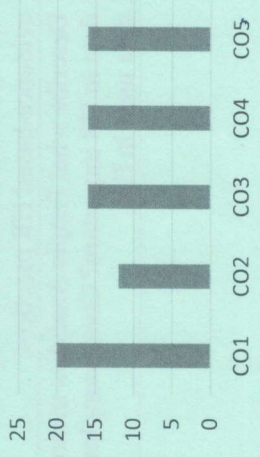
Section C (Answer any TWO out of FOUR) - 20 Marks
(Each question Carry 10 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
8	Describe the functions of investment banks and how they contribute to economic growth in India.	10	CO1	K2
9	Discuss the role of derivatives in managing risk with appropriate examples.	10	CO4	K4

10	Explain the different types of M&A transactions and support with Indian examples.	10	CO2	K4
11	Discuss how investment banks help in equity and debt financing in India.	10	CO3	K4

 ARKA JAIN University Jharkhand NAAC GRADE A ACCREDITED UNIVERSITY		[13-05-2025] END SEM EXAMINATION School of Commerce & Management		
Program		Master of Business Management		
Subject Name		HR Analytics	Session	Even, 2024-2025
Semester		IV	Year	May, 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	K5 : Evaluating	
	K2 : Understanding	K4 : Analysing	K6 : Creating	

Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks				
Q. N	QUESTIONS	Marks	COs	KL
i	What is the full form of HR in HR Analytics? A) Human Research B) Human Resource C) High Risk D) Human Rights	1	CO1	K3
ii	What is the main purpose of HR Analytics? A) To calculate employee salaries B) To track attendance manually C) To make better HR decisions using data D) To hire employees randomly	1	CO2	K4
iii	Which of the following is a key benefit of HR Analytics? A) It increases paperwork B) It removes the need for HR professionals C) It improves decision-making D) It only works for IT companies	1	CO2	K4
iv	Which data is mostly used in HR Analytics? A) Weather data B) Employee data C) Traffic data D) Market data	1	CO2	K4
v	What is the first step in the HR Analytics process? A) Predict outcomes	1	CO3	K4

CO- Course Outcomes,	KL- Knowledge Level,	PO – Program Outcome
CO1	Understand the foundational elements of Human Resource Management, including its strategic role in organizations, core functions and responsibilities, and an overview of HR processes and practices to support organizational objectives.	
CO2	Grasp the basics of People Analytics, emphasizing the importance of data-driven decision-making in HR, understanding data sources, key metrics, and the role of statistical analysis in informing HR decisions.	
CO3	Develop proficiency in the framework for problem-solving in HR analytics, mastering the steps from defining problems to deploying models, including data collection, model building, evaluation, and effective communication of findings.	
CO4	Analyze the critical stages of the talent life cycle within organizations, applying HR metrics and analytics to optimize talent acquisition, performance management, employee development, and retention strategies.	
CO5	Employ HR practices and benchmarking techniques to measure and improve HR performance across the employee journey, utilizing tools for dash boarding KPIs, setting performance goals, providing feedback, and assessing employee engagement.	
GRAPHICAL REPRESENTATION		
Bloom's Level wise Marks Distribution 		Course Outcome Wise Marks Distribution 

	B) Collect data C) Fire employees D) Ignore reports			
vi	HR Analytics helps in improving which of the following? A) Food quality in the cafeteria B) Company branding only C) Workforce planning D) Office interior design	1	CO4	K5
vii	What is the meaning of 'predictive analytics' in HR? A) Studying past employee salaries B) Predicting future HR trends C) Drawing cartoons for training D) Managing lunch schedules	1	CO3	K4
viii	HR Dashboards are used to: A) Play games B) Drive company cars C) Show key HR metrics visually D) Paint office walls	1	CO5	K5
ix	One of the tools used in HR Analytics is: A) Microsoft Paint B) R or Python C) Zoom D) MS Word only	1	CO2	K4
x	Which function can benefit from HR Analytics? A) Gardening B) Customer cooking C) Recruitment D) Office cleaning	1	CO4	K5
Section B (Answer any FOUR out of SIX) - 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Explain the foundational elements of Human Resource Management and describe its strategic role in supporting organizational objectives.	5	CO1	K3
3	Illustrate the importance of data-driven decision-making in HR by identifying common data sources and key HR metrics used in People Analytics.	5	CO2	K4
4	Analyze the steps involved in solving an HR problem using analytics from problem definition to model deployment and explain how findings should be communicated	5	CO3	K4

