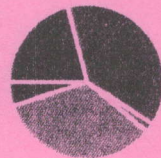


CO1	Understanding the challenges of human resources management and successfully manage and resolve conflicts.
CO2	Demonstrate proficiency in fundamental human resources concepts and how they apply to real world situations.
CO3	Examine various employment acts that will be useful in maintaining workplace harmony.
CO4	Evaluate the essentials of Employee Relations and its practice in the organizational context.
CO5	Formulate human resources policies and practices that help promote the organization's strategic goals.

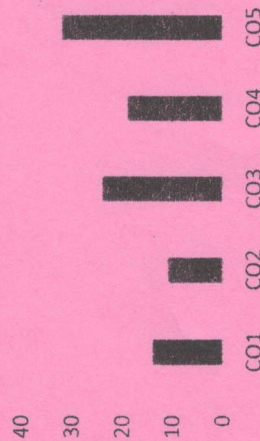
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



 ARKA JAIN University Jharkhand		 NAAC GRADE A ACCREDITED UNIVERSITY		[30-05-2025] END SEM EXAMINATION School of Commerce & Management	
Program		Master of Business Administration			
Subject Name		Human Resource Management		Session	Even, 2024-2025
Semester		II	Year	May, 2025	
Time: 3 Hour Max. Marks : 50		• Start writing from 2nd page onwards; don't Write on the 1st Page <u>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</u>, <u>Arguments with the Invigilator or Discussing with Co-Student</u> will fail under <u>Unfair Means</u> and will <u>Result in the 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
1				
i	Adding more responsibilities, autonomy and control of a job is - a) Job Enrichment b) Job Design c) Job Requirement d) Job Analysis	01	CO1	K1
ii	Job Analysis consists of - a) Job description b) Job Specification c) Both of the above d) None of the above	01	CO2	K2
iii	Which of the following is a technique of Promotion? a) Dry Promotion b) Wet promotion c) Both of the above d) None of the above	01	CO5	K1
iv	Job Evaluation is a method to - a) Rate a job b) Analyze a job c) Repeat a job d) Do a job	01	CO2	K2
v	Training Need Analysis DOES NOT consist of - a) Knowledge b) Skill c) Ability d) Attitude	01	CO4	K1
vi	Which one of the following is NOT a level of measuring Training Effectiveness? a) Attitude b) Behavior c) Learning d) Reaction	01	CO4	K2
vii	A 360 Degree Appraisal Process Involves Feedback from different sources. Which one of the following is	01	CO4	K2

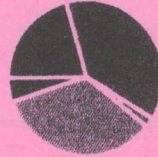
	NOT a source of such feedback? a) Self c) Subordinates	b) Peers d) Government			
viii	Adjudication is a method of - a) Settlement of Disputes c) Performance Appraisal	b) Wage Fixation d) Job Evaluation	01	CO5	K2
ix	Promotion and Transfers can be referred as - a) Sources of Internal Recruitment b) Sources of External Recruitment c) Techniques of Internal Mobility d) All of the Above		01	CO4	K2
x	Which of these following is not a part of job description? a) Job Title c) General Information	b) Induction Process d) None of the above	01	CO2	K2
Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)					
Q. No.	QUESTIONS		Marks	COs	KL
2	Describe the Process of Human Resource Planning.		05	CO3	K2
3	Briefly describe the Mechanism of Settlement of Industrial Disputes.		05	CO5	K1
4	Discuss how the Recruitment and Selection process is crucial in the hiring process.		05	CO1	K2
5	Discuss the various sources of recruitment.		05	CO3	K4
6	Evaluation of Training Program is a critical step in defining the T&D strategy. Discuss.		05	CO4	K5
7	Discuss the Role of Human Resource Management in modern organization.		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	Discuss various Levels of a Competency Mapping Scale.		10	CO2	K2
9	Define Job Analysis. Discuss the commonly used Job Analysis Model. Explain any one in detail with an example.		10	CO2	K3
10	What do you mean by Training Need Analysis? How it is achieved? Discuss various models of evaluation of a Training Programme.		10	CO4	K2

11	Define Recruitment. Differentiate between Recruitment and Hiring. Discuss the process and evaluation of recruitment.	10	CO3	K5
----	--	----	-----	----

CO1	To introduce students to the basics of income taxation, including the calculation of taxable income and the determination of tax liability.
CO2	To provide an overview of the tax treatment of income from salaries, including allowances, perquisites, and deductions.
CO3	To familiarize students with the concepts and principles of Goods and Services Tax (GST), its applicability, and compliance requirements.
CO4	To enable students to understand and analyze the components of a Cost-to-Company (CTC) structure provided by companies.
CO5	To introduce the fundamentals of payroll management, highlighting the role of HR in processing salaries and ensuring legal compliance.

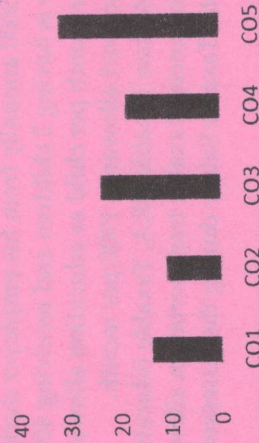
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



ARKA JAIN
University
Jharkhand



[20-05-2025]
END SEM EXAMINATION
School of Commerce & Management

Program	Master of Business Administration		
Subject Name	Integrated Taxation And Payroll Management	Session	Even, 2024-2025
Semester	II	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 fall 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
i	What is the main objective of GST Act, 2017 in India? A. Increase exports B. Replace indirect taxes C. Reduce black money D. Impose tax on income	01	CO3	K1
ii	Which of the following is an example of a perquisite? A. Dearness Allowance B. House Rent Allowance C. Free car provided by employer D. Bonus	01	CO2	K2
iii	Which one is not a due date for filing any type of ITR? A. 31st July B. 31st October C. 30th November D. 15th April	01	CO1	K1
iv	The amount of maximum deduction u/s 80 C is A. 50000 B. 100000 C. 150000 D. 250000	01	CO2	K2
v	What is the charging section of salary income under the Income Tax Act, 1961? A. Section 15 B. Section 17 C. Section 10 D. Section 80C	01	CO2	K1
vi	Which of the following does not form part of salary income under the Income Tax Act?	01	CO2	K2

