



ARKA JAIN University, Jharkhand

2nd Semester Final Examination – 2018-19

Subject : Business Communication

Time : 3 Hours

Course: ~~BBA~~/BA (Hons.)

Full Marks : 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

Q.1) All questions are compulsory.

A] Multiple Choice Questions :

(10x1=10)

- a) Which of the following can hamper the process of communication?
- Channel
 - Encoder
 - Noise
 - Pollution
- b) An example of communication channel is:
- Face to face conversation
 - feedback
 - context
 - noise
- c) To decode a message is to
- Translate ideas into code
 - Informal
 - Vertical
- d) Example of oral communication is.....
- Telephone
 - Letter
 - E-mail
 - Fax
- e) Written communication includes:-
- Film
 - Reports and forms
 - Interviews
 - Speaking
- f) The following is (are) non-verbal communication.
- Facial expression
 - Appearance
 - Posture
 - All of the above.

- g) The following is the most effective way of communication:
- i) Verbal
 - ii) Non -Verbal
 - iii) Written
 - iv) All of the above
- h) Communication is the task of imparting-
- i) Training
 - ii) Information
 - iii) Knowledge
 - iv) Message
- i) Upward communication flows from..... to
- i) Upper to lower
 - ii) Lower to upper
 - iii) Horizontal
 - iv) Diagonal
- j) Appeals are used incommunication.
- i) Horizontal
 - ii) Upward
 - iii) Downward
 - iv) Grapevine

B] Very Short question

(5x2=10)

- a) "Communication is the two way process". Explain
- b) What are the different purpose of communication?
- c) Discuss the different psychological barriers to communication.
- d) What is the difference between upward and downward communication?
- e) What is Creative writing?

PART B

Q.2) Answer any four:

(4x5=20)

- i) What is communication? Discuss its importance in management.
- ii) Discuss the different language barriers to communication.
- iii) Short notes on any one:-
 - a) Vertical and Horizontal communication
 - b) Communication network
 - c) Grapevine communication
 - d) Formal communication
 - e) Informal communication.
- iv) What is the difference between Downward and Upward communication?
- v) Discuss the drawbacks of Upward communication.
- vi) Discuss the nature of Creative writing.

PART C

Answer any three:

(3x10=30)

- Q.3) What do you mean by communication? Discuss the various steps of Communication process.
- Q.4) Discuss the different barriers to Business communication. what are the different ways to overcome barriers?
- Q.5) What do you mean by Written communication? Discuss the advantages and disadvantages of written communication.
- Q.6) What do you mean by Informal communication Discuss its advantages and disadvantages.
- Q.7) Creative Writing is a way to express one's own thought and expression in writing. Discuss
- Q.8) List the essential guidelines or rules to be kept in mind while Public speaking.



ARKA JAIN University, Jharkhand

2nd Semester Final Examination – 2018-19

Subject : BRITISH DRAMA

Time : 3 Hours

Course: BAENG

Full Marks : 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

Q.1) All questions are compulsory

(10x1=10)

A) Multiple Choice Questions :

- a) Who was Arabella's first husband?
- Languish
 - Languid
 - Langour
 - None of the above
- b) Whom does Mirabell flatter to gain Millamant?
- Mr. Fainall
 - Mrs. Fainall
 - Lady Wishfort
 - Millamant herself
- c) To which country did Faustus belong?
- France
 - Rome
 - Germany
 - Britain
- d) Where does Dr. Faustus travel first?
- Italy
 - Rome
 - France
 - None of the above
- e) How much money did Millamant inherit?
- 60000£
 - 6000£
 - 5000£
 - 50000£
- f) Restoration era marks its beginning in
- 1661
 - 1664
 - 1669
 - 1660

- g) What does HOMO FUGE mean?
- i) O Man Run
 - ii) O Man Fly
 - iii) Free Man
 - iv) Conqueror
- h) What's Mirabell's first name?
- i) Edmund
 - ii) Edward
 - iii) Edgar
 - iv) None of the above
- i) Who was humiliated by Faustus?
- i) Benedick
 - ii) Raefel
 - iii) Rafe
 - iv) Benvolio
- j) Whom does Dr. Faustus serve?
- i) Charles V
 - ii) Pope of Rome
 - iii) Earl of Southampton
 - iv) Duke of Vanholt

B] Very Short question

(5x2=10)

- a) Define irony.
- b) Name the friends of Faustus.
- c) Mention two features of a tragedy.
- d) Mention any two features of Restoration era.
- e) Who were Lucifer and Mephistophilis?