5	Evaluate how HR metrics can be applied across the talent life cycle stages such as recruitment, performance management, and employee development to enhance retention.	5	CO4	K5
6	Define the role of core HR functions such as recruitment, training, and performance appraisal in achieving organizational goals.	5	CO1	K3
7	Compare descriptive, predictive, and prescriptive analytics in the context of HR decision-making. Provide examples of how each can be applied.	5	CO2	K4
Section C (Answer any TWO out of FOUR) - 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	What is an HR dashboard? Explain how it helps HR managers measure employee engagement, set goals, and improve performance.	10	CO5	K5
9	What is the talent life cycle? Explain how HR Analytics can be used in hiring, performance, training, and keeping good employees.	10	CO4	K5
10	Analyze the role of People Analytics in enhancing HR decision-making. Discuss how key metrics, data sources, and statistical techniques are used to support evidence-based HR practices.	10	CO1	K3
11	Describe what People Analytics means. Why is using data in HR important? Give examples of the types of data used in HR.	10	CO2	K4

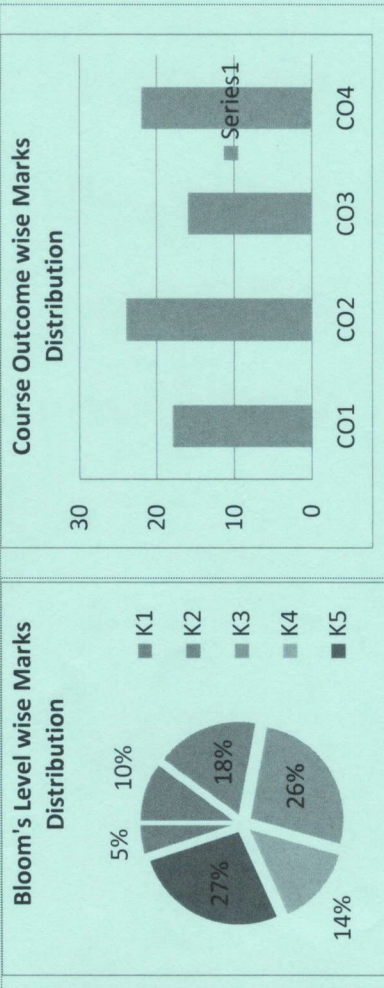
 ARKA JAIN University Jharkhand				[13-05-2025] END SEM EXAMINATION School of Commerce & Management	
Program		Master of Business Administration			
Subject Name		Behavioural Finance		Session	Even, 2024-2025
Semester		IV		Year	May, 2025
Time: 3 Hour Max. Marks : 50		• Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u> • Answer all Questions of Section A (Compulsory) • Answer Any Four out of Six of Section B • Answer Any Two out of Four of Section C • Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers</u>.			
		K1 : Remembering K2 : Understanding		K3 : Applying K4 : Analysing	
Knowledge Level (KL)				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	Define Behavioural Finance.	01	CO1	K1	
ii	Differentiate Investor and Speculator.	01	CO1	K2	
iii	What is optimal portfolio?	01	CO1	K2	
iv	List out the key phases of prospect theory.	01	CO2	K1	
v	Explain familiarity bias.	01	CO2	K4	
vi	Define random walk.	01	CO2	K2	
vii	What is Markowitz efficient frontier?	01	CO2	K1	
viii	What do you understand by Representativeness?	01	CO3	K2	
ix	What is the Endowment Effect in trading?	01	CO4	K3	
x	Explain 'fear' and 'greed' in financial market	01	CO1	K1	

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

Course Outcomes	CO1	Define investment goals with clarity and understand the role of behavioral finance in defining investment goals in fund management, wealth management, and corporate investment strategy.
	CO2	Create equity / investment research reports that guard against biases and incorporate mechanisms to mitigate biases such as confirmatory bias and non-Bayesian updating.
	CO3	Make investment decisions that are devoid of systematic biases and understand how biases like representativeness, overconfidence, over-optimism, and social herding impact investment decision making.
	CO4	Trade in assets without being tied down by systematic biases and recognize biases such as loss aversion, endowment bias, and the disposition effect.
	CO5	Define investment goals with clarity and understand the role of behavioral finance in defining investment goals in fund management, wealth management, and corporate investment strategy.