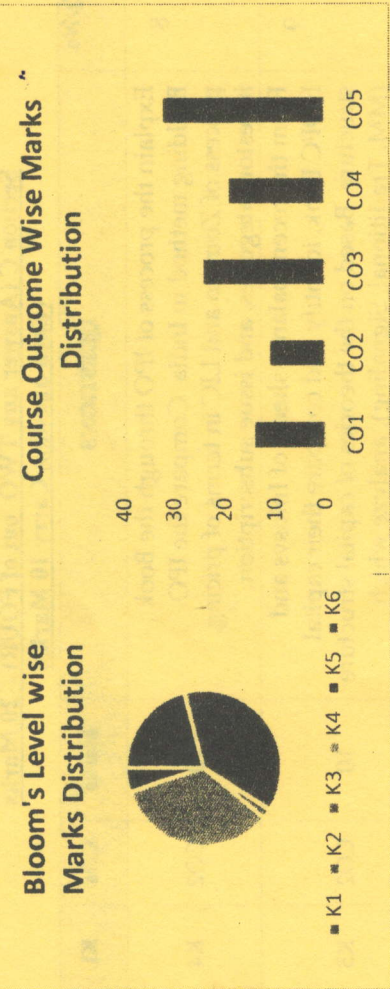
	A. Basic Salary C. House Property Income	B. Pension. D. Gratuity			
vii	Bonus is to be paid - A. Within 30 Days B. Within 1 year after the completion of last financial year C. During the festive season only D. Within 8 months after the completion of last financial year		01	CO4	K2
viii	The Rate of EDLIS Contribution is - A. 8% C. 12%	B. 8.33% D. 0.50 %	01	CO4	K2
ix	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	K2
x	If the Gross Pay is higher than 21000, the following will not be applicable A. EPF C. BONUS B. ESI D. GRATUITY		01	CO5	K3
Section B (Answer any FOUR out of SIX) - 20 Marks (Each question Carry 5 Marks)					
Q. No.	QUESTIONS		Marks	COs	KL
2	Draw Income under the head "Salary" Computational Performa.		05	CO2	K2
3	Discuss the role of technology in simplifying tax filings and reducing errors in payroll processing.		05	CO1	K1
4	What ethical considerations should be kept in mind during tax planning and payroll management?		05	CO1	K2
5	Miss. Kriti is a Government employee in Chennai. Details of her Income in the previous year 2024-25 are as follows:- Basic salary ₹ 75000 p.m. Dearness Allowance ₹ 21000 p.m. , House Rent Allowance ₹ 23000 p.m. She Pays a rent of ₹ 17000 per month for her residence in Kolkata. Compute his Taxable HRA for the Assessment Year 2025-26 as per Income Tax Act 1961.		05	CO2	K4
6	Prepare a CTC Structure mentioning the Basic, HRA and other components with Gross Pay. The Gross has to be fixed at Rs 2, 52,000 per annum.		05	CO5	K5

7	Discuss the Emerging Trends in Payroll and compensation management.	05	CO5	K2
Section C (Answer any TWO out of FOUR) - 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Define Goods and service Tax as major Reform under Indirect Tax in India. Describe Advantages and disadvantages of "Goods and service Tax Act, 2017" in India?	10	CO1	K2
9	Mr. Shyam Singh, employed in Jamshedpur at TMH, Has taken up an accommodation on rent for which he pays a monthly rent of ₹ 15,000 p.m. during the Financial Year (FY) 2024-25. He Receives a Basic Salary of ₹75,000 monthly along with DA of ₹ 5000 pm, which forms part of the salary. He also receives a HRA of ₹ 185000 annually from his employer during the year. He is having 2 children and receiving 400 per month per child as education allowances and transport allowance 1900 per month. Calculate Taxable HRA, Taxable Education allowances, Taxable transportation allowances and Total Taxable Salary during the Assessment Year 2025-26.	10	CO2	K3
10	Elaborate the deductions which are allowed to be deducted from the salary/ wages as per the provisions of the Payment of Wages Act.	10	CO4	K2
11	Design a Pay Structure for Mr. Shaw whose CTC has been fixed at ₹2,40,000 per annum. The Pay Structure should be designed on monthly basis with relevant components like HRA and Miscellaneous Allowance. The Bonus has to be paid monthly at 8%. Mention the CTC along with Statutory Contributions and Calculate the Take Home Pay along with the Statutory Deductions.	10	CO5	K5

ARKA JAIN University Jharkhand		NAAC GRADE A ACCREDITED UNIVERSITY	END SEM EXAMINATION School of Commerce & Management	12-05-2025
Program	Master of Business Administration			
Subject Name	Corporate Finance			
Semester	II	Session	Even, 2024-2025	
		Year	May, 2025	
Time: 3 Hour	- 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, <u>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>			
Max. Marks : 50				
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	What is WACC used for? a) Paying dividend b) Evaluating projects c) Calculating depreciation d) Managing working capital	1	CO2	K2
ii	What does ASBA stand for in the context of IPOs? a) Application Supported by Blocked Amount b) Allocation Strategy Based Analysis c) Automatic Subscription Banking Arrangement d) Advance Secured Banking Agreement	1	CO2	K1
iii	What is the main purpose of book building in IPOs? a) Determine project viability b) Finalize dividend policy c) Price discovery d) Debt repayment	1	CO2	K2
iv	Which of the following is true about a Rights Issue? a) Offered to new investors only b) Offered at a premium c) Offered to existing shareholders d) Issued without disclosure	1	CO2	K2

CO- Course Outcomes,	KL- Knowledge Level,	PO – Program Outcome
CO1	Conversant with the nuances of finance in the context of corporations and Discussing the interrelationships between decisions concerning investment, financing and dividends	
CO2	Evaluation of the financing requirements of an organization, measurement of cost of capital, choice of capital structure, EBIT Analysis, capital structure theories	
CO3	Familiarize long term investment decisions, cash flow estimation, discounting, investment appraisal methods	
CO4	Understanding nuances of working capital management and Studying dividend theory and practice	
CO5	Develop comprehensive capital budgeting models and risk assessments for long-term investment decisions and working capital management.	



v	Which theory suggests capital structure is irrelevant in a perfect market? a) Traditional Theory b) Pecking Order Theory c) MM Theory d) Signalling Theory	1	CO2	K2
vi	According to signalling theory, what does debt issuance usually indicate? a) Weak financial health b) Confidence in future cash flows c) Bankruptcy risk d) Low share price	1	CO2	K3
vii	The MM theory assumes which of the following market conditions? a) Imperfect market b) No taxes or transaction cost c) Varying interest rates d) Information asymmetry	1	CO2	K1
viii	A company with high business risk should choose which type of capital structure? a) High debt b) 100% preference capital c) High equity d) No capital at all	1	CO2	K3
ix	Payback period does not consider which of the following? a) Cash inflows b) Time value of money c) Project duration d) Initial investment	1	CO3	K2
x	What is the main advantage of NPV over IRR? a) Simpler to calculate b) Provides % return c) Assumes reinvestment at cost of capital d) Ignores risk	1	CO3	K2
Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Calculate the MIRR for a project with an initial outlay of ₹80,000 and inflows of ₹20,000 per year for 6 years. Reinvestment rate = 10%.	5	CO3	K4