PART B

Q2. Answer any four:

(4x5=20)

- i) Analyze the character of Dr. Faustus.
- ii) Write a short note on Comedy of Manners.
- iii) Comment on the political scenario of Restoration era.
- iv) Comment on the theme of greed in Dr. Faustus.
- v) Irony in The Way of the World.
- vi) Mirabell, an analysis.

PART C

Answer any three:

(3x10=30)

Q.3) Discuss Dr. Faustus as a tragedy.

Q.4) Relationships in The Way of the World.

Q.5) Bring out Hubris and Hamartia with reference to the play Dr. Faustus.

Q.6) Write short notes on:

Sir Rowland

Millamant

Q.7) How do you see William Congreve as a playwright?

Q.8) Bring out the theme of Necromancy in Dr. Faustus.



ARKA JAIN University, Jharkhand

2nd Semester Final Examination – 2018-19

Subject :British Novels

Time :3 Hours

Course: BA ENG

Full Marks :70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A,B& C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **FIVE** questions out of which **THREE** questions are to be answered.

PART A

Q.1) All questions are compulsory

A] Multiple Choice Questions :

(10x1=10)

- Walton's goal on his expedition is to
 - Find a passage between the Atlantic and Pacific
 - Find the creature
 - Find a new country
 - Find gold
- Where does the expedition find Victor Frankenstein?
 - In a cave
 - At the bottom of the ship, stowing away
 - On a floating piece of ice in the ocean
 - None of the above
- Victor's initial interest in science is sparked at age 13 when he reads
 - The works of Galileo
 - The works of Cornelius Agrippa
 - The works of Da Vinci
 - The works of Plato
- What words are used to describe Emma in the opening of the novel?
 - Poor, stupid and ignorant
 - Smart, wealthy and pretty
 - Clever, rich and beautiful
 - Clever, rich and handsome
- What event occurs immediately before the book begins?
 - The marriage of Jane Fairfax and Mr. Knightley
 - The marriage of Miss Taylor and Mr. Weston
 - The marriage of Harriet smith and Mr. Weston
 - The marriage of Isabella woodhouse and Mr. Knightly

- vi. When Crusoe eats eggs on the island, from what animal do they come?
- Seagull
 - Quail
 - Penguin
 - Turtle
- vii. In what century is Robinson Crusoe set?
- Sixteenth
 - Nineteenth
 - Eighteenth
 - Seventeenth
- viii. The main goal of feminism is to:
- Change the patriarchal nature of society
 - Assert minority rights.
 - Protect women from alienation.
 - Change voting behavior
- ix. Liberal feminism really began with:
- The Great Depression.
 - The Second World War.
 - First wave feminism
 - Second wave feminism.
- x. What is satire?
- The use of humor to mock the behavior of others
 - The use of sarcasm to criticize the behavior of others
 - All of these are correct
 - The use of irony to criticize or mock the foolish behavior of others

B] Very Short question

(5x2=10)

- Mention the main characters in the novel Frankenstein and the author.
- What do you understand by 'feminism'?
- How is Emma unique as an Austen heroine?
- What is satire?
- Name the characters of the novel Robinson Crusoe.

