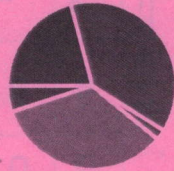


CO1	Understand what advertising is & its role in advertising and brand promotion.
CO2	Understand the structure of the advertising industry.
CO3	Be able to prepare advertising message & fully integrate the creative process.
CO4	To increase understanding of the important issues in planning and evaluating product and brand strategies.
CO5	To provide and be able to work with the appropriate theories, models and other tools to ensure better

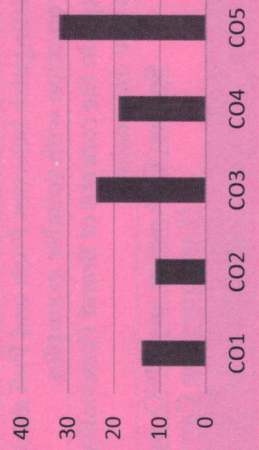
### GRAPHICAL REPRESENTATION

**Bloom's Level wise Marks Distribution**



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

**Course Outcome Wise Marks Distribution**



**ARKA JAIN University**  
Jharkhand



[20-11-2025]  
**END SEM EXAMINATION**  
School of Commerce and Management

Program	Bachelor of Commerce (Hons.)		
Subject Name	Integrated Marketing Communication		
Semester	V	Session	Odd, 2025-26
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; don't Write on the 1st Page Backside</li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Two out of Four of Section C</li> <li>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></li> </ul>		
Knowledge Level (KL)	K1 : Remembering	K3 : Applying	K5 : Evaluating
	K2 : Understanding	K4 : Analysing	K6 : Creating

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

Q. N	QUESTIONS	Marks	COs	KL
1				
i	Integrated Marketing Communication (IMC) primarily aims to: a) Reduce advertising expenditure b) Deliver a consistent message across all media c) Focus only on digital promotion d) Replace sales promotion	01	CO1	KL1
ii	The AIDA model stands for: a) Awareness, Intention, Decision, Action b) Attention, Interest, Desire, Action c) Attract, Identify, Decide, Act d) Approach, Inform, Decide, Apply	01	CO4	KL1
iii	In communication process, the source refers to: a) The medium used b) The person or organization sending the message c) The person receiving the message d) The feedback mechanism	01	CO2	KL2
iv	The Hierarchy of Effects Model was proposed by: a) Lavidge and Steiner b) Aaker	01	CO2	KL2

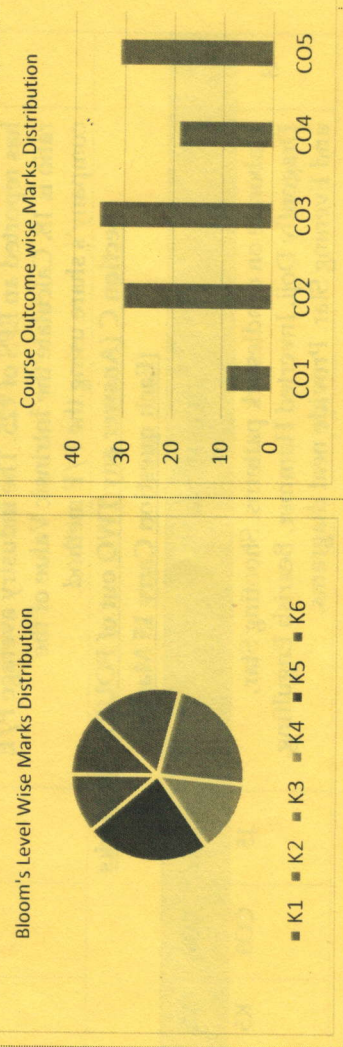
v	c) Kotler d) Engel and Blackwell The DAGMAR approach focuses on: a) Budgeting b) Setting measurable advertising objectives <input type="checkbox"/> c) Market segmentation d) Product development	01	CO5	KL3
vi	Which of the following is a non-broadcast medium? a) Television b) Radio c) Newspaper d) Online video	01	CO3	KL3
vii	The Unique Selling Proposition (USP) concept emphasizes: a) Product similarity b) A distinctive benefit offered by the brand <input type="checkbox"/> c) Discount-based marketing d) Government regulation	01	CO1	KL5
viii	Pull strategy in sales promotion focuses on: a) Wholesalers and retailers b) Final consumers to create demand c) Industrial buyers d) Sales representatives only	01	CO1	KL5
ix	Publicity differs from advertising because: a) It is paid by the marketer b) It is non-personal communication c) It is unpaid and uncontrolled by the marketer d) It uses mass media only	01	CO3	KL4
x	The five dimensions of brand personality were proposed by: a) David Aaker b) Philip Kotler c) Kevin Keller d) Lavidge and Steiner	01	CO2	KL4
xi	Brand equity refers to: a) The financial value of a product b) The added value a brand gives to a product c) The packaging of a brand d) The distribution channel	01	CO2	KL2
xii	Digital Word of Mouth (eWOM) is primarily spread through: a) Personal selling b) Social media and online platforms	01	CO4	KL1

c) Television advertising d) Trade fairs					
<b>Section B (Answer any FOUR out of SIX) – 28 Marks</b> (Each question Carry 07 Marks)					
Q. No.	QUESTIONS	Marks	COs	KL	
2	Define Integrated Marketing Communication (IMC). Explain its importance in the modern marketing process.	07	CO2	KL2	
3	Describe the communication process and discuss the role of source, message, and channel factors.	07	CO2	KL1	
4	Explain the Hierarchy of Effects Model and its relevance to advertising campaigns.	07	CO1	KL1	
5	What is media planning? Explain the factors influencing the selection of media.	07	CO3	KL3	
6	Distinguish between Push and Pull strategies in sales promotion with suitable examples.	07	CO3	KL3	
7	Explain the concept of Brand Personality and describe its five dimensions.	07	CO4	KL4	
<b>Section C (Answer any TWO out of FOUR) – 30 Marks</b> (Each question Carry 15 Marks)					
Q. No.	QUESTIONS	Marks	COs	KL	
8	Explain the meaning and role of Integrated Marketing Communication (IMC). Discuss how IMC ensures a unified brand message through different promotional tools.	15	CO1	KL2	
9	Define Advertising and discuss its objectives, media selection process, and budgeting methods. Explain the importance of pre-testing and post-testing in measuring advertising effectiveness	15	CO3	KL3	
10	Explain the five dimensions of brand personality and explain its impact on modern marketing.	15	CO4	KL1	
11	What is Brand Management? Explain the concept of brand equity, brand positioning, and brand extension. Discuss how digital communication platforms are reshaping modern branding strategies.	15	CO5	KL5	