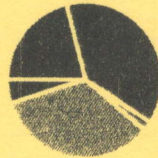
3	A firm estimates working capital need using the operating cycle method. Inventory = 30 days, Receivables = 40 days, Payables = 25 days. Calculate Net Operating Cycle.	5	CO4	K3
4	Compare the capital structures of Tata Motors and Maruti Suzuki using relevant financial indicators from their recent annual reports.	5	CO2	K4
5	Calculate WACC for a firm with the following: Equity = ₹5 lakh, Cost of Equity = 12%; Debt = ₹5 lakh, Cost of Debt = 8%, Tax rate = 30%.	5	CO2	K3
6	An investment project has cash flows of ₹10,000, ₹12,000, ₹15,000, and ₹18,000 over four years. The initial investment is ₹45,000. Calculate the IRR.	5	CO3	K4
7	Reliance Industries has announced a bonus issue. Explain the implications of this announcement for the company and its shareholders.	5	CO4	K2
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the process of IPO through the Book Building method in India. Compare the IPO process of Zomato and LIC in terms of pricing, investor categories, and issue subscription.	10	CO2	K4
9	From the recent balance sheets of Infosys and HDFC Bank, identify and compare their capital structure. Based on the theories of capital structure (MM, Traditional, Signaling), analyze which theory best explains their approach.	10	CO2	K5
10	A project involves an initial investment of ₹2,50,000 and generates cash inflows of ₹70,000 annually for 5 years. Assume a discount rate of 10%. Calculate NPV, IRR, and PI. Based on the results, suggest whether to invest or not.	10	CO3	K4
11	A firm has ₹4,00,000 in working capital. It holds inventory worth ₹1,50,000, and its accounts receivable are ₹1,00,000. Trade payables are ₹75,000. Prepare an estimate of working capital requirement and comment on liquidity position.	10	CO4	K4

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

CO1	Develop an understanding about strategic Management and its importance
CO2	Should be able to analyze the external and internal environment and Identify the various strategic options
CO3	Exploring the contemporary strategic practices.
CO4	Understand the value of Indian Ethos, Traditional business and understand Ethics in business
CO5	Develop integrative strategies using tools like SWOT, PESTLE Matrix, and Balanced Scorecard for effective strategic planning and execution.

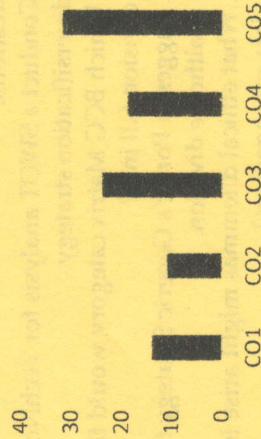
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



 ARKA JAIN University Jharkhand 		[28-05-2025] END SEM EXAMINATION School of Commerce & Management		
Program	Master of Business Administration			
Subject Name	Corporate Strategy, Indian Ethos & Business Ethics		Session	Even, 2024-2025
Semester	II	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

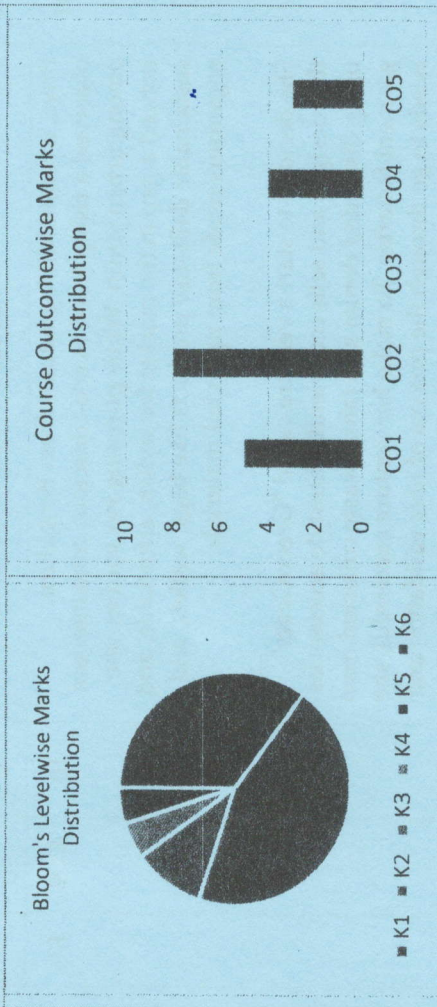
Q.N	QUESTIONS *	Marks	COs	KL
i	What is the primary purpose of a mission statement? a) To outline long-term financial goals b) To define an organization's core purpose and focus c) To analyze competitors' strategies d) To assess market share	01	CO1	K2
ii	Which model analyzes industry competition through five forces? a) SWOT Analysis b) PEST Analysis c) Porter's Five Forces d) BCG Matrix	01	CO2	K2
iii	In the BCG Matrix, a business unit with low market share in a high-growth industry is classified as a: a) Cash Cow b) Star c) Question Mark d) Dog	01	CO2	K4
iv	Which of the following is NOT part of PESTLE analysis? a) Political b) Sustainability c) Economic d) Technological	01	CO2	K1
v	CSR in strategic management refers to: a) Ignoring societal needs b) Aligning business operations with social responsibility	01	CO1	K2

	c) Reducing employee benefits d) Maximizing shareholder wealth at all costs				
vi	A company pursuing cost leadership, differentiation, or focus is using: a) BCG Matrix b) Porter's Generic Strategies c) Red Ocean Strategy d) GAP Analysis	01	CO3	K4	
vii	Which principle is emphasized in Indian Ethos for managerial practices? a) Profit maximization b) Dharma (Righteousness) c) Centralized decision-making d) Short-term gains	01	CO1	K2	
viii	Which approach emphasizes creating new market space and demand rather than competing in existing market spaces? a) Red ocean strategy b) Market penetration strategy c) Blue ocean strategy d) Cost leadership strategy	01	CO4	K5	
ix	The Blue Ocean Strategy focuses on: a) Competing in saturated markets b) Creating uncontested market spaces c) Cost-cutting measures d) Merging with competitors	01	CO3	K4	
x	Which level of strategy focuses on business units or product lines? a) Corporate b) Functional c) Operational d) SBU (Strategic Business Unit)	01	CO2	K5	
Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)					
Q. No.	QUESTIONS	Marks	COs	KL	
2	Discuss the two dimensions of BCG matrix and their importance for understanding the product's future?	05	CO1	K1	
3	Discuss any two unethical practices in marketing of products.	05	CO3	K4	
4	What is the key difference between Vision and mission statement of organisations?	05	CO2	K5	
5	Discuss the components of PESTLE analysis with examples.	05	CO4	K2	

