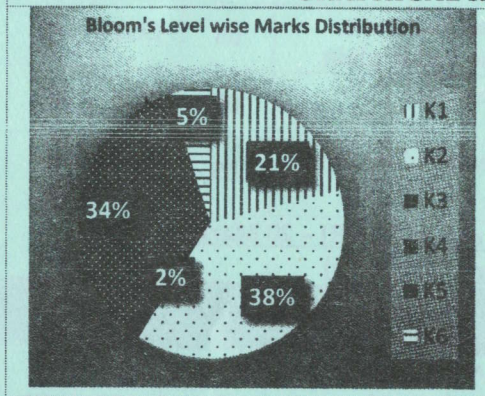
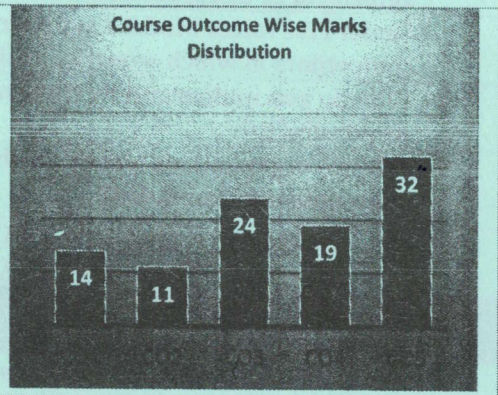
CO- Course Outcomes, **KL**- Knowledge Level, **PO** – Program Outcome

Course Outcomes	CO1	Develop an understanding about Strategic Management and its importance
	CO2	Should be able to analyse the external and internal environment and identify various strategic option
	CO3	Explore the contemporary strategic practices
	CO4	Understand the value of Indian Ethos traditional business and understand ethics in business.
	CO5	Develop strategic, ethically and socially responsible approaches to corporate leadership, aligned with national and global business standards.

GRAPHICAL REPRESENTATION





ARKA JAIN University
Jharkhand

NAAC GRADE A
ACCREDITED UNIVERSITY

[11-05-2026]
END SEM EXAMINATION
School of Commerce and Management

Program	**Master of Business Administration**		
Subject Name	**Corporate Strategy, Indian Ethos, Business Ethics and Corporate Social Responsibility**	**Session**	**Even, 2025-26**
Semester	**II**	**Year**	**April, 2026**
Time: 3 Hour **Max. Marks : 50**	• Start writing from 2nd page onwards; don't Write on the 1st Page Backside • **Answer all Questions of Section A (Compulsory)** • **Answer Any Four out of Six of Section B** • **Answer Any Two out of Four of Section C** • **Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student** will comes under **Unfair Means** and will **Result** in the **Cancellation of the Papers**.		
Knowledge Level (KL)	**K1** : Remembering	**K3** : Applying	**K5** : Evaluating
	K2 : Understanding	**K4** : Analysing	**K6** : Creating

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

Q. N 1	QUESTIONS	Marks	COs	KL
i	Which of the following shows the correct link between mission and goals? a) Mission comes after goals b) Goals help in achieving the mission c) Mission changes every year d) Goals are unrelated to mission	01	CO1	K1 K2
ii	Markets mainly represent: a) Places where only goods are sold b) Groups of buyers and sellers c) A company's internal departments d) Only physical locations	01	CO2	K2
iii	The key difference between products and services is that services are: a) More expensive b) Intangible and cannot be stored c) Only provided by governments d) Always free	01	CO2	K2
iv	The correct full form of AMUL is a) Anand Cooperative Milk Limited	01	CO2	K2

	b) Anand Milk Users Limited c) Anand Milk Union Limited d) None of the above			
v	Which strategic level focuses on individual departments like marketing or HR? a) Corporate level b) Business level c) Functional level d) Industry level	01	CO1	K3
vi	As per the Resource based Value model, which of the following is a primary function? a) Human Resource Management b) Inward Logistics c) Finance d) Infrastructure	01	CO2	K2
vii	Which of the following could be a weakness of a firm? a) Strong brand reputation b) High employee turnover c) Outdated technology d) Efficient production system	01	CO2	K4
viii	A supplier dominated industry will a) Enable the firm to do forward market integration b) Will be in a position to discourage the firm from forward integration c) May not impact the firm's decision d) Will force the firm to go for innovation	01	CO1	K1
ix	Merger and acquisition are a) Corporate level strategy b) Business level c) Functional level strategy d) All the above	01	CO3	K2
x	Core competency refers to a) Differentiator in competition b) Ability of the firm which is difficulty to copy by the competitor c) Price difference of firms d) None of the above	01	CO1	K1

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

Q. No.	QUESTIONS	Marks	COs	KL
2	How is Hostile acquisition different from a merger? Discuss	05	CO1	K2
3	What are strategic alliances? How does it help firms in building competitive advantage?	05	CO3	K2 K4
4	A firm avoiding tax, hires more women to maintain diversity. Is it ethical in its working? Explain your agreement or disagreement.	05	CO4	K4
5	Under Five forces Model a supplier can become a competitors in which scenario, analyse and explain.	05	CO2	K4
6	Why do you understand by corporate social responsibility?	05	CO5	K1
7	Why do organisations fear or are threatened by new firms entering the market?	05	CO1	K2 K5