GRAPHICAL REPRESENTATION



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 bounded rationality and how it affects the decision-making process of investors in real market conditions.	05	CO1	K3
3	What is anchoring bias? Explain its characteristics.	05	CO2	K1
4	What is confirmatory bias, and how does it affect the objectivity of equity / investment research reports? Suggest ways to overcome this bias.	05	CO2	K3
5	Define the disposition effect in trading. How does it influence trading behavior, and what are its implications for portfolio performance?	05	CO4	K5
6	How does an investor behave during bubble?	05	CO3	K6
7	Explain the external factors influencing investor's behavior	05	CO4	K5
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Describe the nature, scope and significance of behavioral finance. What are your views about the prospects of behavioral finance as an important tool for investment decisions?	10	CO1	K2
9	Critically compare and contrast Expected Utility Theory with Prospect Theory. How do biases such as mental accounting, ambiguity aversion, and over confidence challenge the assumption of investor rationality and market efficiency?	10	CO2	K3
10	Discuss the common biases observed in investment research and trading. Explain how these biases can distort equity analysis and trading strategies, provide suitable example.	10	CO3	K4
11	Q11. How do behavioral factors influence corporate decisions related to capital structure and dividend policy in emerging markets? Illustrate with examples.	10	CO4	K5

				[14-05-2025] END SEM EXAMINATION School of Commerce & Management	
Program		Master of Business Administration			
Subject Name		Incentives and Compensation Management		Session	Even, 2024-2025
Semester		IV		Year	May 2025
Time: 3 Hour Max. Marks : 50		• Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u> • Answer all Questions of Section A (Compulsory) • Answer Any Four out of Six of Section B • Answer Any Two out of Four of Section C • Possession of Mobile Phones or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will 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	

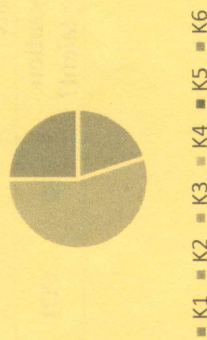
Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks					
Q. N	QUESTIONS			Marks	COs
1					KL
i	Which of the following is an example of variable pay? A. Base salary B. Overtime pay C. Performance bonus D. Retirement benefits			1	CO1 K2
ii	What is the primary purpose of job evaluation? A. To recruit new employees B. To determine external equity C. To ensure fairness in internal compensation D. To assess market competition			1	CO3 K4
iii	Which of the following best addresses the issue of “free-riding” in team performance? A. Seniority-based pay B. Individual performance bonuses C. Team-based incentives D. Fixed salary			1	CO4 K5
iv	What does the term 'pay mix' refer to? A. Combination of base and variable pay B. Industry-wide salary standards C. Mix of employee skills D. Diversity in job roles			1	CO1 K2

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

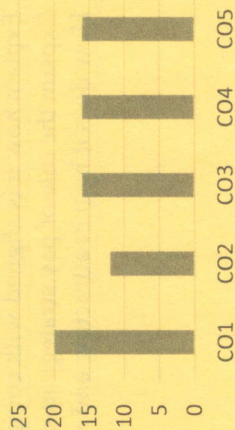
Course Outcomes	CO1	Classify different types of pay philosophies and strategies and their impact on employee motivation, performance, and organizational outcomes.
	CO2	Demonstrate the fundamental concepts and theories related to pay strategies in organizations.
	CO3	Examine the role of internal equity and external equity in designing compensation systems and ensuring fairness and competitiveness.
	CO4	Evaluate the challenges and opportunities associated with providing incentives to individuals and teams, and develop effective incentive plans.
	CO5	Evaluate the implications of international compensation practices and understand the factors influencing global compensation strategies.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



v	Which of these is not a component of international compensation? A. Cost of living allowance B. Housing benefits C. Medical leave policy D. Exchange rate insurance	1	CO5	K5
vi	Gain sharing focuses on: A. Sharing of company profits with shareholders B. Providing executives with stock options C. Distributing productivity gains with employees D. Distributing salaries equally among all employees	1	CO4	K5
vii	What is the goal of aligning executive compensation with organizational strategy? A. To reduce salary expenses B. To motivate leadership to meet business goals C. To avoid legal risks D. To ensure internal equity	1	CO1	K2
viii	Which of the following best reflects external equity? A. Employee satisfaction surveys B. Competitor pay benchmarking C. Job rotation D. Overtime policy	1	CO3	K4
ix	Economic Value Added (EVA) is used to evaluate: A. Market share B. Shareholder value creation C. Employee turnover D. Training effectiveness	1	CO1	K2
x	Which approach helps in compensating for negative attributes in the workplace like risk or hardship? A. Profit sharing B. Pay-for-skill C. Hazard pay D. Standard pay scale	1	CO1	K2