6	Discuss the three Ps model of CSR.	05	CO1	K1	
7	What are the different strategic actions organisations take at corporate level? Discuss with examples	05	CO2	K4	
8	What should be India's strategy in the next decade in the face of Import tariffs put up by big nations across the world?	05	CO5	K5 K6	
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)					
Q. No.	QUESTIONS	Marks	COs	KL	
8	Scenario: TechNova, a smartphone manufacturer, faces stagnant growth in its home market. It plans to diversify into electric vehicles (EVs) and AI-driven healthcare devices. However, it struggles with R&D costs and ethical concerns about data privacy in healthcare. Questions: i. Conduct a SWOT analysis for TechNova's diversification strategy. ii. Which BCG Matrix category would the new EV division fall into? iii. Suggest a Porter's Generic Strategy for the healthcare division. iv. What ethical dilemmas might arise in healthcare data management?	10	CO5	K4	
9	Explain the relevance of Indian Ethos in modern management.	10	CO1	K4	
10	Which resource India can bank upon for growth in the next ten – twenty years?	10	CO5	K5	
11	Discuss the difference between Blue ocean and Red ocean scenarios in business with the help of examples.	10	CO4	K4	

CO1	Understand the process of Entrepreneurship.
CO2	Understand planning, execution, success, and failure of a business plan.
CO3	Understand "Entrepreneurship" as a career plan.
CO4	Examine the role of entrepreneurship in economic development and the process of setting up small-scale industries.
CO5	Evaluate the principles and practices of sustainable and social entrepreneurship, including ethical and responsible business approaches.

GRAPHICAL REPRESENTATION



 ARKA JAIN University Jharkhand		 NAAC GRADE A ACCREDITED UNIVERSITY		[29-05-2025] END SEM EXAMINATION School of Commerce & Management	
Program	Master of Business Administration				
Subject Name	Entrepreneurship & Sustainability Development		Session	Even, 2024-2025	
Semester	II		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</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	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	Which of the following is a key trait of an entrepreneur? a) Risk aversion b) Risk-taking c) Avoidance d) Indecision	01	CO1	K1
ii	Which form of business ownership offers limited liability? a) Sole proprietorship b) Partnership c) Cooperative d) Private Limited Company	01	CO1	K2
iii	NIESBUD stands for: a) National Institute for Skill Based Development b) National Institute for Entrepreneurship and Small Business Development c) New India Entrepreneurship Bureau d) None of the above	01	CO2	K1
iv	Triple Bottom Line includes: a) Profit, Product, People b) People, Planet, Profit c) Price, Place, Promotion d) None	01	CO5	K2
v	Which of the following is a key step in identifying business opportunities?	01	CO1	K2

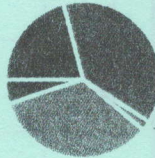
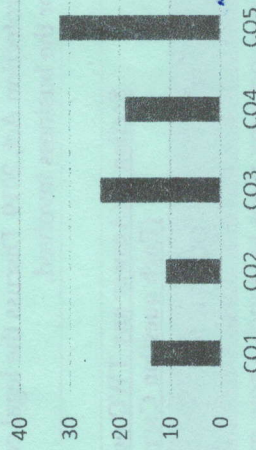
	a) Finalizing design b) Conducting feasibility analysis c) Filing taxes d) Hiring consultants				
vi	The financial section of a business plan includes: a) Team structure c) Marketing analysis What is a primary benefit of conducting a feasibility study? a) Reducing legal risk b) Ensuring employee satisfaction c) Minimizing investment d) Identifying business risks	01	CO2	K1	
vii		01	CO3	K2	
viii	What is the purpose of venture capital? a) Reducing employee b) Funding startups turnover c) Buying equipment d) Advertising	01	CO4	K1	
ix	Which type of entrepreneurship focuses on creating social impact? a) Industrial c) Social	01	CO5	K1	
x	The first step in setting up a small industry is: a) Filing taxes c) Idea generation	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 characteristics of an entrepreneurial mindset.	5	CO1	K2	
3	Describe the key components of a business plan.	5	CO2	K2	
4	What are the roles and responsibilities of District Industries Centres (DICs)?	5	CO2	K1	
5	Write a note on the Triple Bottom Line approach in entrepreneurship.	5	CO5	K2	
6	Highlight the role of entrepreneurs in economic development.	5	CO4	K3	
7	Discuss the common causes of sickness in small-scale industries and their remedies	5	CO4	K4	

Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss the stages in the entrepreneurial process with suitable examples.	10	CO1	K3
9	Write short notes on- a) EDII b) DIC c) NSIC d) NIESBUD	10	CO2	K1
10	What are the sources of finance to start a business?	10	CO2	K2
11	Priya, a recent MBA graduate from Bengaluru, observed a rising trend in eco-conscious consumerism among urban youth. While pursuing her studies, she noticed a gap in the market for stylish, affordable, and sustainable daily-use products like bags, wallets, and organizers made from upcycled materials. She decided to start a venture called "GreenGears" that designs and sells eco-friendly lifestyle accessories using discarded denim and fabric waste collected from garment factories. To make her venture successful, she needs to go through the process of idea validation and create a detailed business plan focusing on marketing, finance, and organization. 1. Describe how Priya can refine her business idea using creativity and feasibility analysis. [3 Marks] 2. Outline the key components she should include in her business plan. [5 Marks] 3. Suggest potential sources of funding she could explore for her startup. [2 marks]	10	CO2	K6

					27-05-2025 END SEM EXAMINATION School of Commerce & Management	
Program	Master of Business Administration					
Subject Name	Legal & Business Environment					
Semester	II					
Time: 3 Hour Max. Marks : 50	- Start writing from 2nd page onwards; don't Write on the 1st Page Backside - Answer all Questions of Section A (Compulsory) - Answer Any Four out of Six of Section B - Answer Any Two out of Four of Section C - Possession of <u>Mobile Phones</u> or any kind of <u>Written Material</u>, <u>Arguments with the Invigilator</u> or <u>Discussing with Co-Student</u> will come under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers</u>.					
	Knowledge Level (KL)	K1 : Remembering K2 : Understanding	K3 : Applying K4 : Analysing	K5 : Evaluating K6 : Creating		

Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks						
Q. N	QUESTIONS			Marks	COs	KL
1						
i	Shares in a private company are: a) Freely transferable b) Mandatorily listed c) Restricted by AOA d) Open to public subscription Which of the following situations will result in a void contract? a) Delay in performance b) Lack of consideration c) Breach of warranty d) Unregistered partnership					
ii	Under which condition is a public issue of shares allowed? a) If the company is private b) If authorized by SEBI c) If the company is dormant d) If the Board approves					
iii	Under which condition is a public issue of shares allowed? a) If the company is private b) If authorized by SEBI c) If the company is dormant d) If the Board approves					
iv	In case of misleading online product claims, who is liable under consumer law? a) Only the advertiser b) Only the manufacturer					