9	Discuss the Weak, Semi-strong, and Strong forms of the Efficient Market Hypothesis (EMH). Provide real-world examples of how each form impacts investor decision-making.	15	CO5	K4
10	Explain in detail the investment philosophies of Peter Lynch and John Templeton. Highlight how their approaches differ from each other.	15	CO4	K2
11	An investor allocates ₹8,00,000 in a portfolio with 70% equity and 30% debt. Equity is expected to give a 14% return, and debt 6%. After a year, the portfolio weight shifts due to different growth rates. Calculate the new portfolio composition and suggest the rebalancing needed to restore the intended allocation.	15	CO2	K3

CO- Course Outcomes,	KL- Knowledge Level,	PO - Program Outcome
[CO1]	Students will be able to understand about the various sources of raising funds and its application to alternate uses.	
[CO2]	Students will get to know about various technique used in management of Portfolio & it's important in taking corporate decisions.	
[CO3]	Demonstrate knowledge of the dynamics of investment and underlying tools & techniques of investment decision making	
[CO4]	Apply the knowledge in construction and management of portfolio	
[CO5]	Students will be able to critically evaluate investment strategies, policies, and financial instruments in the context of the Indian financial market.	

**GRAPHICAL REPRESENTATION**



				[20-11-2025] <b>END SEM EXAMINATION</b> School of Commerce & Management	
Program	Bachelor of Commerce (Hons.)				
Subject Name	Principles Of Investment Management				
Semester	V	Session	Year	Odd, 2025-26 Nov, 2025	
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; don't write on the 1st Page Backside</li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Three out of Five of Section C</li> <li>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>.</li> </ul>				
Knowledge Level (KL)	K1 : Remembering	K3 : Applying	K5 : Evaluating		
	K2 : Understanding	K4 : Analysing	K6 : Creating		

Q. N	QUESTIONS	Marks	COs	KL
1				
i	Diversification primarily helps in reducing: a) Systematic risk b) Unsystematic risk c) Both systematic & unsystematic risk d) None of the above	1	CO1	K1
ii	Which form of EMH suggests that stock prices reflect all past trading information? a) Weak form b) Semi-strong form c) Strong form d) None of the above	1	CO2	K4
iii	A call option is said to be In-the-Money (ITM) when: a) Strike price < Current market price of the underlying b) Strike price > Current market price of the underlying c) Strike price = Current market price of the underlying d) Premium is zero	1	CO3	K1
iv	In CAPM, the only risk considered relevant is: a) Diversifiable risk b) Market risk c) Credit risk d) Liquidity risk	1	CO3	K2

v	A financial contract that derives its value from the performance of an underlying asset is called: a) Equity Share b) Derivative c) Bond d) Mutual Fund	1	CO2	K3
vi	George Soros is famously associated with which hedge fund? a) Renaissance Technologies b) Quantum Fund c) Bridgewater Associates d) BlackRock	1	CO4	K1
vii	Which of the following best defines the Contrarian Investment Approach? a) Investing in stocks that are already performing strongly in the market b) Following the majority opinion of analysts and investors c) Buying undervalued stocks when others are selling and selling when others are buying d) Only investing in government-backed securities for safety	1	CO4	K3
viii	Which of the following statements is correct? a) ITM options always have only intrinsic value. b) OTM options have zero intrinsic value but may have time value. c) At-the-Money (ATM) options are more valuable than ITM options. d) OTM options are always worthless.	1	CO3	K1
ix	The price at which the buyer of an option can purchase the underlying asset is called: a) Spot Price b) Strike Price c) Premium d) Forward Price	1	CO2	K2
x	The Dividend Discount Model (DDM) is primarily used to: a) Estimate bond yields b) Calculate stock intrinsic value based on expected dividends c) Predict market interest rates d) Measure portfolio risk	1	CO4	K3
xi	<b>Assertion (A):</b> A Hammer candlestick pattern usually signals a potential bullish reversal after a downtrend. <b>Reason (R):</b> The long upper shadow in a Hammer shows that sellers tried to push the price down, but buyers regained control before the close. a) Both A and R are true, and R is the correct explanation of A. b) Both A and R are true, but R is not the correct	1	CO2	K3

xii	explanation of A. c) A is true, but R is false. d) A is false, but R is true. Peter Lynch's strategy of "invest in what you know" is most associated with: a) Growth investing b) Value investing c) Momentum investing d) Contrarian investing	1	CO5	K2																
<b>Section B (Answer any FOUR out of SIX) - 28 Marks</b> (Each question 07 Marks)																				
Q. No.	QUESTIONS	Marks	COs	KL																
2	Compare Fundamental analysis and Technical analysis in terms of their scope, approach, and decision-making process with practical illustrations.	7	CO5	K5																
3	Write a short note on Relative Strength Index (RSI) as a technical indicator. Draw and explain its movement with an example	7	CO1	K3																
4	Define and explain the following: Standard deviation, Beta coefficient, Derivatives, Hedging, Arbitrage.	7	CO2	K5																
5	Write a short note on Relative Strength Index (RSI) as a technical indicator. Draw and explain its movement with an example.	7	CO5	K6																
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7	Explain Intrinsic Value of the company. A company has reported an EPS of ₹25. The industry average P/E ratio is 18. Calculate the Intrinsic Value of the company's share using the P/E method.	7	CO3	K1																
<b>Section C (Answer any TWO out of FOUR) - 30 Marks</b> (Each question Carry 15 Marks)																				
Q. No.	QUESTIONS	Marks	COs	KL																
8	Elaborate on candlestick patterns: Shooting Star, Dragonfly Doji, Inverted Hammer, Bearish Engulfing, and Evening Star. Provide neat diagrams.	15	CO3	K5																