Section B (Answer any FOUR out of SIX) – 20 Marks
(Each question Carry 5 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	What is variable pay? Mention any two examples and explain how they motivate employees.	05	CO1	K2
3	Briefly describe two components commonly included in an international compensation package.	05	CO5	K5

4	What is a pay philosophy? How does it help in deciding how much to pay employees?	05	CO1	K2
5	What is a salary slip? Name two things you usually find in it.	05	CO2	K3
6	Why do companies give extra pay for working in dangerous or tough conditions?	05	CO1	K2
7	What is seniority-based pay? How is it different from performance-based pay?	05	CO1	K2

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

Q. No.	QUESTIONS	Marks	COs	KL
8	What are the legal and ethical issues in compensation management? Give two examples.	10	CO2	K3
9	Explain the main types of pay systems: fixed pay, variable pay, and seniority-based pay. How do they impact employee motivation?	10	CO1	K2
10	Why is executive compensation a critical area in HR? Explain how it is aligned with company goals.	10	CO1	K2
11	Explain the role of pay strategy in an organization. How does it help in attracting and retaining talent?	10	CO1	K2

9	Construct a district-level credit planning model using the Lead Bank Scheme as a foundation. Include stakeholder roles, challenges, and evaluation mechanisms.	10	CO5	K6
10	Propose a model that integrates SHG-Bank Linkage with digital financial literacy and mobile credit tracking to enhance microfinance efficiency and transparency.	10	CO6	K6
11	Imagine you're a policymaker addressing financial exclusion in a tribal region. Design an inclusive banking framework using social banking tools and tech-driven innovations tailored to that geography.	10	CO7	K6

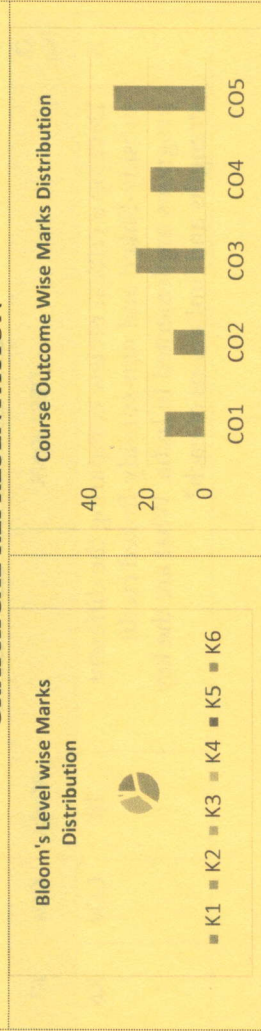
CO- Course Outcomes,

KL- Knowledge Level,

PO – Program Outcome

Course Outcomes	CO1	Understand the rationale and challenges of financing small economic operators.
	CO2	Comprehend the genesis, evolution, and strategies for achieving financial inclusion in rural financial services in India.
	CO3	Identify and analyse the composition of the Institutional Credit System (ICS) and different categories of institutions involved.
	CO4	Examine the policy initiatives in social banking, including nationalization of commercial banks, priority sector credit concept, and various subsidy-linked and non-subsidy-linked credit programs.
	CO5	Evaluate the Lead Bank Scheme (LBS) and Service Area Approach (SAA), their frameworks, coordination forums, and functioning.
	CO6	Explore the genesis, evolution, and different models of microfinance in India, with a specific focus on the Self Help Group-Bank Linkage Programme (SBLP).
	CO7	Recognize the major challenges in social banking in India and explore innovative strategies and technology's role in addressing these challenges.

