



ARKA JAIN University, Jharkhand

4TH Semester Final Examination – 2018-19

Subject : Research Methodology

Time : 3 Hours

Course: BA

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)

- In the process of conducting research “Formulation of Hypothesis” is followed by
 - Statement of Objectives
 - Analysis of Data
 - Selection of Research Tools
 - Collection of Data
- The review of the related study is important while undertaking a research because
 - it avoids repetition or duplication
 - It helps in understanding the gaps
 - It helps the researcher not to draw illogical conclusions
 - All of the above
- The research is always –
 - verifying the old knowledge
 - exploring new knowledge
 - filling the gap between knowledge
 - all of these
- When a research problem is related to heterogeneous population, the most suitable sampling method is:
 - Cluster Sampling
 - Stratified Sampling
 - Convenient Sampling
 - Lottery Method
- What is a Research Design?
 - A way of conducting research that is not grounded in theory.
 - The choice between using qualitative or quantitative methods.
 - The style in which you present your research findings e.g. a graph.
 - A framework for every stage of the collection and analysis of data.
- The mean marks obtained by a class of 40 students is 65; The mean marks of half of the students is found to be 45. The mean marks of the remaining students is
 - 85
 - 60
 - 70
 - 65
- Read the following statements – one labelled as Assertion (A) and the other as Reason (R) :
Assertion (A) : Qualitative research in India has a long way to go to reach international standards.

Reason (R) : Because the funding agencies do not support qualitative research in academic institutions.

Find the correct answer from the codes given below :

- 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 explanation of (A).
 - c. (A) is true, but (R) is false.
 - d. Both (A) and (R) are false.
- viii. Identify the correct sequence of research steps :
- a. Selection of topic, review of literature, data collection, interpretation of findings
 - b. Review of literature, selection of topic, data collection, interpretation of findings
 - c. Selection of topic, data collection, review of literature, interpretation of findings
 - d. Selection of topic, review of literature, interpretation of findings, data collection
- ix. The value of correlation coefficient lies between:
- a. -1 to +1
 - b. 0 to 1
 - c. -1 to 0
 - d. 0 to infinity
- x. Coefficient of variation is calculated by:
- a. Standard Deviation
 - b. Mean
 - c. Both
 - d. None of these

B] Very Short question

(5x2=10)

- a) What is a Research problem?
- b) Differentiate between population and sample.
- c) Give an example of Semantic Differential Scale.
- d) What is tabulation?
- e) What is correlation?

PART B

Q2. Answer any four:

(4x5=20)

- i. Why there is need to study Research Methodology?
- ii. Differentiate between Descriptive Research and Analytical Research?
- iii. Why there is need to prepare a Research Design?
- iv. Differentiate between Questionnaire and Schedule.
- v. Draw a bar diagram to represent the following information:

Year:	2010	2011	2012	2013	2014	2015
No. of Women:	22	27	34	31	22	19

- vi. Calculate the mean for the following frequency distribution:

Marks:	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Number of students:	6	5	8	15	7	6	3

PART C

Answer any three:

(3x10=30)

Q.3) What are the steps involved in Research Process?

Q.4) What is Sampling? Differentiate between Stratified Sampling and Cluster Sampling?

Q.5) What is Measurement in Research? What are the different methods of Measurement scale?

Q.6) Explain in detail Observation and Interview method of primary data collection.

Q.7) Calculate Standard Deviation from the following set of data:

Age Group:	60-65	65-70	70-75	75-80	80-85
Frequency:	7	5	6	4	3

Q.8) Calculate Correlation Coefficient between expenditure on advertising and sales from the data given below:

Advertising:	39	65	62	90	82	75	25	98	36	78
Expenditure										
Sales:	47	53	58	86	62	68	60	91	51	84



ARKA JAIN University, Jharkhand

4th Semester Final Examination – 2018-19

Subject : Marketing Management

Course: B.A.