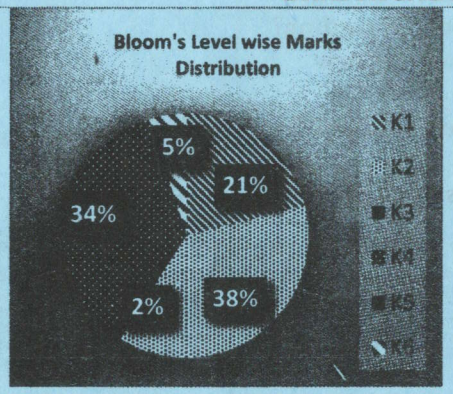
Section C (Answer any TWO out of FOUR) – 20 Marks
(Each question Carry 10 Marks)

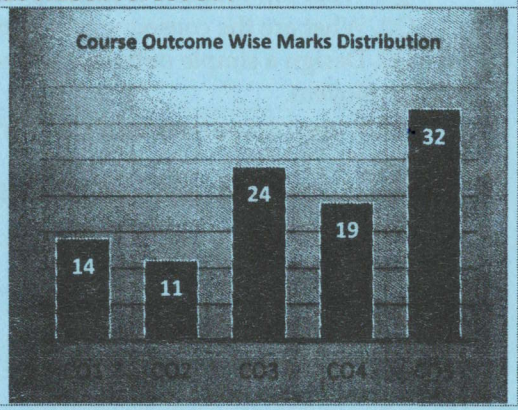
Q. No.	QUESTIONS	Marks	COs	KL
8	What do you understand by ethics? Are hostile takeovers ethical in the business environment? Discuss.	10	CO4	K1
9	Elaborate an interesting corporate social responsibility exercise undertaken by any firm which impressed you and why?	10	CO5	K4
10	Draw up a complete BCG model of Maruti Suzuki Pvt Ltd or Amul or Google or a firm of your choice but minimum number of products should be four and clearly identified for the model.	10	CO1	K3
11	Explain the five forces model with examples.	10	CO2	K2

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

Course Outcomes	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





ARKA JAIN University
Jharkhand

NAAC GRADE A
ACCREDITED UNIVERSITY

[13-05-2026]
END SEM EXAMINATION
School of Commerce and Management

Program	**Master of Business Administration**		
Subject Name	**Human Resource Management**	**Session**	**Even, 2025-26**
Semester	**II**	**Year**	**April, 2026**
Time: 3 Hour **Max. Marks : 50**	• Start writing from 2nd page onwards; **don't Write on the 1st Page Backside** • **Answer all Questions of Section A (Compulsory)** • **Answer Any Four out of Six of Section B** • **Answer Any Two out of Four of Section C** • **Possession of Mobile Phones** or any kind of **Written Material, Arguments with the Invigilator or Discussing with Co-Student** will comes under **Unfair Means** and will **Result** in the **Cancellation of the Papers**.		
Knowledge Level (KL)	**K1 :** Remembering	**K3 :** Applying	**K5 :** Evaluating
	K2 : Understanding	**K4 :** Analysing	**K6 :** Creating

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

Q. N 1	QUESTIONS	Marks	COs	KL
i	Human Resource Management primarily focuses on a) Machines b) Finance c) People d) Technology	01	CO2	K2
ii	Recruitment refers to a) Selecting candidates b) Attracting candidates c) Training employees d) Appraising employees	01	CO1	K2
iii	Performance appraisal helps in a) Hiring employees b) Evaluating employee performance c) Marketing products d) Financial planning	01	CO2	K2
iv	Training is important because it a) Increases employee skills b) Reduces workforce c) Avoids communication d) Eliminates managers	01	CO1 CO2	K2
v	Employee engagement refers to a) Emotional commitment to organisation b) Attendance c) Salary structure d) Work hours	01	CO2	K3
vi	Which theory explains motivation based on needs hierarchy? a) Herzberg Theory b) Maslow's Theory c) McGregor Theory d) Vroom Theory	01	CO1 CO2	K4

vii	HR analytics is used for a) Guesswork decisions b) Data-driven HR decisions c) Avoiding evaluation d) Reducing workforce	01	CO5	K2
viii	Attrition means a) Hiring b) Promotion c) Employee turnover d) Training	01	CO2	K2
ix	Which HR function deals with compensation? a) Recruitment b) Training c) Payroll d) Selection	01	CO1	K3
x	Manpower planning is done a) As situation demand b) At the beginning of the financial year c) At the end of each appraisal cycle d) Before the Annual General Meeting?	01	CO1	K2

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

Q. No.	QUESTIONS	Marks	COs	KL
2	Explain the key functions of Human Resource Management in an organisation.	05	CO1	K2
3	What is employee engagement? How can organisations improve it?	05	CO1	K2
4	Differentiate between recruitment and selection with suitable examples.	05	CO1	K4
5	Discuss the importance of training and development for employee growth?	05	CO2	K4
6	What is performance appraisal? Explain any two methods used in organisations.	05	CO2	K2 K3
7	Briefly explain any one method of Training Process Evaluation.	05	CO2	K2

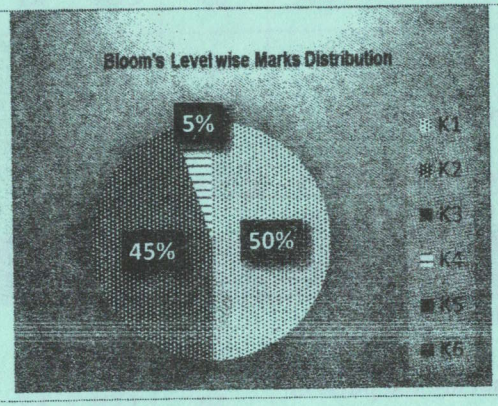
Section C (Answer any TWO out of FOUR) – 20 Marks
(Each question Carry 10 Marks)