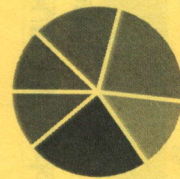
9	Discuss the Weak, Semi-strong, and Strong forms of the Efficient Market Hypothesis (EMH). Provide real-world examples of how each form impacts investor decision-making.	15	CO5	K4
10	Explain in detail the investment philosophies of Peter Lynch and John Templeton. Highlight how their approaches differ from each other.	15	CO4	K2
11	An investor allocates ₹8,00,000 in a portfolio with 70% equity and 30% debt. Equity is expected to give a 14% return, and debt 6%. After a year, the portfolio weight shifts due to different growth rates. Calculate the new portfolio composition and suggest the rebalancing needed to restore the intended allocation.	15	CO2	K3

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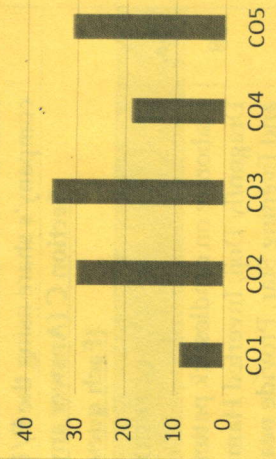
#### GRAPHICAL REPRESENTATION

Bloom's Level Wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome wise Marks Distribution



**ARKA JAIN University**  
Jharkhand



[20-11-2025]  
**END SEM EXAMINATION**  
School of Commerce & Management

Program	Bachelor of Commerce (Hons.)		
Subject Name	Principles Of Investment Management	Session	Odd, 2025-26
Semester	V	Year	Nov, 2025
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; <b>don't Write on the 1st Page Backside</b></li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Three out of Five of Section C</li> <li>Possession of <b>Mobile Phones</b> or any kind of <b>Written Material</b>, Arguments with the <b>Invigilator</b> or <b>Discussing</b> with <b>Co-Student</b> will come under <b>Unfair Means</b> and will <b>Result</b> in the <b>Cancellation of the Papers</b>.</li> </ul>		
Knowledge Level (KL)	K1 : Remembering	K3 : Applying	K5 : Evaluating
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#### Section A (Each question Carry 01 Marks from Q1-i to Q1-xii) – 12 Marks

Q. N	QUESTIONS	Marks	COs	KL
1				
i	Diversification primarily helps in reducing: a) Systematic risk b) Unsystematic risk c) Both systematic & unsystematic risk d) None of the above	1	CO1	K1
ii	Which form of EMH suggests that stock prices reflect all past trading information? a) Weak form b) Semi-strong form c) Strong form d) None of the above	1	CO2	K4
iii	A call option is said to be In-the-Money (ITM) when: a) Strike price < Current market price of the underlying b) Strike price > Current market price of the underlying c) Strike price = Current market price of the underlying d) Premium is zero	1	CO3	K1
iv	In CAPM, the only risk considered relevant is: a) Diversifiable risk b) Market risk c) Credit risk d) Liquidity risk	1	CO3	K2

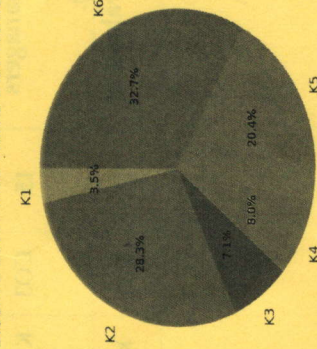
v	A financial contract that derives its value from the performance of an underlying asset is called: a) Equity Share b) Derivative c) Bond d) Mutual Fund	1	CO2	K3
vi	George Soros is famously associated with which hedge fund? a) Renaissance Technologies b) Quantum Fund c) Bridgewater Associates d) BlackRock	1	CO4	K1
vii	Which of the following best defines the Contrarian Investment Approach? a) Investing in stocks that are already performing strongly in the market b) Following the majority opinion of analysts and investors c) Buying undervalued stocks when others are selling and selling when others are buying d) Only investing in government-backed securities for safety	1	CO4	K3
viii	Which of the following statements is correct? a) ITM options always have only intrinsic value. b) OTM options have zero intrinsic value but may have time value. c) At-the-Money (ATM) options are more valuable than ITM options. d) OTM options are always worthless.	1	CO3	K1
ix	The price at which the buyer of an option can purchase the underlying asset is called: a) Spot Price b) Strike Price c) Premium d) Forward Price	1	CO2	K2
x	The Dividend Discount Model (DDM) is primarily used to: a) Estimate bond yields b) Calculate stock intrinsic value based on expected dividends c) Predict market interest rates d) Measure portfolio risk	1	CO4	K3
xi	<b>Assertion (A):</b> A Hammer candlestick pattern usually signals a potential bullish reversal after a downtrend. <b>Reason (R):</b> The long upper shadow in a Hammer shows that sellers tried to push the price down, but buyers regained control before the close. a) Both A and R are true, and R is the correct explanation of A. b) Both A and R are true, but R is not the correct	1	CO2	K3

xii	<p>explanation of A. c) A is true, but R is false. d) A is false, but R is true.</p> <p>Peter Lynch's strategy of "invest in what you know" is most associated with: a) Growth investing b) Value investing c) Momentum investing d) Contrarian investing</p>	1	CO5	K2																
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Q. No.	QUESTIONS	Marks	COs	KL																
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8	Elaborate on candlestick patterns: Shooting Star, Dragonfly Doji, Inverted Hammer, Bearish Engulfing, and Evening Star. Provide neat diagrams.	15	CO3	K5																

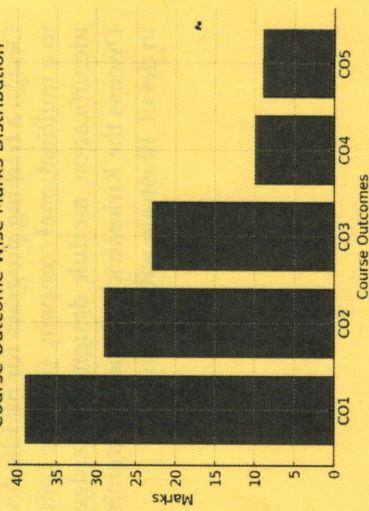
CO1	Understand the concept, need, and importance of Training.
CO2	Analyse training needs and processes in organizations.
CO3	Develop training designs and implementation strategies.
CO4	Evaluate training effectiveness using appropriate models.
CO5	Apply learning principles and theories to overcome resistance and enhance training outcomes.