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

Course Outcomes	CO1	CO2	To give students an idea of the working of law in the context of business settings.		To make students aware of various laws that are related to business.	
GRAPHICAL REPRESENTATION						
Bloom's Level wise Marks Distribution		Course Outcome Wise Marks Distribution				
						
■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6						

	c) Endorser, seller, and manufacturer d) Only the e-commerce platform			
v	Which of the following best describes the role of the Board of Directors? a) Owners of the company b) Auditors of financials c) Managers of day-to-day operations d) Elected representatives managing strategic direction	01	CO1	KL5
vi	The primary purpose of the Articles of Association is to: a) Define objectives of the company b) Provide guidelines for internal management c) Specify dividend amounts d) Control stock exchange listing	01	CO2	KL4
vii	Which statement about business ethics is true? a) Ethics are legally enforceable b) Ethics always align with profits c) Ethics focus on fairness, even beyond legal requirements d) Ethics are not needed in competitive markets	01	CO1	KL5
viii	When is an EGM (Extraordinary General Meeting) usually held? a) At the end of the financial year b) Once every two years c) To handle urgent matters before AGM d) During incorporation	01	CO2	KL3
ix	A person unknowingly benefits from a mistaken payment made by another. What is the legal principle applicable? a) Gratuitous payment b) Coercion c) Quasi contract d) Voidable agreement	01	CO2	KL5
x	A person below 18 years enters a business deal. This contract is: a) Valid b) Voidable c) Illegal d) Void ab initio	01	CO2	KL4
Section B (Answer any FOUR out of SIX) - 20 Marks (Each question Carry 5 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Point out the major reasons why a contract may become void or voidable under Indian law.	05	CO2	KL5
3	Classify different types of goods under the Sale of Goods Act with suitable examples.	05	CO2	KL3

4	Distinguish between a public company and a private company in terms of legal obligations and business flexibility under the Companies Act, 2013.	05	CO2	KL4
5	Define the term 'memorandum of association' and explain its importance for a company.	05	CO2	KL3
6	Compare the roles of the Registrar of Companies (RoC) and SEBI in ensuring legal compliance and corporate governance in Indian companies.	05	CO1	KL4
7	Analyze any recent advertisement of your choice that could be considered misleading under the Consumer Protection Act, 2019. Discuss the legal consequences for the business involved.	05	CO1	KL5

Section C (Answer any TWO out of FOUR) - 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Your company plans to launch a new mobile app that collects user location and browsing data. The marketing team wants to use this data to target ads without user consent. As a legal advisor, how would you balance business goals with ethical and legal obligations around data privacy? What steps should be taken before launching the app?	10	CO1	KL3
9	Identify the steps needed to create a valid contract between two businesses.	10	CO2	KL4
10	You've just joined the legal compliance team at a logistics company. During a team meeting, your manager says: "We must follow the Motor Vehicles Act, the transport department's latest rules, and general traffic laws." A new intern is confused and asks, "Aren't they all just laws? What's the difference between an Act, a Rule, and a Law?" As a legal executive, explain the difference between an Act, a Rule, and a Law using the manager's example. Illustrate your answer with at least two business-relevant situations where understanding this distinction is important for compliance or operations.	10	CO1	KL4
11	Justify the need for the doctrine of corporate veil and the doctrine of ultra vires, and explain when courts may lift it.	10	CO2	KL5



ARKA JAIN
University
Jharkhand



[26-05-2025]
END SEM EXAMINATION
School of Commerce &
Management

Master of Business Administration			
Program	Tech-Edge Synergy - II		
Subject Name	II	Session	Even, 2024-2025
Semester	II	Year	June, 2025
• Start writing from 2nd page onwards; don't Write on the 1st Page			
Backside			
• Answer all Questions of Section A (Compulsory)			
• Answer Any Four out of Six of Section B			
• Answer Any Two out of Four of Section C			
• Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will comes under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers.</u>			
Knowledge Level (KL)	K1 : Remembering	K3 : Applying	K5 : Evaluating
	K2 : Understanding	K4 : Analysing	K6 : Creating

Time: 3 Hour
Max. Marks : 50

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

Q. N	QUESTIONS	Marks	COs	KL
1				
i	In spreadsheet functions like SUM(A1, B2, C3), what symbol is used to separate the individual arguments (A1, B2, C3) within the parentheses? (a) Semicolon (;) (b) Colon (:) (c) Comma (,) (d) Hyphen (-)	01	CO4	K3
ii	Cell E5 contains "123-456-7890". What is the result of =MID(E5, 5, 7)? (a) 456 (b) 123 (c) 789 (d) 567	01	CO1	K2
iii	Cell P15 contains "word". What is =LOWER(PROPER(P15))? (a) WORD (b) Word (c) word (d) wORD	01	CO2	K5
iv	Cell B1 contains the number 1234.567. Which formula using the TEXT function would display this number as "₹ 1,234.57"? (a) TEXT(B1, "₹ #,##0.00") (b) YTEXT(B1, "\$ #,##0.00") (c) TEXT(B1, "₹ 0,000.00") (d) TEXT(B1, "₹ ##0.##")	01	CO5	K2
v	Cell F6 contains "abc". What is the result of =(LEN(F6)*3)+10/5? (a) 10 (b) 11	01	CO3	K2

	(c) 9.5	(d) 10.5					
vi	You have a list of student scores in cells A1 to A20. You need to determine how many students scored strictly more than 70 marks. Which formula should you use to get the correct count? (a) IF(A1>70, "Count", "") (b) SUMIF(A1:A20, ">70") (c) COUNTIF(A1:A20, ">70") (d) AVERAGEIF(A1:A20, ">70")						
vii	Workflow: You have a formula in cell C1 that you want to apply to all the rows below it in column C. Question: What is the fastest way to copy this formula down? (a) Copy cell C1 and paste it into each subsequent cell. (b) Drag the Fill Handle from the bottom-right corner of cell C1 down. (c) Type the formula manually in each cell. (d) Use the Format Painter.						
viii	Cell AN39 contains "25.76". What is =ROUND(AN39+20, 0)? (a) 45 (b) 46 (c) 45.8 (d) 45.7						
ix	In Excel Cell B2 contains 01/02/2025 and Cell C2 displays "Sat-06". Which of the following formulas in Cell C2 will produce the same result? (a) TEXT(B2,"dd-ddd") (b) TEXT(B2,"ddd"&"-"&TEXT(B2,"dd")) (c) TEXT(B2,"ddd")&TEXT(B2,"dd") (d) TEXT(B2,"ddd-y")						
x	Cell A2 has a date. Cell A3 shows the day of the week as a number (1 for Monday, 7 for Sunday). You want A2 to turn blue on weekdays (Monday-Friday) and yellow on weekends (Saturday-Sunday). Which rules would you use in conditional formatting for cell A2? (a) Blue: A3 is less than 6, Yellow: A3 is 6 or 7 (b) Blue: A3 is 1 to 5, Yellow: A3 is greater than 5 (c) Blue: A2 is less than 6, Yellow: A2 is 6 or 7 (d) Blue: A3 is greater than 5, Yellow: A3 is less than 6						
Section B (Answer any FOUR out of SIX) - 20 Marks (Each question Carry 5 Marks)							
Q. No.	QUESTIONS				Marks	COs	KL
2	Why do you think businesses sometimes offer a third option for a product, even if it doesn't seem like many				05	CO4	K3