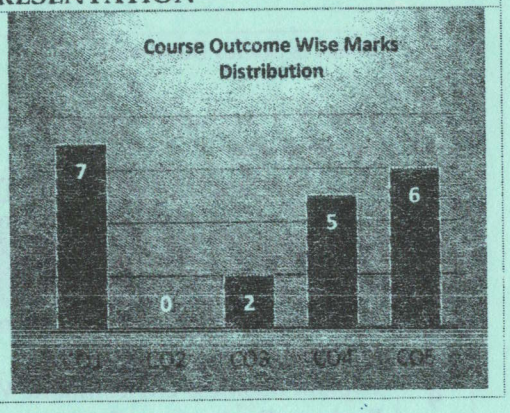
Q. No.	QUESTIONS	Marks	COs	KL
8	A company is facing high employee turnover in its sales department. Employees complain about high pressure, lack of recognition, and limited growth opportunities. The HR manager decides to analyse the issue and redesign HR policies. **Q1.** Identify the possible reasons for high attrition in this case. **Q2.** Suggest HR strategies to improve retention. **Q3.** How can H&R analytics help in solving this problem?	10	CO3 CO4 CO5	K3
9	What is motivation? Discuss Maslow's Need Hierarchy Theory and its relevance in today's workplace.	10	CO5	K2
10	A newly hired employee feels disconnected from the organisation during the first month. There is no proper induction, and the manager is too busy to guide. **Q1.** What HR function is missing here? **Q2.** What are the consequences of poor onboarding? **Q3.** Design a simple onboarding process for new employees.	10	CO4	K4
11	HRM is evolving from administrative to strategic role." Discuss this statement with examples from modern organisations.	10	CO4	K4

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

Course Outcomes	CO1	Recall the fundamental principles of entrepreneurship, including key concepts, types of ownership, and legal considerations for start-ups.
	CO2	Explain the processes involved in identifying business opportunities, conducting feasibility analyses, and developing sustainable business models.
	CO3	Apply creativity, market research, and financial planning techniques to create actionable business plans and value propositions.
	CO4	Analyze entrepreneurial challenges, market trends, and growth opportunities to make informed decisions on funding, scaling, and resource allocation.
	CO5	Design innovative and sustainable business strategies that address societal and economic needs while adhering to ethical and responsible practices.

GRAPHICAL REPRESENTATION





ARKA JAIN University Jharkhand | NAAC GRADE A ACCREDITED UNIVERSITY

[15-05-2026]
END SEM EXAMINATION
School of Commerce & Management

Program	**Master of Business Administration**		
Subject Name	**Entrepreneurship and Sustainable Development**	**Session**	**Even, 2025-26**
Semester	**II**	**Year**	**April, 2026**
Time: 3 Hour Max. Marks : 50	• Start writing from 2nd page onwards; **don't Write on the 1st Page Backside** • **Answer all Questions of Section A (Compulsory)** • **Answer Any Four out of Six of Section B** • **Answer Any Two out of Four of Section C** • **Possession of Mobile Phones** or any kind of **Written Material, Arguments with the Invigilator or Discussing with Co-Student** will comes under **Unfair Means** and will **Result** in the **Cancellation of the Papers**.		
Knowledge Level (KL)	**K1** : Remembering	**K3** : Applying	**K5** : Evaluating
	K2 : Understanding	**K4** : Analysing	**K6** : Creating

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

Q. N 1	QUESTIONS	Marks	COs	KL
i	According to AMA (2017), marketing creates value for customers, partners, and whom? A) Competitors and Rivals B) Shareholders and Banks C) Society at large D) Internal employees only	01	CO5	K1
ii	What does "ERP" stand for? A) Electronic Resource Process B) Enterprise Resource Planning C) Essential Revenue Program D) External Reporting Protocol	01	CO5	K1
iii	What is "Brand Value" in terms of pricing? A) The total cost incurred to design a company logo B) A pricing premium that allows a company to charge more than its competitors C) The mandatory discount given to first-time customers D) The minimum price set by the government for a specific product category	01	CO3	K2

iv	What is the primary mission of a "Social Business"? A. To maximize profits for shareholders B. To solve social problems in a financially sustainable way C. To expand market dominance across industries D. To minimize operational costs regardless of impact	01	CO5	K1
v	What is a "Business Risk"? A. The guaranteed profit a company earns every year B. The possibility of loss or failure affecting a business C. The total revenue generated by a company D. The process of hiring employees	01	CO1	K1
vi	What are the three simultaneous flows in Supply Chain Management (SCM)? A. Product flow, Information flow, and Financial flow B. Marketing flow, Sales flow, and Service flow C. Production flow, Advertising flow, and Distribution flow D. Input flow, Output flow, and Feedback flow	01	CO4	K1
vii	What is "MIS"? A. Management Information System – a system that provides information to support decision-making in an organization B. Market Integration Service – a tool used only for sales promotion C. Machine Intelligence Software – software designed only for automation D. Management Investment Strategy – a plan for financial investments	01	CO1	K1
viii	Which is a "Quality KPI" for measuring customer service? A. Number of products manufactured per day B. Customer satisfaction score (CSAT) C. Total revenue earned D. Number of employees hired	01	CO4	K2
ix	Identify one "External Risk" a startup might face: A. Poor employee performance B. Inefficient internal processes C. Changes in government regulations D. Lack of internal communication	01	CO4	K2
x	What is the goal of a "Sustainability Report"? A. To increase short-term profits only B. To showcase a company's environmental, social, and governance (ESG) performance C. To reduce employee salaries D. To focus only on marketing strategies	01	CO5	K1