**GRAPHICAL REPRESENTATION**

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



**ARKA JAIN University**  
Jharkhand



[20-11-2025]  
**END SEM EXAMINATION**  
School of Commerce & Management

Program	Bachelor of Commerce (Hons.)	
Subject Name	Training and Development	
Semester	V	Year
	Session	Odd, 2025-26
	Year	Nov, 2025
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; don't Write on the 1st Page <u>Backside</u></li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Two out of Four of Section C</li> <li>Possession of <u>Mobile Phones</u> or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will come under <u>Unfair Means</u> and will <u>Result in the Cancellation of the Papers.</u></li> </ul>	
Knowledge Level (KL)	K1 : Remembering	K5 : Evaluating
	K2 : Understanding	K6 : Creating

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

Q. N	QUESTIONS	Marks	COs	KL
i	Training is best defined as: a) Acquisition of knowledge only b) A planned effort to improve skills & behaviour c) Informal learning on the job d) A substitute for education	01	CO1	KL1
ii	Which of the following highlights the need for training? a) Low attrition b) Skill obsolescence c) Managerial hierarchy d) Employee leisure	01	CO1	KL2
iii	Education, training, and development differ in: a) Time frame b) Objectives c) Methodology d) All of the above	01	CO2	KL2
iv	The first step in the training process is: a) Identifying training needs b) Designing a module c) Budgeting d) Evaluating training	01	CO2	KL1
v	Person, Task, and Organization Analysis are criteria for: a) Budgeting training b) Training evaluation c) Training needs assessment d) Reward distribution	01	CO3	KL3
vi	Which of the following is a method of needs assessment?	01	CO4	KL4

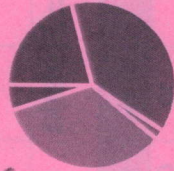
7	Explain the principles and theories of learning relevant to training.	07	CO5	KL5
<b>Section C (Answer any TWO out of FOUR) – 30 Marks</b> (Each question Carry 15 Marks)				
<b>Q. No.</b>	<b>QUESTIONS</b>	<b>Marks</b>	<b>COs</b>	<b>KL</b>
8	“Training is not an expense but an investment.” Discuss in light of the importance and objectives of training.	15	CO1	KL5
9	Critically analyze the process of training needs assessment (Person, Task, and Organization analysis) with practical examples.	15	CO2	KL6
10	Design a training program for middle-level managers in a multinational company (include trainer identification, module design, and budgeting).	15	CO3	KL6
11	Discuss the Kirkpatrick’s model of training evaluation in detail. Illustrate with examples.	15	CO3	K3

vii	a) Questionnaires & interviews c) Compensation planning Training the Trainer is a module designed for: a) Supervisors only c) Developing trainers’ skills	01	CO3	KL1
viii	b) ROI analysis d) Grievance redressal b) Cost reduction d) Line workers Cross-cultural training is most important in: a) Government departments c) Multinational corporations	01	CO3	KL4
ix	Which evaluation model is based on four levels (reaction, learning, behavior, results)? a) CIRO Model c) Kirkpatrick Model	01	CO4	KL1
x	Balanced Scorecard Cost-Benefit analysis in training is used for: a) Measuring employee turnover b) Measuring training effectiveness financially c) Motivating employees d) Allocating trainers	01	CO4	KL2
xi	Reinforcement theory of learning was given by: a) Skinner c) Maslow	01	CO5	KL5
xii	Resistance to training can be minimized by: a) Forced participation b) Linking training to personal and organizational goals c) Reducing trainer quality d) Ignoring employee feedback	01	CO5	KL6
<b>Section B (Answer any FOUR out of SIX) – 28 Marks</b> (Each question Carry 07 Marks)				
<b>Q. No.</b>	<b>QUESTIONS</b>	<b>Marks</b>	<b>COs</b>	<b>KL</b>
2	Define Training. Explain its need, importance, and objectives.	07	CO1	KL2
3	Discuss the steps in the training process with examples.	07	CO2	KL2
4	Explain different methods of training needs assessment.	07	CO2	KL3
5	Write short notes on: a) Cross cultural training b) Leadership training c) Training the Trainer	07	CO3	KL4
6	Discuss the CIBO Model and Cost-Benefit Analysis in evaluating training.	07	CO4	KL6

CO1	The students will be able to understand the basic concepts of Consumer Behaviors.
CO2	The students will get to know the Internal and external determinants of Consumer Behaviors
CO3	The students will get to know about the impact of various factors on consumer behavior
CO4	The students will learn about the Consumers Decision Making process.
CO5	The students will get to know about the Consumer Protection act.

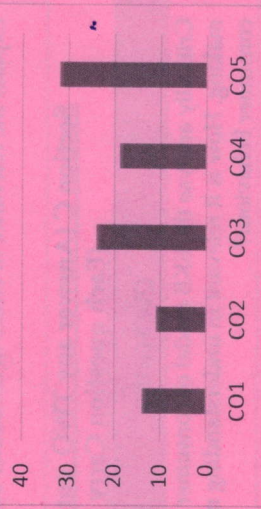
**GRAPHICAL REPRESENTATION**

**Bloom's Level wise Marks Distribution**



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

**Course Outcome Wise Marks Distribution**



**ARKA JAIN University**  
Jharkhand



[22-11-2025]  
END SEM EXAMINATION  
School of Commerce & Management

Program	Bachelor of Commerce (Hons.)	
Subject Name	Consumer Behaviour	
Semester	V	Session Year
		Odd, 2025-26 Nov, 2025
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u></li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Two out of Four of Section C</li> <li>Possession of <u>Mobile Phones</u> or any kind of <u>Written Material, 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></li> </ul>	
Knowledge Level (KL)	K1 : Remembering	K5 : Evaluating
	K2 : Understanding	K6 : Creating