GRAPHICAL REPRESENTATION



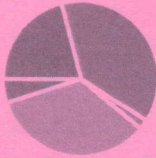
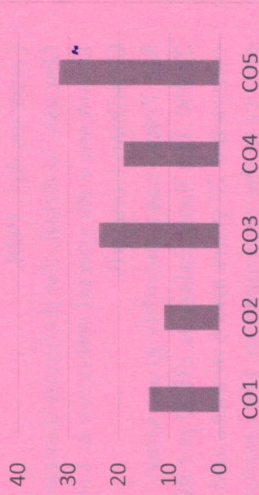
 ARKA JAIN University Jharkhand NAAC GRADE A ACCREDITED UNIVERSITY		[14-05-2025] END SEM EXAMINATION School of Commerce & Management		
Program	Master of Business Administration			
Subject Name	Micro Finance	Session	Even, 2024-2025	
Semester	IV	Year	May, 2025	
Time: 3 Hour Max. Marks : 50	• Start writing 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</u> out of Six of Section B • Answer Any <u>Two</u> out of Four of Section C • Possession of <u>Mobile Phones</u> or any kind of <u>Written Material</u>, <u>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-i to x) – 10 Marks					
Q. N	QUESTIONS	Marks	COs	KL	
i	Which of the following best defines “priority sector credit”? A) Lending exclusively to large corporate organizations B) Credit provided for sectors like agriculture, MSMEs, and weaker sections C) Funding primarily for stock market operations D) Loans given at highest interest rates	01	CO4	K3	
ii	What is the main objective behind subsidy-linked credit programs like PMEGP and NRLM? A) Ensure corporate entities get tax breaks B) Provide interest rate concessions to foreign investors C) Empower vulnerable sections by reducing financing costs D) Encourage banks to increase credit card usage	01	CO4	K4	
iii	Which of the following is a key principle of the Lead Bank Scheme (LBS)? A) One private bank is assigned to lead all foreign exchange operations B) Each district is assigned a specific lead bank responsible for credit planning C) Only cooperative banks can serve as lead banks	01	CO5	K2	

	D) Eliminating priority sector lending				
iv	Which forum is specifically meant to coordinate and review credit flow at the district level under the LBS? A) SLBC (State Level Bankers' Committee) B) BLBC (Block Level Bankers' Committee) C) DCC (District Consultative Committee) D) RBI (Reserve Bank of India)	01	CO5	K3	
v	Which of the following statements is true about the Self Help Group-Bank Linkage Programme (SBLP) in India? A) It discourages group savings B) It focuses on direct government grants instead of linking groups to banks C) It enables banks to connect with SHGs for micro-credit D) It prohibits women from forming SHGs	01	CO6	K2	
vi	Which of the following best represents a key model of microfinance in India? A) Universal Corporate-Bank Model B) NGO-MFI Model C) Merchant Banking Model D) Stock Brokerage Model	01	CO6	K3	
vii	Why the SHG-Bank Linkage Programme is often considered a successful microfinance model? A) It relies entirely on government subsidies B) It fosters savings discipline, group collateral, and peer monitoring C) It prohibits commercial banks from participating D) It caters exclusively to high-income individuals	01	CO6	K4	
viii	Which of the following is a major challenge in social banking in India? A) Excess availability of credit B) Lack of technology integration C) Overstaffing in rural bank branches D) Minimal operating costs	01	CO7	K2	
ix	An innovative strategy to address the challenges in social banking could involve: A) Eliminating mobile banking services B) Increasing paper-based transactions C) Leveraging digital platforms for efficient outreach D) Restricting credit to urban areas	01	CO7	K3	

x	Which technological advancement can significantly improve social banking outreach in rural areas? A) Manual ledger entries B) Biometric-enabled digital payment systems C) Exclusive high-net-worth bank branches D) Complete elimination of all banking software	01	CO7	K4	
Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)					
Q. No.	QUESTIONS	Marks	COs	KL	
2	Critically examine the role of technology in overcoming challenges related to social banking in India.	05	CO7	K5	
3	How do innovative strategies in social banking, like business correspondent models or mobile banking solutions, enhance outreach to underserved communities?	05	CO7	K6	
4	Discuss the role of cooperative credit institutions in the Institutional Credit System. How do they contribute to rural financial development in India?	05	CO3	K4	
5	Highlight the objectives and operational structure of the Service Area Approach (SAA). How is it linked to rural credit planning?	05	CO5	K4	
6	Examine how the PMEGP scheme differs from NRLM and NULM in terms of scope, target groups, and impact.	05	CO4	K5	
7	Explain the contribution of MUDRA to micro-enterprise funding. How has it impacted the credit availability for small businesses?	05	CO3	K4	
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)					
Q. No.	QUESTIONS	Marks	COs	KL	
8	Develop a critical review comparing the different subsidy-linked and non-subsidy-linked credit programs implemented in India. What are the key strengths and limitations of each?	10	CO4	K6	