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

Q. No.	QUESTIONS	Marks	COs	KL
2	What are the different parts of Business Environment?	05	CO1	K2
3	What is the difference between a Leader and a Manager? Give 5 point of differentiation.	05	CO1	K4
4	What is ESG in corporate performance evaluation?	05	CO5	K2
5	What is supply Chain?	05	CO4	K1
6	What is Social Business?	05	CO5	K1
7	What is a Start-up? Explain the conditions where they operate.	05	CO1	K2

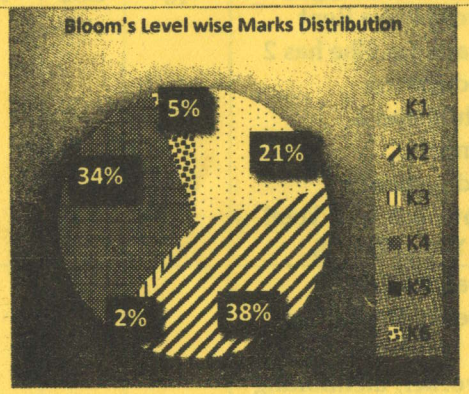
Section C (Answer any TWO out of FOUR) – 20 Marks
(Each question Carry 10 Marks)

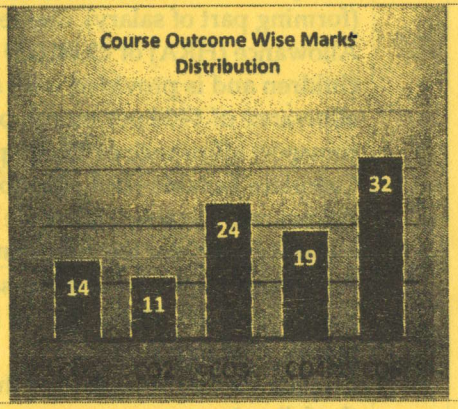
Q. No.	QUESTIONS	Marks	COs	KL
8	What is a Business Plan? Explain the elements of a business plan?	10	CO3	K2
9	Explain Business environment. What are the parts of Business Environment?	10	CO1	K2
10	What is a Company? What are the different Characteristics of a Company?	10	CO1	K2
11	Define Mass Manufacturing? How it is significant n Business? What are the Key elements of Mass Manufacturing?	10	CO4	K2

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

Course Outcomes	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





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

[30-04-2026]
END SEM EXAMINATION
School of Commerce and Management

Program	**Master of Business Administration**		
Subject Name	**Integrated Taxation and Payroll Management**	**Session**	**Even, 2025-2026**
Semester	**II**	**Year**	**April, 2026**
Time: 3 Hours **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 1	QUESTIONS	Marks	COs	KL
i	Which income is exempt from tax? a) Agricultural Income b) Salary Income c) Business Income d) Capital Gains	01	CO3	K1
ii	Which of the following is an advantage of e-filing tax returns compared to manual filing? a) It requires physical submission at tax offices b) It reduces processing time and errors c) It only allows cash payments d) It eliminates the need to report income	01	CO2	K4
iii	Perquisites are: a) Basic salary b) Additional benefits provided by employer c) Deductions from salary d) Tax penalties	01	CO1	K1
iv	Which of the following helps in tax saving? a) Increasing salary b) Investing in tax-saving instruments c) Ignoring deductions d) Avoiding filing returns	01	CO2	K2

v	In GST, intra-state supply attracts: a) IGST b) CGST and SGST c) Only SGST d) Only CGST	01	CO2	K1
vi	GST returns are filed: a) Once in a lifetime b) Monthly/Quarterly c) Every 5 years d) Not required	01	CO2	K2
vii	If the Gross Pay exceeds Rs _____, the ESI is Not Applicable – a) Rupees 21000 b) Rupees 20000 c) Rupees 15000 d) Rupees 10000	01	CO4	K2
viii	The Current Rate of Employer Contribution for EPF is – a) 8% b) 8.33% c) 12% d) 13%	01	CO4	K2
ix	The Current Rate of Employee Contribution for EPF is – a) 8% b) 8.33% c) 12% d) 13%	01	CO4	K2
x	ESI is Calculated on – a) Gross Pay b) Basic Pay c) CTC d) Take Home Pay	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	Mr. Arjun is a Non-Government employee working in Hyderabad. The details of his income for the Previous Year 2024–25 are as follows: Basic Salary ₹70,000 per month, Dearness Allowance ₹18,000 per month, and House Rent Allowance ₹22,000 per month. He pays a rent of ₹16,000 per month for his residence in Pune. Compute the taxable House Rent Allowance (HRA) for the Assessment Year 2025–26 as per the Income Tax Act, 1961.	05	CO2	K4
3	Explain tax-saving investment options under income tax with examples.	05	CO2	K3
4	Explain the process of GST registration and its applicability.	05	CO3	K4
5	What are the different heads of income under income tax? Briefly explain.	05	CO1	K1
6	What are the Latest Trends in Payroll Management?	05	CO5	K2
7	Prepare a CTC Structure mentioning the Basic, HRA and other components with Gross Pay. The Gross has to be fixed at Rs 2, 15,000 per annum.	05	CO5	K5