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

Q. N	QUESTIONS	Marks	COs	KL
i	Which of the following best defines Consumer Behaviour? a) Study of product pricing b) Study of how individuals make purchase decisions c) Study of advertising agencies d) Study of industrial operations	01	CO2	K2
ii	According to Maslow's hierarchy, the highest level of needs is: a) Safety needs b) Esteem needs c) Self-actualization needs d) Social needs	01	CO1	K1
iii	The "black box" model in consumer behaviour primarily refers to: a) Family and social class b) Consumer's decision-making process c) External environment d) Product features	01	CO3	K3
iv	Which of the following is NOT an external determinant of consumer behaviour? a) Perception b) Family influence c) Reference groups d) Culture	01	CO4	K2

<b>Section B (Answer any FOUR out of SIX) – 28 Marks</b> (Each question Carry 07 Marks)					
Q. No.	QUESTIONS	Marks	COs	KL	
2	Explain the application of consumer behaviour knowledge in marketing decision-making with suitable examples.	07	CO2	K1	
3	Discuss the role of motivation in consumer behaviour with reference to Maslow's hierarchy of needs.	07	CO2	K2	
4	How do reference groups and family influence consumer purchase decisions?	07	CO3	K3	
5	Describe the types of consumer decisions (RPS, LPS, EPS) with examples	07	CO5	K4	
6	Examine the concept and process of diffusion of innovation in the context of social networking sites.	07	CO2	K3	
7	Explain the relevance of ethics in consumer behaviour.	07	CO1	K2	
<b>Section C (Answer any TWO out of FOUR) – 30 Marks</b> (Each question Carry 15 Marks)					
Q. No.	QUESTIONS	Marks	COs	KL	
8	Critically analyse the EKB model of consumer decision-making. How is it relevant in understanding modern digital consumer behaviour?	15	CO5	K5	
9	Evaluate the impact of cultural and social class factors on consumer behaviour in India. Provide illustrations.	15	CO3	K5	
10	Discuss the Consumer Protection Act (2018) in detail. How does it empower consumers and ensure fair practices?	15	CO2	K3	
11	"Perception is reality in marketing." Critically examine this statement with reference to consumer perception and attitude change.	15	CO3	K4	

v	Motivation in consumer behaviour is best described as: a) A financial incentive b) The inner drive to satisfy a need or want c) A legal obligation d) A sales promotion technique	01	CO5	K3
vi	Motivation in consumer behaviour is best described as: a) A financial incentive b) The inner drive to satisfy a need or want c) A legal obligation d) A sales promotion technique	01	CO2	K5
vii	Which factor most influences diffusion of innovation? a) Number of competitors b) Product packaging c) Government regulations d) Rate of adoption	01	CO4	K6
viii	In EKB Model, the first stage of decision-making is: a) Evaluation of alternatives b) Problem recognition c) Post-purchase behaviour d) Purchase decision	01	CO5	K4
ix	Which of the following is an example of reference group influence? a) Consumer's personal perception b) Opinion leadership in social media c) Family income level d) Company advertising	01	CO3	K3
x	The Consumer Protection Act (2018) primarily aims to: a) Protect business firms b) Regulate financial markets c) Safeguard consumer rights d) Promote advertising agencies	01	CO2	K5
xi	Which of the following is NOT a type of consumer decision? a) Routinized Problem Solving (RPS) b) Limited Problem Solving (LPS) c) Extensive Problem Solving (EPS) d) Predictive Problem Solving (PPS)	01	CO4	K3
xii	Enculturation refers to: a) Learning one's own culture b) Adopting another culture c) Rejecting cultural norms d) Mixing two different cultures	01	CO5	K2

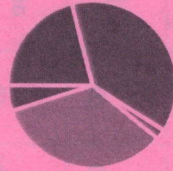
10	Provide a comprehensive explanation of foreign exchange exposures, delving into the various types of exposures and offering illustrative examples for each of these exposure types?	15	CO2	KL4
11	Elaborate on the methods employed by multinational companies to optimize cash management.	15	CO2	KL2

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

Course Outcomes	CO1	Demonstrate knowledge of theories related to foreign exchange rate determination
	CO2	Explain the nuances of international trade and international capital budgeting

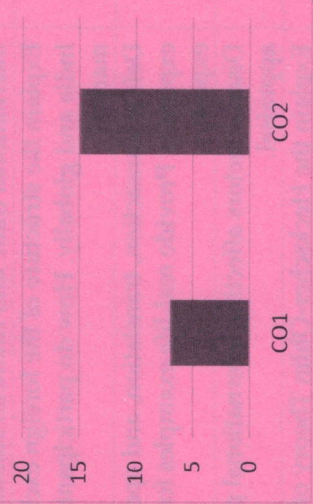
#### GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

COURSE OUTCOME



**ARKA JAIN**  
**University**  
Jharkhand



[22-11-2025]  
**END SEM EXAMINATION**  
School of Commerce &  
Management

Program	Bachelor of Commerce (Hons.)	
Subject Name	International Finance	
Semester	V	Year
	Session	Odd, 2025-26
	Year	Nov, 2025 *
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; <b>don't Write on the 1st Page Backside</b></li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Two out of Four of Section C</li> <li>Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under <b>Unfair Means</b> and will <b>Result</b> in the <b>Cancellation of the Papers.</b></li> </ul>	
Knowledge Level (KL)	K1 : Remembering	K3 : Applying
	K2 : Understanding	K4 : Analysing
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Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks			
Q. N	QUESTIONS	Marks	COs
1			
i	Which of the following is a major reason for international flow of funds? A) Savings-investment gap in countries B) Political stability in countries C) Global interest rate arbitrage D) All of the above	01	CO1
ii	A firm uses netting to manage international payables and receivables. Netting refers to: A) Offsetting payables against receivables between subsidiaries B) Hedging currency risk only C) Investment in marketable securities D) Tax optimization	01	CO2
iii	Which component of BoP reflects the inflow and outflow of foreign investments and loans? A) Current account      B) Capital account C) Trade account        D) Services account	01	CO2
iv	The difference between bid and ask rate in forex is called: A) Spread                      B) Margin	01	CO2
			KL2
			KL4