PART B

Q.2) Write short notes on any four with examples

(4x5=20)

- i. Is Emma a likable character? Why or why not?
- ii. What is a travelogue? Which novel is one such example of it? Discuss.
- iii. Perspective and relativity are very important aspects of Gulliver's Travels. Compare Gulliver's experiences in the first and second parts of the novel. How does Gulliver act differently? How is he treated differently?
- iv. Discuss Robinson Crusoe as a religious allegory.
- v. Frankenstein is part of the Gothic movement in literature, - a form that was only just becoming popular in England at the time of its publication. Elucidate on the genre.
- vi. Although Emma is clearly a departure from typical Austen heroines; the supporting female characters in the novel still highlight the difficulties facing women without financial independence. Elaborate.

PART C

Answer any three:

(3x10=30)

Q.3) Contemporary beliefs held that no one would be willing to read the work of a woman; the fantastic success of Mary Wollstonecraft Shelley's Frankenstein served to thoroughly disprove this theory. State your agreement/disagreement with reference to the novel.

Q.4) *“Emma Woodhouse, handsome, clever, and rich, with a comfortable home and happy disposition, seemed to unite some of the best blessings of existence; and had lived nearly twenty-one years in the world with very little to distress or vex her.”* It has been said that great novelists introduce the main themes of a book in the first sentence. What themes are suggested in the first sentence of Emma? What does it tell us about Emma Woodhouse? Discuss the use of the word “seemed,” which implies that all is not as it appears. Are the rich without cares? Is Emma as happy and clever as the first sentence states? Examine Austen’s choice of other words and phrases in this sentence.

Q.5) Consider Gulliver's stated intentions in writing about his travels. What do the letters at the beginning of the work reveal about his character? What kind of a person is Gulliver? Why is he driven to the sea repeatedly even as his wife and children wait at home?

Q.6) *“He then flees, vowing that he will build for himself a funeral pyre and throw his despised form upon the flames.”* If you had a chance to reshape the climax, how would it be?

Q.7) How does Robinson Crusoe's attitude toward wealth change in the story and why does Defoe end the novel with Crusoe a wealthy man?



ARKA JAIN University, Jharkhand

2nd Semester Final Examination – 2018-19

Subject : British Poetry

Time : 3 Hours

Course: BA -ENG

Full Marks : 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

All questions are compulsory:

1. Answer all questions briefly:

(10x2 = 20)

- i. How does the rhyme scheme of the Shakespearean sonnet differ from that of the Spenserian one?
- ii. Mention any two poets who belonged to the Graveyard school of poetry.
- iii. When was *Mac Flecknoe* written and which of Dryden's contemporaries does it satirize?
- iv. Attempt a brief definition of the Elegy as a poetic form.
- v. Discuss the meaning of 'rude' in Gray's phrase "The rude forefathers of the hamlet sleep."
- vi. Historically, who is Kubla Khan?
- vii. Why does Shelley refer to the West Wind as the "breath of Autumn's being"?
- viii. Mention any two odes written by John Keats excluding his well-known *Ode to a Nightingale*.
- ix. What does Donne mean by the phrase "dull sublunary lovers' love" in his *A Valediction: Forbidding Mourning*?
- x. Andrew Marvell's well-known poem *To His Coy Mistress* is written in the form of a syllogism. What does a syllogism mean?

PART B

2. Answer any four questions:

(4x5 = 20)

- i. Explain with reference to context:

Myself will to my darling be
Both law and impulse: and with me
The Girl, in rock and plain,
In earth and heaven, in glade and bower,
Shall feel an overseeing power
To kindle or restrain.

- ii. Explain with reference to context:

And from this chasm, with ceaseless turmoil seething,
As if this earth in fast thick pants were breathing,
A mighty fountain momentarily was forced:
Amid whose swift half-intermitted burst
Huge fragments vaulted like rebounding hail,
Or chaffy grain beneath the thresher's flail:

- iii. Explain with reference to context:

Nor you, ye proud, impute to these the fault,
If Mem'ry o'er their tomb no trophies raise,
Where thro' the long-drawn aisle and fretted vault
The pealing anthem swells the note of praise.