	people would buy it?	05	CO1	K4
3	Explain the purpose and demonstrate the basic application of at least five distinct text-based functions that are available within Microsoft Excel. For each function you describe, provide a clear explanation of its role in handling text and a concise example illustrating how it can be used.			
4	What is a macro in Microsoft Excel, and what is its primary purpose? Provide a simple example of a task that could be automated using a macro.	05	CO2	K3
5	Describe the steps to import data from a .txt file (tab-separated) into Excel using the Text Import Wizard. For each of the wizard's three steps, explain the key settings to correctly organize the data into columns.	05	CO5	K4
6	Explain any 5-function mentioning the keyboard shortcut as mentioned in screen clip captioned "Figure 1"	05	CO3	K2
7	Explain any one of the following conditional formatting rules shown in "Figure 2"	05	CO3	K2
Section C (Answer any TWO out of FOUR) - 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS			
	Marks	COs	K1	
8	10	CO3	K3	
Describe the relationship between a PivotTable and a Pivot Chart in Excel. Explain how changes made in the PivotTable are reflected in the Pivot Chart and outline the steps to create a Pivot Chart based on an existing PivotTable.				
9	10	CO5	K5	
Identify the Excel function from the following options that computes the sum of numerical values within a designated column of a list or database, contingent upon specified criteria being met. a) AVERAGE() b) SUMIF(range, criteria, [sum_range]) c) DSUM(database, field, criteria) d) SUBTOTAL(function_num, ref1, [ref2], ...) Following your selection of the correct function, provide a comprehensive explanation of its purpose, detailing its syntax, and elucidating the methodology for defining the criteria range and field within the function's arguments.				

10	Imagine you have the 12-digit number 123456789012 in an Excel cell. Explain the steps you would take to display this number so that it is grouped with a space after every four digits, like this: 1234 5678 9012. It's important that even with this display format, the number should still be treated as a number by Excel so that you can perform calculations with it. Describe how to use Excel's custom number formatting to achieve this specific display while maintaining its numerical value. (a) Explain the specific use of 3 different workbook views available in Microsoft Excel. [7 Marks]	10	CO4	K4
11	(b) In which workbook view can you add header and footer in Excel? [3 Marks]	10	CO2	K6

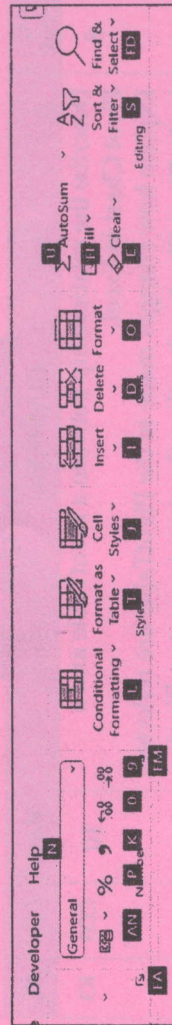


Figure 1

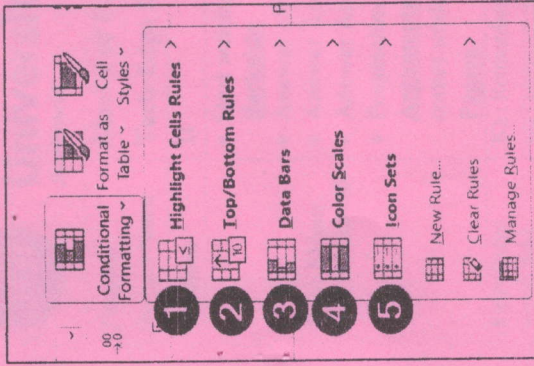


Figure 2

CO- Course Outcomes,

K1- Knowledge Level,

PO – Program Outcome

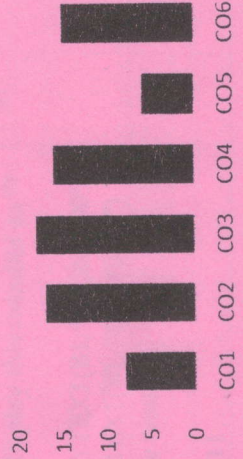
Course Outcomes	CO1	CO2	CO3	CO4	CO5	CO6
Optimize working capital management strategies using Excel and PowerPoint analysis.						
Address challenges in entrepreneurship through small industry setup strategies.						
Recommend legal solutions and preventive measures for consumer protection cases.						
Develop and present CSR initiatives with potential impacts using various digital tools.						
Ensure legal compliance in payroll management through checklist development and simulation.						
Conduct recruitment simulations and document processes for organizational selection procedures.						
GRAPHICAL REPRESENTATION						

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome wise Marks Distribution



 ARKA JAIN University Jharkhand		 NAAC GRADE A ACCREDITED UNIVERSITY	123-05-2025 END SEM EXAMINATION School of Commerce & Management
Program	Master of Business Administration		
Subject Name	Logistics and Supply Chain Management		Session
Semester	II	Year	Even, 2024-2025
Start writing from 2nd page onwards; <u>don't Write on the 1st Page</u> <u>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 in the Cancellation of the Papers.</u> Time: 3 Hour Max. Marks : 50			
Knowledge Level (KL)	K1 : Remembering	K3 : Applying	K5 : Evaluating
	K2 : Understanding	K4 : Analysing	K6 : Creating

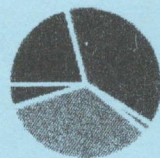
Section A (Each question Carry 01 Marks from Q1-i to x) – 10 Marks				
Q. N	QUESTIONS	Marks	COs	KL
i	Which function deals with the sourcing of raw materials? a) Distribution c) Retailing Which company is well-known for using centralized distribution? a) Tesla c) FedEx	01	CO2	K1
ii	Which of the following is a transportation mode for bulk goods? a) Road c) Drone	01	CO1	K1
iv	Which inventory type refers to products ready for sale? a) Raw materials c) Finished goods	01	CO1	K1
v	Which technology is used for real-time shipment tracking? a) Blockchain c) IoT	01	CO3	K2

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

CO1	Understand the core concepts and strategic importance of logistics and supply chain management in global business.
CO2	Develop skills in designing, planning, and executing supply chain strategies effectively.
CO3	Analyze and apply contemporary tools and techniques for supply chain optimization and problem-solving
CO4	Gain insights into sustainable and ethical practices in supply chains and their impact on businesses and society.
CO5	Cultivate entrepreneurial thinking for innovative solutions in logistics and supply chain challenges