v	C) Swap SWIFT in international transactions primarily ensures: A) Settlement of physical cash B) Secure messaging between banks C) Forex speculation D) Risk-free hedging	01	CO2	KL2
vi	The Heckscher-Ohlin theory of international trade emphasizes that countries will export goods: A) In which they have a comparative advantage due to technology B) That use their abundant factors of production intensively C) That have high domestic demand D) That are labor-intensive only	01	CO1	KL4
vii	Which of the following statements is TRUE regarding IMF quotas? A) Quotas determine a member's voting power and access to financing B) Quotas are fixed amounts of gold only C) Quotas determine the interest rate a country pays on loans from IMF D) Quotas are only symbolic and have no financial role	01	CO2	KL5
viii	Forward Rate Agreements (FRAs) are primarily used to: A) Hedge interest rate risk B) Hedge foreign exchange risk C) Borrow capital abroad D) Trade equities	01	CO1	KL1
ix	Translation exposure is primarily concerned with: A) Cash flow losses from imports B) Converting foreign assets and liabilities into home currency for financial reporting C) Foreign exchange trading profits D) Investment appraisal in domestic currency	01	CO2	KL2
x	Which of the following statements is TRUE about hedging? A) Hedging eliminates all types of financial risk B) Hedging reduces exposure to unfavourable currency movements C) Hedging increases transaction costs without benefit D) Hedging is only used by speculative traders	01	CO2	KL5
xi	Why APV is considered more flexible than NPV in international projects? A) It can separately value base project and financing	01	CO2	KL4

xii	side effects B) It ignores taxation completely C) It uses historical cost only D) It ignores exchange rate risks Which of the following is a challenge in cash management for MNCs? A) Maintaining liquidity across multiple countries B) Managing FX fluctuations C) Regulatory restrictions on repatriation D) All of the above	01	CO2	KL4
<b>Section B (Answer any FOUR out of SIX) – 28 Marks</b> <b>(Each question Carry 07 Marks)</b>				
Q. No.	QUESTIONS	Marks	COs	KL
2	Explain the components of the Balance of Payments and illustrate how a deficit in the current account can be financed.	07	CO1	KL2
3	Discuss the roles of IMF and WTO in facilitating international trade and financial stability.	07	CO2	KL4
4	Explain the structure of the foreign exchange market in India and globally. How do participants influence the market?	07	CO2	KL4
5	Define transaction, translation, and operational exposure. Provide real-life examples for each type of exposure.	07	CO2	KL5
6	Discuss factors affecting international project appraisal.	07	CO1	KL2
7	Explain the Heckscher-Ohlin Theory of international trade with examples. How does it differ from the Classical Comparative Advantage theory?	07	CO1	KL4
<b>Section C (Answer any TWO out of FOUR) – 30 Marks</b> <b>(Each question Carry 15 Marks)</b>				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the classical and modern theories of international. Critically evaluate their relevance in today's global economy.	15	CO1	KL2
9	Explain the role and significance of SWIFT in international finance. Discuss how it ensures secure and efficient settlement of international transactions.	15	CO2	KL4

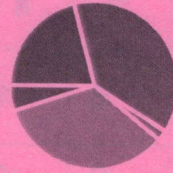
10	Provide a comprehensive explanation of foreign exchange exposures, delving into the various types of exposures and offering illustrative examples for each of these exposure types?	15	CO2	KL4
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CO- Course Outcomes, **KL-** Knowledge Level, **PO** – Program Outcome

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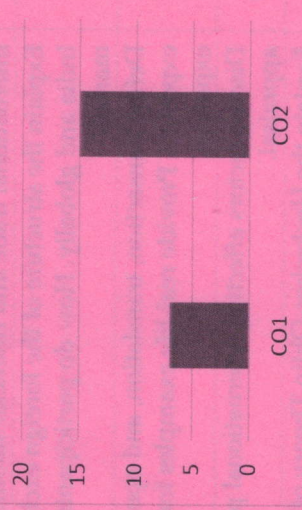
#### GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

COURSE OUTCOME



**ARKA JAIN University**  
Jharkhand



[22-11-2025]  
**END SEM EXAMINATION**  
School of Commerce & Management

Program	Bachelor of Commerce (Hons.)	
Subject Name	International Finance	Session Odd, 2025-26
Semester	V	Year Nov, 2025*
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; <b>don't Write on the 1st Page Backside</b></li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Two out of Four of Section C</li> <li>Possession of <u>Mobile Phones</u> or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will come under <u>Unfair Means</u> and will <b>Result</b> in the <b>Cancellation of the Papers.</b></li> </ul>	
Knowledge Level (KL)	K1 : Remembering	K3 : Applying
	K2 : Understanding	K4 : Analysing
		K5 : Evaluating
		K6 : Creating

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

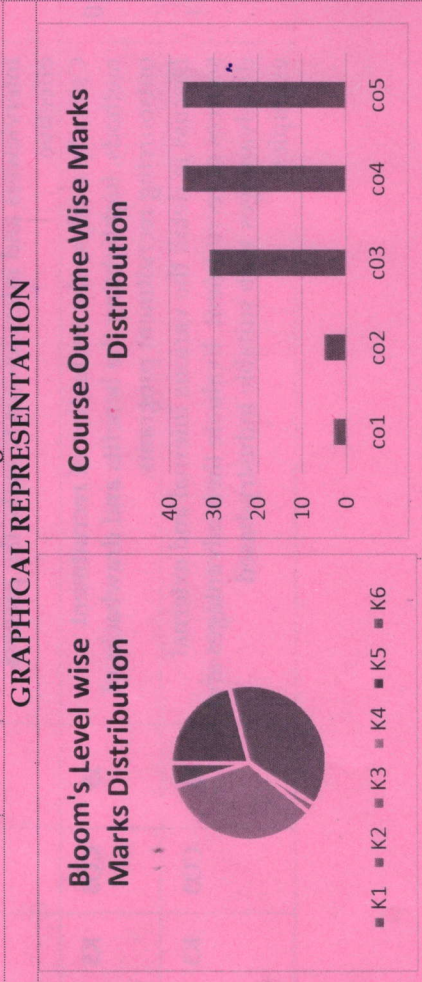
Q. N	QUESTIONS	Marks	COs	KL
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ii	A firm uses netting to manage international payables and receivables. Netting refers to: A) Offsetting payables against receivables between subsidiaries B) Hedging currency risk only C) Investment in marketable securities D) Tax optimization	01	CO2	KL2
iii	Which component of BoP reflects the inflow and outflow of foreign investments and loans? A) Current account B) Capital account C) Trade account D) Services account	01	CO2	KL4
iv	The difference between bid and ask rate in forex is called: A) Spread B) Margin	01	CO2	KL2