- iv. Write a short note on the idea of the carpe-diem in Andrew Marvell's *To His Coy Mistress*.
v. Discuss the meaning and significance of the line "They also serve who only stand and wait" from John Milton's sonnet *On His Blindness*.
vi. Briefly discuss Dryden's celebration of the power of music in his poem *A Song for St. Cecilia's Day*.

PART C

Answer any three questions:

(3 x 10 = 30)

3. Write a detailed note on Wordsworth's use of imagery in the poem *Three Years She Grew*.
4. Discuss John Dryden's *Mac Flecknoe* as a Juvenalian satire.
5. Discuss the thematic intersection of Time, Love, and Art in Shakespeare's Sonnet 18.
6. Critically examine John Donne's *A Valediction: Forbidding Mourning* as a metaphysical love poem.
7. Comment on John Keats' treatment of the theme of life and art in his *Ode to a Nightingale*.
8. Critically evaluate Coleridge's *Kubla Khan* as a romantic poem on the act of poetic creation itself.



ARKA JAIN University, Jharkhand

2nd Semester Final Examination – 2018-19

Subject : Entrepreneurship & Small Business

Time : 3 Hours

Course: BA (Eco/Eng)

Full Marks : 70

Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

Q.1) All questions are compulsory

A] Multiple Choice Questions :

(10x1=10)

- i) In MSME, the first "M" stands for :
- a) Medium
b) Multiple
c) Minor
d) Micro
- ii) The category of Entrepreneurs who create an entirely new products/services are:
- a) Innovating Entrepreneurs
b) Imitative Entrepreneurs
c) Drone Entrepreneurs
d) Fabian Entrepreneurs
- iii) NIESBUD is located in
- a) Kolkata
b) Ahmedabad
c) Hyderabad
d) NOIDA
- iv) The apex institution which develops the curriculum for Entrepreneurship Development is:
- a) NSIC
b) SIDO
c) DIC
d) NIESBUD
- v) In DIC, "I" stands for :
- a) Information
b) Industries
c) Informatics
d) Intelligence
- vi) The category of Entrepreneurs who adopt changes with caution in their enterprise are:
- a) Innovating Entrepreneurs
b) Imitative Entrepreneurs
c) Drone Entrepreneurs
d) Fabian Entrepreneurs
- vii) Which of the following exclusively provides Entrepreneurship Development Programme:
- a) NSIC
b) EDII
c) BIFR
d) DIC
- viii) The "B" in the BIFR stands for
- a) BANK
b) BUREAU
c) BOARD
d) BUSINESS
- ix) Which among the following provides provisional registration under small scale industries:
- a) NSIC
b) SIDO
c) DIC
d) NIESBUD
- x) Following institution helps in "Govt. purchase programme" to small scale enterprise:
- a) NSIC
b) DIC
c) NIESBUD
d) EDII

(5x2=10)

B] Very Short question

- a). Mention any two difference between an Entrepreneur and a Manager.
- b). Describe a Drone Entrepreneur.
- c). What do you understand by a Project Report.
- d). Mention any two factors that affect the Working Capital Requirement of an Enterprise.
- e). Mention any two sources of a new business idea.

PART B

(4x5=20)

Q.2) Answer any four:

- i) Write short notes on the challenges faced by an Entrepreneur.
- ii) Write short notes on DIC.
- iii) Mention the benefits of Industrial Estates.
- iv) Mention any five qualities of a successful entrepreneur.
- v) Write short notes on NIESBUD.
- vi) Briefly mention the steps involved in setting up an enterprise.

PART C

(3x10=30)

Answer any three:

- Q.3) Discuss the role of BFIR in revival of a Sick Industry.
- Q.4) Define the term Entrepreneurship. Discuss the various functions of an Entrepreneur
- Q.5) Discuss the role of Entrepreneur in the development of a nation.
- Q.6) What do you mean by working Capital? Describe the factors affecting the working capital.
- Q.7) Discuss the various forms of ownership pattern for an enterprise?
- Q.8) What are the problems faced by small scale industries? Discuss the remedial measures.