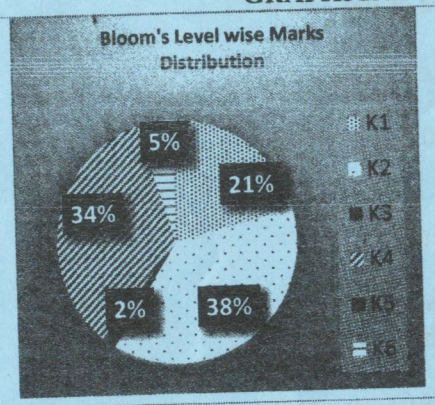
Section C (Answer any TWO out of FOUR) – 20 Marks
(Each question Carry 10 Marks)

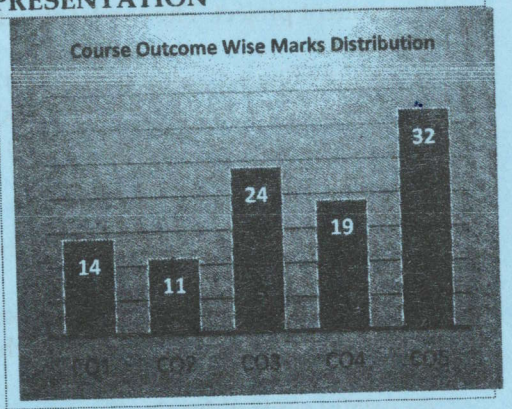
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the concept of GST in India, including registration, applicability, compliance (returns, payments, audit), and differentiate inter-state vs intra-state transactions with examples.	10	CO3	K4
9	The following particulars relate to Ms. Anjali Verma for the Financial Year 2024–25: She is employed at Fortis Hospital, Jaipur. She pays a house rent of ₹20,000 per month. Her monthly Basic Salary is ₹65,000 and Dearness Allowance is ₹7,000 (forming part of salary). She receives House Rent Allowance (HRA) of ₹2,00,000 per annum. She has 2 children and is provided with an education allowance of ₹400 per month per child and a transport allowance of ₹2,600 per month. Calculate Taxable HRA, Taxable Education Allowance, Taxable Transport Allowance, and Total Taxable Salary for the Assessment Year 2025–26.	10	CO2	K3
10	A Worker received a text message about the Employee's EPF Deduction of Rupees 1440 for the month of March 2026. Prepare the Pay Structure of this worker, mentioning the following – a) Basic Pay b) HRA as per Tier II City c) Gross Pay d) EPF Employer Contribution e) EPF Employee Contribution f) ESI Employer Contribution g) ESI Employee Contribution h) Take Home Pay	10	CO5	K5
11	Elaborate the deductions which are allowed to be deduced from the salary/ wages as per the provisions of the Payment of Wages Act.	10	CO4	K2

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

Course Outcomes	CO1	Explain the objectives, roles, and regulatory frameworks of corporate financial management in organizations.
	CO2	Apply the principles of time value of money and evaluate various financing alternatives, including leverage effects.
	CO3	Analyze the cost of capital, capital raising methods, and their impact on financial decision-making processes.
	CO4	Evaluate capital structure theories and apply them to assess financial decisions in Indian and multinational firms.
	CO5	Develop comprehensive capital budgeting models and risk Assessments for long-term investment decisions and working capital management.

GRAPHICAL REPRESENTATION





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

[04-05-2026]
END SEM EXAMINATION
School of Commerce and Management

Program	**Master of Business Administration**		
Subject Name	**Corporate Finance**	**Session**	**Even, 2025-2026**
Semester	**II**	**Year**	**April, 2026**
Time: 3 Hour **Max. Marks: 50**	• Start writing from 2nd page onwards; **don't Write on the 1st Page Backside** • **Answer all Questions of Section A (Compulsory)** • **Answer Any Four out of Six of Section B** • **Answer Any Two out of Four of Section C** • **Possession of Mobile Phones** or any kind of **Written Material, Arguments with the Invigilator or Discussing with Co-Student** will comes under **Unfair Means** and will **Result** in the **Cancellation of the Papers.**		
Knowledge Level (KL)	**K1** : Remembering	**K3** : Applying	**K5** : Evaluating
	K2 : Understanding	**K4** : Analysing	**K6** : Creating

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

Q. N 1	QUESTIONS	Marks	COs	KL
i	What is the primary objective of financial management? a) Profit maximization b) Wealth maximization c) Sales maximization d) Cost minimization	1	CO1	K2
ii	Who is responsible for treasury and controller functions in a firm? a) CEO b) CFO c) Auditor d) Manager	1	CO1	K1
iii	Time value of money implies: a) Money loses value b) Money remains same c) Money today is more valuable d) Inflation has no effect	1	CO2	K2
iv	Which of the following is a source of long-term finance? a) Trade credit b) Equity shares c) Bank overdraft d) Cash credit	1	CO2	K2
v	WACC stands for: a) Weighted Average Cost of Capital b) Working Asset Capital Cost c) Weighted Asset Control Cost	1	CO3	K1

	d) None of these			
vi	Which method is used for price discovery in IPO? a) Fixed pricing b) Book building c) Auction d) Negotiation	1	CO3	K2
vii	According to NOI Theory (Net Operating Income), capital structure is: a) Relevant b) Irrelevant c) Partially relevant d) Risky	1	CO4	K2
viii	Which technique considers time value of money? a) Payback Period b) ARR c) NPV d) None	1	CO5	K2
ix	Operating cycle refers to: a) Time between production and sales b) Time between purchase of inventory and cash collection c) Time of production only d) None	1	CO5	K2
x	Dividend decision relates to: a) Investment decision b) Financing decision c) Profit distribution decision d) Cost decision	1	CO5	K2