	side effects B) It ignores taxation completely C) It uses historical cost only D) It ignores exchange rate risks Which of the following is a challenge in cash management for MNCs? A) Maintaining liquidity across multiple countries B) Managing FX fluctuations C) Regulatory restrictions on repatriation D) All of the above	01	CO2	KL4
xii				
<b>Section B (Answer any FOUR out of SIX) – 28 Marks</b> (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
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<b>Section C (Answer any TWO out of FOUR) – 30 Marks</b> (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the classical and modern theories of international. Critically evaluate their relevance in today's global economy.	15	CO1	KL2
9	Explain the role and significance of SWIFT in international finance. Discuss how it ensures secure and efficient settlement of international transactions.	15	CO2	KL4

	C) Swap D) Premium	01	CO2	KL2
v	SWIFT in international transactions primarily ensures: A) Settlement of physical cash B) Secure messaging between banks C) Forex speculation D) Risk-free hedging			
vi	The Heckscher-Ohlin theory of international trade emphasizes that countries will export goods: A) In which they have a comparative advantage due to technology B) That use their abundant factors of production intensively C) That have high domestic demand D) That are labor-intensive only	01	CO1	KL4
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x	Which of the following statements is TRUE about hedging? A) Hedging eliminates all types of financial risk B) Hedging reduces exposure to unfavourable currency movements C) Hedging increases transaction costs without benefit D) Hedging is only used by speculative traders	01	CO2	KL5
xi	Why APV is considered more flexible than NPV in international projects? A) It can separately value base project and financing	01	CO2	KL4

<b>Program</b>	Bachelor of Commerce (Hons)	
<b>Subject Name</b>	Recruitment and Selection	
<b>Semester</b>	V	Year
	Session	Odd, 2025-26
	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; don't Write on the 1st Page Backside</li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Two out of Four of Section C</li> <li>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.</li> </ul>	
Time: 3 Hour Max. Marks : 70	<b>Knowledge Level (KL)</b>	K1 : Remembering K3 : Applying K5 : Evaluating
		K2 : Understanding K4 : Analysing K6 : Creating

CO1	Demonstrate proficiency in fundamental human resources concepts and how they apply to real world situations.
CO2	Formulate human resources policies and practices that help promote the organization's strategic goals
CO3	Develop an understanding of the challenges of human resources management and successfully manage and resolve conflicts.
CO4	Understand various employment acts that will be useful in maintaining workplace harmony
CO5	Understand the importance of human resource and ways to retain themselves in organisation.



Q.N	QUESTIONS	Marks	COs	KL
i	Recruitment can be defined as: a) Selecting the best candidate b) Attracting potential candidates for a job c) Training new employees d) Designing employee benefits	01	CO1	K1
ii	Which of the following is a method of job analysis? a) Job rotation b) Observation c) Performance appraisal d) Job training	01	CO1	K1
iii	Job design primarily focuses on: a) Employee salaries b) Candidate selection c) Job roles and responsibilities d) Office layout	01	CO2	K2
iv	Which of the following is an example of internal recruitment? a) Campus recruitment b) Job advertisement c) Employee promotion d) Placement consultancy	01	CO2	K2
v	Campus recruitment falls under which type of recruitment? a) Internal and direct b) External and direct c) Internal and indirect d) External and indirect	01	CO2	K2

vi	Job boards or portals are a form of: a) Internal recruitment b) External recruitment c) On-the-job training d) Job design	01	CO3	K3
vii	Which recruitment technique is considered traditional? a) Social media hiring b) Online job portals c) Newspaper advertisement d) AI-based screening	01	CO3	K3
viii	Which is a pre-selection criterion during screening? a) Orientation b) Application review c) Employee induction d) Job analysis	01	CO2	K2
ix	A structured interview is: a) Informal and flexible b) Follow-up based c) Standardized and consistent d) Casual conversation	01	CO2	K3
x	Formal induction programs primarily help in: a) Evaluating performance b) Introducing new employees to the organization c) Promoting employees d) Reducing salaries	01	CO1	K1
xi	Which industry frequently uses technology-driven recruitment strategies? a) Agriculture b) IT c) Construction d) Retail	01	CO3	K3
xii	The main purpose of job specification in recruitment is to: a) Define salary structure b) Outline candidate's qualifications and skills c) Provide training modules d) Prepare job ads	01	CO4	K4

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

Q. No.	QUESTIONS	Marks	COs	KL
2	Differentiate between internal and external sources of recruitment with examples	07	CO3	K4
3	Define recruitment and explain its importance and relevance in organizations	07	CO4	K3
4	Explain the concept of job design and name two modern techniques used in job designing.	07	CO4	K4
5	Describe the process and key methods used in job analysis.	07	CO3	K5
6	Discuss the types of interviews and provide guidelines for effective interviewing.	07	CO5	K5

7 Outline the major steps involved in the selection process.

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

Q. No.	QUESTIONS	Marks	COs	KL
8	Define job analysis in detail. Explain its process, different methods, and its practical uses in recruitment and selection with a real-life example.	15	CO5	K5
9	What are the different types of interviews used in the selection process? Elaborate on guidelines for interviewers and interviewees to make the process effective.	15	CO4	K4
10	Critically analyse the evaluation of recruitment methods, highlighting the benefits and drawbacks of outsourcing recruitment programs.	15	CO5	K5
11	Discuss in detail the various internal and external sources of recruitment. Evaluate their advantages and disadvantages with suitable industry-based examples.	15	CO3	K3