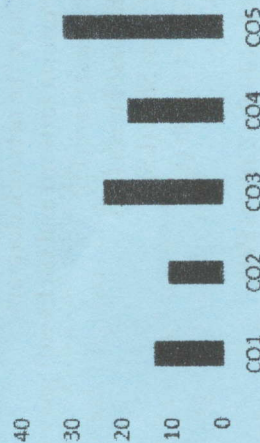
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution



vi	Which distribution model skips warehousing altogether? a) Cross-docking b) Hub-and-spoke c) Direct shipment d) Decentralized	01	CO2	K2																
vii	Which of the following is a sustainability metric in SCM? a) Order lead time b) Stock turnover c) Carbon footprint d) Procurement cost	01	CO4	K2																
viii	In the SCOR model, the 'Make' process includes: a) Vendor selection b) Customer returns c) Quality control and production d) Market analysis	01	CO1	K1																
ix	The hub-and-spoke model balances: a) Marketing and operations b) Cost and delivery time c) Quality and labour d) Sourcing and selling	01	CO2	K2																
x	Which of these is an example of internal process integration? a) Nike outsourcing logistics b) ERP linking procurement, inventory, and sales c) Partnering with third-party delivery firms d) Merging with a competitor	01	CO3	K3																
Section B (Answer any FOUR out of SIX) – 20 Marks (Each question Carry 5 Marks)																				
Q. No.	QUESTIONS	Marks	COs	KL																
2	A company needs to assign 3 machines (M1, M2, M3) to 3 jobs (J1, J2, J3). The processing cost for each machine-job pair is given below: <table border="1"><tr><td></td><td>Job 1</td><td>Job 2</td><td>Job 3</td></tr><tr><td>Machine 1</td><td>8</td><td>7</td><td>6</td></tr><tr><td>Machine 2</td><td>6</td><td>8</td><td>7</td></tr><tr><td>Machine 3</td><td>7</td><td>6</td><td>8</td></tr></table> Assign each machine to a job such that the total cost is minimized.		Job 1	Job 2	Job 3	Machine 1	8	7	6	Machine 2	6	8	7	Machine 3	7	6	8	05	CO3	K4
	Job 1	Job 2	Job 3																	
Machine 1	8	7	6																	
Machine 2	6	8	7																	
Machine 3	7	6	8																	
3	Describe the advantages of centralized and decentralized distribution networks with a relevant example.	05	CO1	K2																
4	Define 'Just-in-Time' (JIT) inventory method and state its advantages.	05	CO4	K2																

5	Define and briefly explain the different types of inventory used in a supply chain. Provide one example for each.	05	CO1	K2																																				
6	A delivery company needs to plan a route for a delivery truck to distribute packages to four different locations in a city. The truck starts from the warehouse and must visit each location once before returning to the warehouse. The distances (in kilometres) between the locations, including the warehouse, are provided in the following matrix: <table><tr><th>From\ To</th><th>Warehouse</th><th>Location A</th><th>Location B</th><th>Location C</th><th>Location D</th></tr><tr><td>Warehouse</td><td>0</td><td>20</td><td>35</td><td>15</td><td>30</td></tr><tr><td>Location A</td><td>20</td><td>0</td><td>25</td><td>30</td><td>10</td></tr><tr><td>Location B</td><td>35</td><td>25</td><td>0</td><td>45</td><td>40</td></tr><tr><td>Location C</td><td>15</td><td>30</td><td>45</td><td>0</td><td>50</td></tr><tr><td>Location D</td><td>30</td><td>10</td><td>40</td><td>50</td><td>0</td></tr></table> The company wants to find the shortest route for the truck using the Nearest Neighbour Algorithm	From\ To	Warehouse	Location A	Location B	Location C	Location D	Warehouse	0	20	35	15	30	Location A	20	0	25	30	10	Location B	35	25	0	45	40	Location C	15	30	45	0	50	Location D	30	10	40	50	0	05	CO3	K4
From\ To	Warehouse	Location A	Location B	Location C	Location D																																			
Warehouse	0	20	35	15	30																																			
Location A	20	0	25	30	10																																			
Location B	35	25	0	45	40																																			
Location C	15	30	45	0	50																																			
Location D	30	10	40	50	0																																			
7	What are the different modes of transportation used in supply chains? Mention one advantage of each.	05	CO2	K2																																				
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)																																								
Q. No.	QUESTIONS	Marks	COs	KL																																				
8	Differentiate in detail between, SCOR model and the PDCA cycle.	10	CO3	K4																																				
9	Describe the types of distribution networks used in supply chains. For each type, explain its structure, advantages, and limitations.	10	CO2	K2																																				

10	A toy manufacturing company is preparing to launch an educational toy aimed at children aged 5-10. The firm needs to choose between a nationwide launch supported by television commercials and retail partnerships or a targeted online marketing approach. Success will depend on consumer response (High, Moderate, Low) and actions by competing toy manufacturers (Price cuts, Enhanced features). Profit and loss estimates (in thousands of dollars) are as follows: - High Consumer Response, Price Cuts: Nationwide Launch Profit = 1500, Targeted Launch Profit = 900 - High Consumer Response, Enhanced Features: Nationwide Launch Profit = 1600, Targeted Launch Profit = 1000 - Moderate Consumer Response, Price Cuts: Nationwide Launch Profit = 800, Targeted Launch Profit = 500 - Moderate Consumer Response, Enhanced Features: Nationwide Launch Profit = 900, Targeted Launch Profit = 600 - Low Consumer Response, Price Cuts: Nationwide Launch Profit = -400 (loss), Targeted Launch Profit = -100 (loss) - Low Consumer Response, Enhanced Features: Nationwide Launch Profit = -300 (loss), Targeted Launch Profit = 0 Develop a decision tree to visualize possible outcomes based on consumer response and competitor actions. Also, provide a payoff matrix for each outcome to measure potential financial performance.	10	CO5	K5
----	---	----	-----	----

11

A software development project includes the following activities:

Activity	Predecessor(s)	Duration (Days)
A	-	4
B	-	3
C	A	5
D	A	2
E	B	4
F	C, D	3
G	E, F	2

Task:

1. Draw the network diagram.
2. Perform forward and backward passes to calculate:
 - o Earliest Start (ES)
 - o Earliest Finish (EF)
 - o Latest Start (LS)
 - o Latest Finish (LF)
 - o Float
3. Identify the Critical Path.
4. Determine the Project Duration.