			[15-05-2025] END SEM EXAMINATION School of Commerce & Management		
ARKA JAIN University Jharkhand					
Program	Master of Business Administration				
Subject Name	Employee Relations		Session	Even, 2024-2025	
Semester	IV		Year	May, 2025 *	
Time: 3 Hour Max. Marks : 50	• Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u> • Answer all Questions of Section A (Compulsory) • Answer Any Four out of Six of Section B • Answer Any Two out of Four of Section C • Possession of Mobile Phones or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will 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		

CO- Course Outcomes,	KL- Knowledge Level,		PO – Program Outcome	
	CO1	Understand the basics and functionality of Employee Relations		
	CO2	Classify Trade Unions and their contribution in Industrial Relations		
	CO3	Demonstrate the skills as a Negotiator essentially required in the Industrial Environment		
	CO4	Examine the various provisions and implications of Labor Legislation in India		
	CO5	Evaluate the mechanism of Industrial Disputes and their settlement by making use of various techniques		
GRAPHICAL REPRESENTATION				
Bloom's Level wise Marks Distribution		Course Outcome Wise Marks Distribution		
 ■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6		 CO1 CO2 CO3 CO4 CO5		

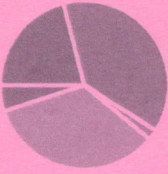
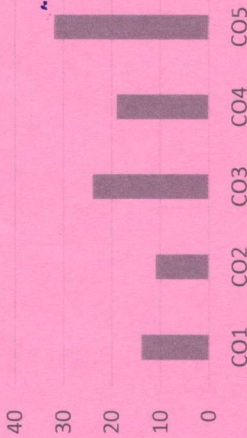
Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks					
Q. N	QUESTIONS	Marks	COs	KL	
i	Which one of the following a type of dispute settlement machinery? a) Arbitration b) Agreement c) Fast Track Court d) Consumer Court	01	CO5	K1	
ii	An employee/ workman is eligible for the payment of Bonus only if he/she has worked for ____ days during the last financial year. a) 26 Days b) 30 Days c) 31 Days d) 312 Days	01	CO4	K2	
iii	ESI is calculated on - a) Gross Pay b) Net Pay c) CTC d) Basic Pay	01	CO4	K2	
iv	If the Gross Pay is higher than 21000, the following will not be applicable - a) ESI b) EPF c) Bonus d) Gratuity	01	CO4	K3	
v	As per the Employees Compensation Act, 1923, the Compensation Amount cannot be - a) Assigned b) Attached c) Charged d) All of these	01	CO4	K2	

vi	If there is willful removal or disregard by an employee of any safety guard or other device which he knew to have been provided for the purpose of securing the safety of employees, the – a) Employer is not liable to pay compensation b) State Government is liable to pay compensation c) Central Government is liable to pay compensation d) The Trade Union is liable to pay compensation	01	CO4	K2
vii	Gratuity is payable – a) When employee needs it b) As and when required c) After completion of 5 years of continuous service d) When due	01	CO4	K3
viii	Bonus is to be paid – a) Within 30 Days after the completion of last financial year b) Within 1 year after the completion of last financial year c) During the festive season only d) Within 8 months after the completion of last financial year	01	CO4	K3
ix	Relevant Factor decreases with increasing age of the workman because – a) It directly relates with the earning capacity of the workman b) It is important to reduce the amount of compensation c) Both of the above d) None of the above	01	CO4	K4
x	What is the maximum period for which any woman is entitled to maternity benefit? a) 6 weeks b) 12 weeks c) 18 weeks d) 26 weeks	01	CO4	K2
Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Define Disablement. Discuss its types.	05	CO1	K1
3	Discuss the Classification of Workmen.	05	CO1	K1
4	Examine the mechanism of prevention of Industrial Disputes.	05	CO5	K4

5	Demonstrate the Evolution of Industrial Relations in India.	05	CO1	K3
6	Classify the differences between Industrial Conflicts and Disputes.	05	CO5	K2
7	Explain the role of the front-line manager in people management and its impact on HRM.	05	CO3	K2
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Examine the various provisions of identification, classification and settlement of Industrial Disputes.	10	CO5	K4
9	Classify various provisions of Health, Safety and Welfare of the Workmen as per the provisions of the Factories Act, 1948.	10	CO4	K2
10	Discuss, in detail, the different theories of Trade Unionism with special reference to Lenin, Marx and Gandhian Concepts.	10	CO2	K1
11	Mr. Peters has a monthly gross salary of Rupees 21,050. His Basic Salary is 13500 per month. He has completed 20 years and 6 months and 25 Days of service in the organization. His employment is covered under the Payment of Gratuity Act, 1972. Calculate the amount of Gratuity payable to him as on date. Also calculate the applicable monthly EPF and ESI amount w.r.t. Employer and Employee Contributions separately.	10	CO4	K5