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

Q. No.	QUESTIONS	Marks	COs	KL
2	Differentiate between profit maximization and wealth maximization.	5	CO2	K3
3	A company has the following financial data: Sales = ₹8,00,000 , Variable Cost = 50% of Sales Fixed Operating Cost = ₹1,20,000, Interest Expense = ₹40,000. Required: a) Operating Leverage b) Financial Leverage c) Combined Leverage	5	CO5	K3
4	What is the Time Value of Money? State the formulas for Present Value (PV) and Future Value (FV).	5	CO2	K2
5	Electro steel Castings Pvt LTD. has retained earnings of ₹2,00,000 and requires ₹3,00,000 more. Should it rely more on internal or external sources? Justify.	5	CO3	K5
6	A company has an EBIT of ₹1,50,000. It has issued ₹4,00,000 debt at 8% interest. The cost of equity (Ke) is 12%. According to the Net Income (NI) Approach, calculate: (i) Value of Equity (E) (ii)Total Value of Firm (V) (iii) Overall Capitalization Rate (Ko)	5	CO3	K4
7	Explain the concept of Dividend Policy, How does it affect shareholders wealth?	5	CO4	K2

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

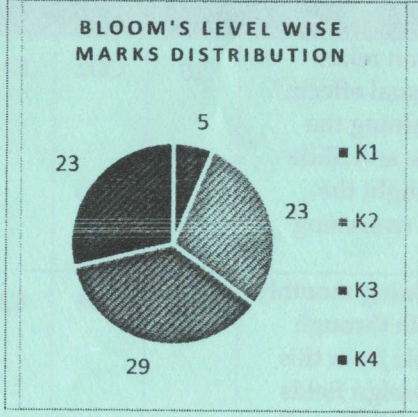
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the objectives of financial management. Discuss the role of CFO in modern organizations with examples.	10	CO1	K4
9	A company is planning to determine its Weighted Average Cost of Capital (WACC) for evaluating a new investment project. The capital structure of the firm is as follows: ➢ Equity Share Capital = ₹8,00,000 (Ke = 14%); ➢ Retained Earnings = ₹2,00,000 (Kr = 13%); ➢ Preference Share Capital = ₹3,00,000 (Kp = 11%); ➢ Debt = ₹5,00,000 (Kd = 10%) Required: i) Calculate the WACC of the company using appropriate weights. ii) If the company is considering a project with an expected return of 12%, advise whether the project should be accepted or rejected. iii) Briefly explain the significance of WACC in financial decision-making.	10	CO4	K5
10	A company is evaluating two investment projects Project A and Project B. The initial investment and expected annual cash inflows are as follows: **Year** / **Project A (₹)** / **Project B (₹)** Initial Investment: 1,00,000 / 1,00,000 Year 1: 30,000 / 20,000 Year 2: 30,000 / 30,000 Year 3: 20,000 / 40,000 Year 4: 40,000 / 30,000 Year 5: 10,000 / 20,000 Required: (i) Calculate the Payback Period for both projects. (ii) Identify which project should be accepted based on the Payback Period method.	10	CO5	K5
11	Explain working capital management and operating cycle. Discuss factors affecting working capital requirements in a firm.	10	CO5	K4

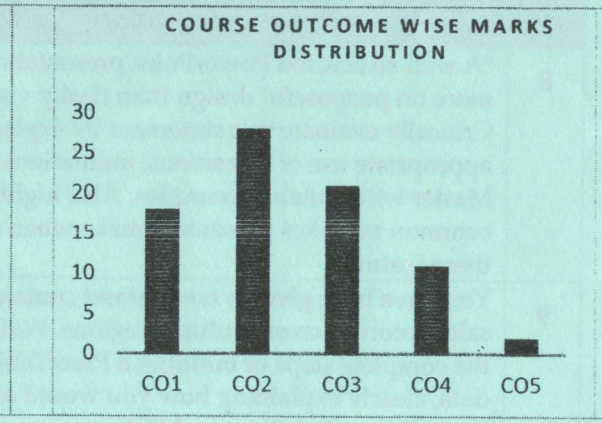
11	(i) Your team has received a poorly structured CSV file containing sales data with several data quality issues. Describe the step-by-step process of importing this file into Excel using Power Query. (ii) Explain how you would identify and resolve common problems such as duplicate entries, blank fields, and inconsistent capitalization or formatting. (iii) Justify why each of these cleaning steps is essential before using the data for reporting or analysis.	10	CO2	K3

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

Course Outcomes	CO1	Construct and analyze data using PivotTables and Pivot Charts for effective reporting.
	CO2	Transform and clean data from various sources using Power Query.
	CO3	Apply advanced Excel functions and financial data retrieval for in-depth analysis.
	CO4	Develop and automate tasks using Macros and VBA within Excel.
	CO5	Utilize Notion for workspace organization, database management, and collaboration.