**ARKA JAIN**  
**University**  
Jharkhand



[18-11-2025]  
END SEM EXAMINATION  
School of Commerce &  
Management

Program	Bachelor of Commerce (Hons.)	
Subject Name	Management Accounting	Session Odd, 2025-26
Semester	V	Year Nov, 2025
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u></li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Two out of Four of Section C</li> <li>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></li> </ul>	
Knowledge Level (KL)	K1 : Remembering	K3 : Applying
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Section A (Each question Carry 01 Mark from Q1-i to xii) - 12 Marks			
Q. N	QUESTIONS	Marks	COs
1			KL
i	Variance analysis is a part of: a) Financial Accounting    b) Standard Costing c) Cash Flow Statement    d) Ratio Analysis	01	CO1
ii	Which one is not a tool of management accounting? a) Standard Costing        b) Ratio Analysis c) Cash Flow Statement    d) Trial Balance	01	CO1
iii	A flexible budget is useful when: a) Costs are fixed b) Costs vary with volume of activity c) There is no change in production d) Company is winding up	01	CO2
iv	Margin of Safety is calculated as: a) Break-even Sales - Actual Sales b) Actual Sales - Break-even Sales c) Contribution - Fixed Cost d) Profit - Variable Cost	01	CO1
v	Which costing method is most useful in decision-making? a) Marginal Costing        b) Absorption Costing c) Historical Costing        d) Standard Costing	01	CO1
			KL

5	From the following data, compute Break-even sales and Margin of safety. Sales Rs.10, 00,000; Fixed Cost Rs.3, 00,000 and Profit Rs.2, 00,000.	07	CO1	K2
6	From the following information, calculate: (1) Material cost Variance (2) Material price Variance (3) Material Usage Variance when Standard Quantity 24kgs. Standard Price Rs.4.5 per kgs. Actual quantity 30kgs. Actual price Rs.5 per kgs.	07	CO3	K2
7	The Balance sheet of XYZ Ltd. At the end of 2023 and 2024, Prepare Fund Flow Statement.	07	CO3	K3

Particulars	Note No.	2024	2023
I. Equity & Liab.			
1.Sh.holders Fund			
Eq. share capital		250000	200,000
Profit & Loss a/c		30,000	20,000
2. Current Liab:			
Trade Payable		70,000	100,000
Total		350000	320000
II. Assets:			
1.Non-current Assets:			
Machinery		60,000	50,000
Furniture		75,000	20,000
2.Current Assets:			
Stock		50,000	80,000
Trade Receivable		85,000	70,000
Cash		80,000	100,000
Total		350000	320000

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

Q. No.	QUESTIONS	Marks	COs	KL
8	What is meant by Cost-Volume-Profit Analysis? How CVP analysis is useful for the management? Describe the assumptions underlying Cost-Volume-Profit Analysis.	15	CO5	K5
9	What is the Procedure in preparation of a cash budget? Distinguish between Flexible budget and fixed budget.	15	CO3	K5

vi	Zero-based budgeting (ZBB) means: a) Budget starts from zero every time b) Past budgets are revised c) Only fixed costs are considered d) Future profits are ignored	01	CO3	K2
vii	A Cash Budget is prepared to: a) Determine future profit b) Estimate working capital requirements c) Record past results d) Reduce taxes	01	CO2	K4
viii	Which of the following is not an operating activity in a Cash Flow Statement? a) Payment of wages b) Sale of goods c) Purchase of machinery d) Payment to suppliers	01	CO1	K2
ix	Fund Flow Statement shows: a) Movement of cash only b) Changes in working capital c) Non-cash expenses d) Profitability of business	01	CO3	K2
x	Cash Flow Statement helps in: a) Measuring profitability b) Assessing liquidity and cash position c) Showing changes in equity d) Calculating return on capital	01	CO1	K3
xi	The ratio measuring operational efficiency is: a) Current Ratio b) Operating Ratio c) Debt-Equity Ratio d) Liquid Ratio	01	CO2	K1
xii	Which of the following is a limitation of management accounting? a) Provides relevant information b) Based on historical data c) Helps in decision-making d) Improves efficiency	01	CO3	K3

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

Q. No.	QUESTIONS	Marks	COs	KL
2	Distinguish between Cash Flow and Fund Flow Statement.	07	CO4	K1
3	What is role of Management Accountant in the management process?	07	CO5	K4
4	How would you set up a budget control system in an organisation? Explain.	07	CO5	K5

Prepare a Cash Flow Statement from the following Balance sheets of Gujarat Spinning Mills Ltd.

Particulars	Note No.	2022	2021
I. Equity & Liab.			
Shareholders Fund:			
Share Capital		500000	400000
Reserve & Surplus		305000	210000
Non-current Liab:			
Long Term Loan		310000	300000
Current Liab:			
Trade Payable		95000	80000
Total		12,10,000	9,90000
II. Assets:			
Non-current Assets:			
Fixed Assets		700000	500000
Long term Invest.		56000	70000
Current Assets:			
Stock		280000	210000
Trade Receivables		114000	140000
Cash at Bank		60000	70000
Total		12,10,000	990000

Total Interest paid on Loan during the year Rs.37, 800.

JK Ltd. Wishes to arrange overdraft limits with its balances for the three months period from July to September 2020. The various forecasts are as follows:

Months	Sales	Purchases	Exp.
May	72000	50000	4800
June	76000	58000	5600
July	44000	96000	4400
August	72000	100000	4000
September	48000	108000	6000

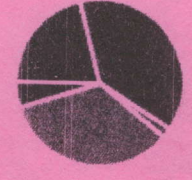
Additional information:

- (i) 50% of the sales are realised in the month following the sale and the remaining 50% in the second month following.
- (ii) Suppliers will be paid in cash in the month of purchase.
- (iii) All the sales are made on credit basis.
- (iv) Cash Balances on July 1st 2020 was Rs.10, 000.
- (v) On the basis of the above information's, prepare a cash budget for the quarter ending September 30,2020 and indicate the limits of bank overdraft which the company will require at the end of each month.

Course Outcomes	CO1	CO2	CO3	CO4
To understand the importance of the different activities through which the business earns its cash.				
Gain an in depth knowledge of cost volume profit analysis				
Identify activities in an organization which causes changes in fund positions.				
Understand how business calculates different variances and how these variances do impact the functioning of an organization.				

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

COURSE OUTCOME WISE MARKS DISTRIBUTION