10

CO3

K4

 ARKA JAIN University Jharkhand		NAAC GRADE A ASSOCIATED UNIVERSITY		[21-05-2025] END SEM EXAMINATION School of Commerce & Management	
Program	Master of Business Administration				
Subject Name	Computer Applications in Business		Session	Even, 2024-2025	
Semester	II		Year	June, 2025	
Time: 3 Hour Max. Marks : 50	- Start writing from 2nd page onwards; don't Write on the 1st Page Backside - Answer all Questions of Section A (Compulsory) - Answer Any Four out of Six of Section B - Answer Any Two out of Four of Section C - Possession of <u>Mobile Phones</u> or any kind of <u>Written Material</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	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	Which of the following best defines ERP? (a) A software system that integrates various business processes and functions across an organization (b) A tool for managing customer interactions throughout the customer lifecycle (c) A method of discovering patterns and knowledge from large sets of data (d) The delivery of computing services over the internet	01	CO1	K1	
ii	What does SaaS stand for? (a) Software as a Service (b) Software as a Solution (c) Software as a System (d) Software as a Security	01	CO1	K1	
iii	What is the main goal of cybersecurity? (a) To manage customer relationships (b) To protect computer systems and networks from unauthorized access (c) To analyse large sets of data	01	CO1	K1	

	(d) To simulate human intelligence processes			
iv	Which storage device has the fastest access time? (a) Random Access Memory (RAM) (b) Hard disk drive (HDD) (c) Flash drive (d) CD-ROM	01	CO2	K1
v	If you change a style in MS Word, what happens to all text in the document that uses that style? (a) Only the selected text is changed (b) All text using that style is automatically updated (c) The changes are saved for future documents only (d) Nothing, changes must be applied manually.	01	CO2	K1
vi	Where can you typically find the option to insert a caption in MS Word? (a) Insert tab, Illustrations group (b) Review tab, Comments group (c) Home tab, Paragraph group (d) Mailings tab, Create group	01	CO2	K2
vii	Which tab in MS Word contains the "Table of Figures" option? (a) References (c) Layout (b) View (d) Insert	01	CO4	K2
viii	Where would you typically find options to insert pictures, shapes, and charts into your PowerPoint slide? (a) The View Tab (c) The Insert Tab (b) The Design Tab (d) The Slide Show Tab	01	CO3	K3
ix	In a virtual meeting, what is a recommended practice regarding your microphone when you are not speaking? (a) Keep it on to ensure your presence is known. (b) Mute it to minimize background noise. (c) Turn it off completely to save bandwidth. (d) Adjust the volume frequently to indicate engagement.	01	CO1	K2
x	What is the shortcut key to start a slideshow from the beginning in PowerPoint? (a) F9 (c) F7 (b) F5 (d) F10	01	CO6	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 difference between a "transition" and an "animation" in PowerPoint and provide an example of when you might use a chart in your presentation to visually represent data.	05	CO3	K3
3	Briefly describe one way a business can ensure the secure handling of digital data and information.	05	CO2	K4
4	Explain any 10 features visible in Figure 1. Mention the keyboard keys shortcut visible to indicate which function being described.	05	CO3	K3
5	What is the difference between "Format Painter" and "Styles" in Microsoft Word.	05	CO4	K4
6	Describe the process of filtering data in Excel.	05	CO6	K2
7	How do you create a chart/ graph in Excel? What is the maximum number of data column you can represent on Pie Chart? <i>Figure 2 for Reference</i>	05	CO2	K2
Section C (Answer any TWO out of FOUR) – 20 Marks (Each question Carry 10 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Your marketing department is planning to send out personalized invitation letters for an upcoming webinar to a list of 500 existing clients. The client data, including their full names, company names, and email addresses, is stored in a Microsoft Excel spreadsheet. Describe in detail the steps you would take using Microsoft Word's mail merge feature to create these personalized invitation letters. Explain the importance of each step and highlight any potential challenges you might encounter during the process and how you would address them to ensure a successful mailing. Consider aspects like selecting the data source, inserting merge fields, previewing results, and completing the merge for printing and potentially sending via email in the future.	10	CO1	K3
9	Choose any one of the following a) CRM b) VPN c) ERP Explain what it is and discuss its basic relevance in today's business or technology landscape.	10	CO2	K5

10	You've used Styles in your Word document. How can you quickly change the font and paragraph spacing for all body text at once using Styles? Explain briefly.	10	CO4	K4
11	Imagine you need to create a short PowerPoint presentation (about 5 slides) to tell your classmates about your favourite organisation. Describe the basic steps you would take to create this presentation, from opening PowerPoint to saving your final work. Mention some of the first things you would do on your slides, like adding titles and some information about the organisation.	10	CO3	K6

Figures for References

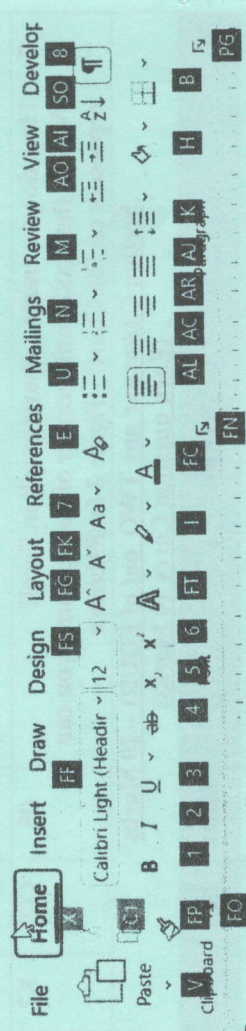


Figure 1

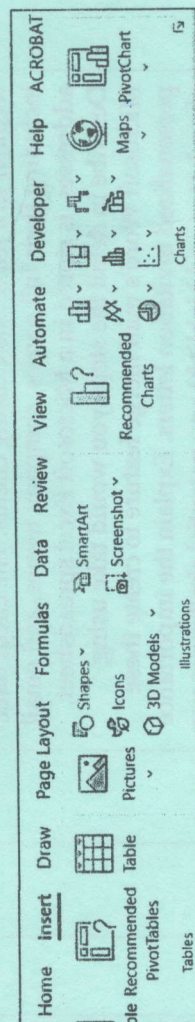


Figure 2

CO- Course Outcomes,	KL- Knowledge Level,	PO – Program Outcome
CO1	Master Excel for data analysis, charts, and dashboards, enhancing decision-making skills.	
CO2	Excel in document formatting, collaboration, mail merge, and advanced Word functions.	
CO3	Proficiently use Power BI, manage databases, and grasp MIS for effective decision making	
CO4	Acquire project management and collaboration skills, applying tools for efficient project execution.	
CO6	Demonstrate professionalism, cybersecurity awareness, and compliance with data privacy laws in business.	
GRAPHICAL REPRESENTATION		
Bloom's Level wise Marks Distribution ■ K1 ■ K2 ■ K3 ■ K4 ■ K5 Course Outcome wise Marks Distribution ■ CO1 ■ CO2 ■ CO3 ■ CO4 ■ CO6		