GRAPHICAL REPRESENTATION





ARKA JAIN University Jharkhand | NAAC GRADE A ACCREDITED UNIVERSITY

[06-05-2026]
END SEM EXAMINATION
School of Commerce and Management

Program	**Masters of Business Administration**		
Subject Name	**Tech Edge Synergy-II**	**Session**	**Even, 2025-26**
Semester	**II**	**Year**	**April, 2026**
Time: 3 Hour **Max. Marks : 50**	• Start writing from 2nd page onwards; **don't Write on the 1st Page Backside** • **Answer all Questions of Section A (Compulsory)** • **Answer Any Four out of Six of Section B** • **Answer Any Two out of Four of Section C** • **Possession of Mobile Phones** or any kind of **Written Material, Arguments with the Invigilator or Discussing with Co-Student** will comes under **Unfair Means** and will **Result** in the **Cancellation of the Papers**.		
Knowledge Level (KL)	**K1 :** Remembering	**K3 :** Applying	**K5 :** Evaluating
	K2 : Understanding	**K4 :** Analysing	**K6 :** Creating

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

Q. N 1	QUESTIONS	Marks	COs	KL
i	A company launches a high-end coffee machine at ₹15,000, a basic one at ₹5,000, and a mid-range one at ₹12,000 with fewer features than the premium. What pricing strategy is being used to boost sales of the premium model? A. Decoy pricing B. Cost-plus pricing C. Penetration pricing D. Price bundling	01	CO5	K2
ii	A retailer places a slightly smaller popcorn at nearly the same price as the large one. Customers end up choosing the large. What psychological principle explains this? A. Anchoring bias B. Asymmetric dominance effect C. Herd mentality D. Loss aversion	01	CO5	K3
iii	What happens when you change the Slide Master? A. Only one slide is affected B. Only animations are removed C. The slide show ends automatically D. All slides linked to that master are affected	01	CO1	K2
iv	A designer needs every slide in a 50-slide presentation to instantly reflect a new font and color scheme. What	01	CO1	K2

	is the most efficient way to do this? A. Manually edit each slide B. Use the Format Painter tool C. Change the slide background only D. Modify the Slide Master			
v	A data analyst wants to summarize thousands of sales records by region and month without writing formulas. Which Excel feature is best suited for this? A. PivotTable B. VLOOKUP function C. Conditional Formatting D. Data Validation	01	CO2	K3
vi	A business analyst needs to pull live data from a company website into Excel for reporting. Which Excel tool supports this? A. Flash Fill B. Power Query C. Goal Seek D. Solver	01	CO2	K3
vii	Given B1 = "Project-Alpha-2025". What is the result of: =LEN(LEFT(B1, 7)) + FIND("-", B1)? A. 10 B. 13 C. 15 D. 8	01	CO3	K4
viii	Given C1 = "Hello", D1 = "World". What is the result of: =CONCATENATE(RIGHT(C1,3), LEFT(D1,3))? A. HelloWorld B. HeWor C. WorldHello D. lloWor	01	CO2	K4
ix	Given X1=10, X2=20, X3=30. What is the result of: =IF (AVERAGE (X1:X3)>=20, MAX (X1:X3), MIN (X1:X3))? A. 30 B. 10 C. 20 D. 60	01	CO4	K4
x	Given F1="Sales Q1 2025", F2="Q1". What is the result of: =IF(ISNUMBER(FIND(F2,F1)), LEFT(F1,5), "Not Found")? A. Not Found B. Sales C. 2025 D. Q1	01	CO1	K3

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

Q. No.	QUESTIONS	Marks	COs	KL
2	How does Power Query simplify the process of importing and transforming data in Excel? In what ways is it more effective than manually copying and pasting data from external sources?	05	CO2	K2
3	What is the decoy effect, and how do businesses use it to influence a customer's purchasing decision? Illustrate with an example involving product pricing.	05	CO3	K2
4	How does a slide transition differ from an object animation in PowerPoint, and what role does each play in a presentation? OR Identify two slide transition effects in PowerPoint and explain the kind of presentation context in which each would be most suitable.	05	CO3	K2
5	Describe the function of a slicer in Excel. How does using a slicer provide a better experience compared to applying filters directly within a PivotTable?	05	CO1	K2
6	What does the VLOOKUP function do in Excel, and what are its key components? Provide a real-world business example where VLOOKUP would save significant time compared to locating data by hand.	05	CO3	K3
7	In Excel formulas, how does an absolute cell reference behave differently from a relative cell reference when the formula is copied to another cell? Support your answer with a suitable example.	05	CO3	K2

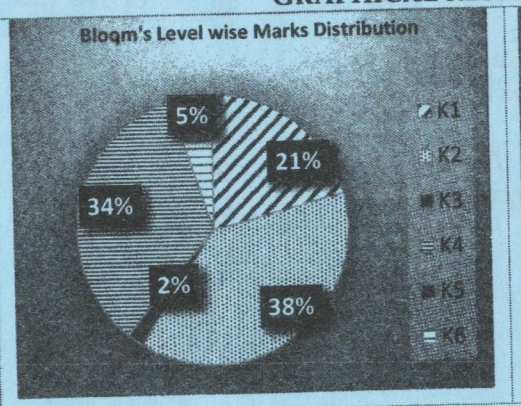
Section C (Answer any TWO out of FOUR) – 20 Marks
(Each question Carry 10 Marks)