ENO

Subject: IT- SKILLS

Time: 2 Hours

Course: BA- ALL

Full Marks: 35

Pass Marks: 10

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts - A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **Two** questions out of which **ONE** questions are to be answered.

PART A

Q.1) All questions are compulsory

A) Multiple Choice Questions :

(5x1=5)

1. It is possible to _____ a data source before performing a merge.
 - a) Create
 - b) Modify
 - c) Sort
 - d) All of the Above
2. The numeric data entered in the worksheet is _____ aligned by default.
 - a) Left
 - b) Right
 - c) Center
 - d) Top
3. Merge cells option can be applied from
 - a) Format cells dialog box Alignment Tab
 - b) Formatting Toolbar
 - c) Both of above
 - d) None of above
4. Which of the following is graphic solution for Word Processors?
 - a) Clipart
 - b) Word Art
 - c) Drop Cap
 - d) All of Above
5. You can open the Sort dialog box by choosing Sort from the _____ menu
 - a) View
 - b) Format
 - c) Tools
 - d) Data

PART B

Q2. Very Short question

(5x4=20)

1. What are different types of fonts in MS word?
2. What is find and replace?
3. How to insert formula in cells. Give an example.
4. What are margins, what are the different types of margins formats?
5. What is the importance of studying computer application?
6. Write notes on Bullets, numbering, Clip Art, Borders, and shading in Ms Word 2007.

PART C

Answer any one:

(1x10=10)

Q3). Create 4 Slides on annual day of your college and perform the following:

- a) Give Header and Footer
- b) Give Background Color
- c) Insert Picture from Clip Art
- d) Insert Slide Numbers
- e) Insert table and charts

Q4). Write formulas for the operations (a) – (e) based on the spreadsheet given below along with the relevant cell address: write your Answer step-by-step.

| | A | B | C | D | E | F | G |
|---|-------|--------|---------|-------|-----------|-------|---------|
| 1 | SNO | Name | Science | Maths | Computers | Total | Average |
| 2 | 1 | Swati | 70 | 80 | 87 | -- | -- |
| 3 | 2 | Shruti | 90 | 98 | 89 | -- | -- |
| 4 | 3 | Neelu | 90 | 90 | 98 | -- | -- |
| 5 | 4 | Rosy | 60 | 76 | 79 | -- | -- |
| 6 | 5 | Shreya | 50 | 45 | 67 | -- | -- |
| 7 | Max | | | | -- | | |
| 8 | Total | | -- | | | | |

- (a) To calculate the Total Marks as sum of Science, Maths & Computers for each student and display them in column F.
- (b) To calculate the average marks for each student and display them in column G.
- (c) To calculate the highest marks in Computers and display it in cell E7.
- (d) To calculate the total number of students appearing for the Science test and display it in cell C8.
- (e) To create a Chart from the above table.



Subject: Business Ethics and CSR- I

Time: 1 Hour

Course: BA (FD/ENG/ECO)

Full Marks: 20

Pass Marks: 08

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A & C** are compulsory.
- **Part- B** contains **FOUR** questions out of which **TWO** questions are to be answered.

PART A

Q.1) Multiple Choice Questions

(5x1=5)

(i) The area dealing with the way a company behaves with its stakeholders is known as :

- (a) Ethics Committee
- (b) Ethics Management Program
- (c) Code of Ethics
- (d) Corporate Ethics

(ii) This is amongst the six system of thought

- (a) Manas
- (b) Mudra
- (c) Vaisheshika
- (d) All of the above

(iii) The act of telling the authorities that the organization you are working for is doing something immoral is called

- (a) Terminating
- (b) Complaint filing
- (c) Whistle blowing
- (d) None of the above

(iv) What are the sources of Ethics?

- (a) Religion
- (b) Culture
- (c) Law
- (d) All of the above

(v) An _____ is a body responsible for ensuring that human research and medical experimentation are carried out in an ethical manner.