 ARKA JAIN University Jharkhand		 NAAC GRADE A ACCREDITED UNIVERSITY		[15-05-2025]. END SEM EXAMINATION School of Commerce & Management	
Program	Master of Business Administration				
Subject Name	Strategic Financial Management		Session	Even, 2024-2025	
Semester	IV		Year	May, 2025 *	
Time: 3 Hour Max. Marks : 50	- 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</u> out of Six of Section B - Answer Any <u>Two</u> out of <u>Four</u> of Section C - Possession of <u>Mobile Phones</u> or any kind of <u>Written Material</u>, <u>Arguments with the Invigilator</u> or <u>Discussing with Co-Student</u> will 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	
i	What is the primary objective of financial policy? A) Maximizing profits B) Reducing cost C) Strategic alignment D) Employee satisfaction	01	CO1	K1	
ii	Which step comes first in the strategic planning process? A) Evaluation B) Implementation C) Goal setting D) Monitoring	01	CO1	K2	
iii	Financial planning is crucial for: A) Tax evasion B) Policy making C) Achieving long-term goals D) Reducing labor cost	01	CO1	K2	
iv	What technique helps in measuring the impact of changes in key assumptions? A) NPV B) IRR C) Sensitivity Analysis D) Payback Period	01	CO2	K3	
v	Simulation technique is best used when: A) There is certainty B) There is complete data C) There is uncertainty D) Past data is irrelevant	01	CO2	K3	

CO- Course Outcomes,	KL- Knowledge Level,	PO – Program Outcome
CO1	Recall the concepts and techniques used in financial policy and strategic planning.	
CO2	Apply investment decision-making techniques such as risk-adjusted discount rates, sensitivity analysis, and simulation methods.	
CO3	Analyze the impact of corporate restructuring strategies, such as mergers and acquisitions, on shareholder value.	
CO4	Evaluate different financing strategies, dividend policies, and their relationship with the firm's value and capital structure.	
CO5	Design strategies for mergers, acquisitions, and corporate restructuring, incorporating relevant financial evaluation techniques.	
GRAPHICAL REPRESENTATION		
Bloom's Level wise Marks Distribution 		Course Outcome Wise Marks Distribution 

vi	One key benefit of mergers is: A) Job loss B) Tax increase C) Cost synergy D) Reduced assets	01	CO3	K4
vii	Which of the following is a financial restructuring strategy? A) Dividend pay-out B) LBO C) Cost-cutting D) Inventory management	01	CO3	K3
viii	Dividend policy affects: A) Production B) Human Resource C) Shareholder wealth D) Supply chain	01	CO4	K4
ix	Deep discount bonds are examples of: A) Loans B) Hybrid securities C) Equity D) Debentures	01	CO4	K2
x	A hostile takeover can be defended using: A) Poison Pill B) Bonus issue C) Dividend cut D) Leveraging	01	CO5	K5
Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	What is financial policy, and how does it contribute to strategic planning in an organization?	05	CO1	K2
3	Explain how investment decisions are made under conditions of risk and uncertainty.	05	CO2	K3
4	Discuss the various reasons why companies engage in mergers and acquisitions.	05	CO3	K4
5	Discuss the importance of dividend policy in determining the value of a firm and its impact on shareholder wealth.	05	CO4	K5
6	Explain the role of hybrid securities, such as convertible debentures and deep discount bonds, in financial management.	05	CO4	K2
7	Explain the procedures involved in a takeover, including the defences against hostile takeovers and the role of management buyouts (MBOs).	05	CO5	K5
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the strategic planning process and its importance in financial management.	10	CO1	K2

9	Discuss the role of techniques like risk-adjusted discount rates and certainty equivalent factors in investment decisions.	10	CO2	K3
10	What are the benefits and costs associated with mergers, and how do they affect shareholder value?	10	CO3	K4
11	How does the lease versus buy decision influence capital budgeting and overall financial strategy?	10	CO4	K5