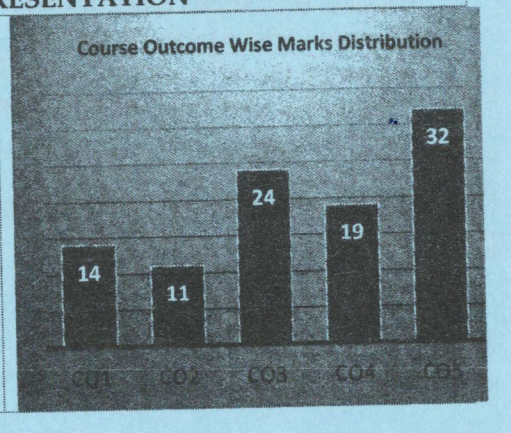
Q. No.	QUESTIONS	Marks	COs	KL
8	"A well-structured PowerPoint presentation relies more on purposeful design than flashy visual effects." Critically evaluate this statement by explaining the appropriate use of transitions, animations, and Slide Master with suitable examples. Also highlight the common mistakes presenters make when overusing these features.	10	CO2	K4
9	You have been given a raw dataset containing monthly sales records across multiple regions. Walk through the complete steps of building a PivotTable from this data, clearly explaining how you would assign fields to the Rows, Columns, and Values areas. Additionally, explain how calculated fields can be introduced to derive meaningful business insights.	10	CO1	K3
10	A colleague wants to automate a repetitive formatting task in Excel but has no programming experience. Explain to them how to record a Macro in Excel with step-by-step instructions. Also discuss why Macros are useful and what advantages they offer in a professional workflow.	10	CO4	K4

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

Course Outcomes	CO1	Explain the key principles of business law and their impact on organizations.
	CO2	Classify different types of contracts, company structures, and regulatory frameworks.
	CO3	Apply legal concepts related to contracts, corporate governance, and consumer protection.
	CO4	Examine the legal implications of business transactions and dispute resolution mechanisms.
	CO5	Evaluate ethical and legal business decisions concerning corporate social responsibility and sustainability.

GRAPHICAL REPRESENTATION





ARKA JAIN University Jharkhand — NAAC GRADE A ACCREDITED UNIVERSITY

[08-05-2026]
END SEM EXAMINATION
School of Commerce and Management

Program	**Master of Business Administration**		
Subject Name	**Legal and Business Environment**	**Session**	**Even, 2025-26**
Semester	**II**	**Year**	**April, 2026**
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 **Result** in the **Cancellation of the Papers**.		
Knowledge Level (KL)	**K1** : Remembering	**K3** : Applying	**K5** : Evaluating
	K2 : Understanding	**K4** : Analysing	**K6** : Creating

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

Q. N 1	QUESTIONS	Marks	COs	KL
i	Which of the following is considered a primary source of Indian Law? a) Judicial decisions b) Customs c) Constitution of India d) Personal opinions	01	CO1	KL1
ii	The MRTP Act was primarily enacted to: a) Promote monopoly businesses b) Control monopolistic and restrictive trade practices c) Encourage foreign investment d) Regulate labor unions	01	CO1	KL2
iii	A contract without consideration is generally: a) Void b) Valid c) Illegal d) Enforceable	01	CO2	KL2
iv	Which of the following is NOT an element of a valid contract? a) Offer and Acceptance b) Free Consent c) Social Obligation d) Lawful Consideration	01	CO2	KL1

v	The relationship between a principal and agent is governed by: a) Law of Agency b) Company Law c) Consumer Protection Law d) Environmental Law	01	CO3	KL1
vi	The document that defines the objectives of a company is called: a) Prospectus b) Memorandum of Association c) Articles of Association d) Share Certificate	01	CO2	KL2
vii	Which meeting of shareholders is held annually? a) Extraordinary General Meeting b) Board Meeting c) Annual General Meeting d) Statutory Meeting	01	CO2	KL1
viii	The Consumer Protection Act mainly aims to: a) Protect manufacturers b) Protect consumer interests c) Promote monopolies d) Reduce competition	01	CO3	KL2
ix	Intellectual Property Rights mainly protect: a) Physical property b) Creative and innovative works c) Real estate assets d) Labor contracts	01	CO4	KL1
x	CSR activities mainly focus on: a) Maximizing profit only b) Social and environmental responsibility of businesses c) Increasing employee workload d) Reducing compliance requirements	01	CO5	KL2

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

Q. No.	QUESTIONS	Marks	COs	KL
2	Explain the Legal Factors affecting business.	05	CO1	KL2
3	What is IPR? Explain its types with relevant examples.	05	CO2	KL3
4	Explain the difference between sale and agreement to sell with examples.	05	CO3	KL3
5	What do you mean by PESTLE Analysis? Explain with examples and illustrations.	05	CO3	KL3
6	Explain the role of Consumer Protection Act in safeguarding consumer rights.	05	CO4	KL3
7	Explain the objectives of Monopolistic and Restrictive Trade Practices.	05	CO5	KL3

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

Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the Objectives of The Consumer Protection Act, 2019 with examples.	10	CO1	KL4
9	Discuss the various types of Dispute Resolutions. Explain various types of Agents.	10	CO3	KL4
10	Appraise the difference between Guarantee and Indemnity. Give relevant examples in the support of your answer.	10	CO3	KL4
11	Explain in detail, Laws of Agency. Also explain the relationship between Principal Agent and Third Party.	10	CO5	KL5