Full Marks : 70

Pass Marks: 28

Time : 3 Hours

- 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

Q1.) All questions are compulsory:-

A] Objective Answer Type

(10x1=10)

- Pilot marketing is also known as ____
 - Test marketing
 - Ghost marketing
 - commercialization
 - concept testing
-is the father of modern marketing.
 - Philip kotler
 - Abraham maslow
 - Luster wunderan
 - Peter drucker
- Wait & Watch strategy is used in ____ stage of PLC
 - Introduction
 - Pre-Introduction
 - withdrawal
 - Growth
- Which of the following is not an objective of promotion mix
 - Visibility
 - Huge market coverage
 - segmentaion
 - building brand image
- Tanishq uses ____ distribution network.
 - direct
 - indirect
 - sole selling agents
 - C&F agents

vi) Nike follows ____ distribution network.

- a) Exclusive
- b) Intensive
- c) Selective
- d) None of these

vii) Trade oriented strategies do not involve _____.

- a) Wholesalers
- b) Retailers
- c) Sole selling agents
- d) Manufacturer.

viii) POS is _____.

- a) Point of sale
- b) Preposition of sale
- c) Potential of sale
- d) None of these

ix) Catalogue comes under _____.

- a) Direct marketing
- b) Personal selling
- c) Sales promotion
- d) Public relations

x) Diet coke is an example of _____.

- a) brand extension
- b) re-positioning
- c) branding
- d) promotion

B] Short Answer Type

(5x2=10)

- i) Define distribution channel?
- ii) Suggest suitable promotional tools for a newly opened saloon.
- iii) What are niche products, give examples.
- iv) What do you mean by product line and product width? Explain with examples.
- v) Define positioning.

PART B

Q2.) Answer any four:

(4x5=20)

- i) Develop a communication mix for any soft drink brand
- ii) State product mix for Amul.
- iii) Should products under go Re-positioning? State reasons for your answer.
- iv) Explain the advantages and disadvantages of the following promotional tools – sales promotion and personal selling.
- v) What are the various types of middlemen in a distribution channel?
- vi) State marketing mix for Sensodyne toothpaste.

PART C

Answer any Three:

(3x10=30)

Q3.) “Advertising is a liability for the company”. Do you agree? Why?

Q4.) State marketing mix for Vistara airlines and develop a suitable pricing strategy for the same.

Q5.) describe briefly the steps involved in development of a new product in context to any packaged food brand.

Q6.) The foundation of modern marketing management is based on the concept of marketing mix.

Explain the statement.

Q7.) What are the objectives of market segmentation and write the bases of market segmentation?

Q8.) What is Patanjali’s USP and how did it act as a game changer in FMCG industry.



ARKA JAIN University, Jharkhand

4th Semester Final Examination – 2018-19

Subject: British (Victorian) Novel

Course: BA ENGLISH

Time: 3 Hours

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** Four questions are to be answered and **Part- C**, Three questions to be answered.

PART A

Q.1)A) Multiple Choice Questions

(10x1=10)

a. Who is the author of *Bleak House*?

- Thomas hardy
- Charles dickens
- Mark Twain
- Thomas Mallory

b. What is satire?

- A book about the lives of different people
- A literary work used to establish order in a written work
- A literary technique that pokes fun at human vice and foolishness
- A work of literature involving the use of hyperbole and simile.

c. Which of the following men does Harriet NOT fall in love with?

- Mr. Elton
- Mr. Weston
- Mr. Martin
- Mr. Knightley

d. Whose wedding has just taken place when the novel Emma begins?

- The Knightleys'
- The Eltons'
- The Sucklings'
- The Westons'

e. Who or what actually caused the error on the marriage certificate, which has delayed the marriage of Thomasin Yeobright to Damon Wildeve?

- Thomasin
- Damon
- Diggory Venn
- Clym Yeobright

f. What is Sugarcandy Mountain?

- i. The name of the lullaby that Napoleon forces the pigeons to sing to his thirty-one piglets
- ii. The idea of animal heaven propagated by Moses the raven
- iii. The setting for the story that Mollie tells to the lambs
- iv. The mountain visible on Animal Farm's horizon

g. What is the name of the law case, the "great matter", involving many of the main characters in Bleak House?

- i. Jarndyce & Jarndyce
- ii. Jarndyce, Jarndyce, & Jarndyce
- iii. Jarndyce vs. People
- iv. Kenge & Carboy's

h. In Animal Farm, Orwell criticizes primarily which world leader?

- i. Leon Trotsky
- ii. Vladimir Lenin
- iii. Joseph Stalin
- iv. Adolf Hitler

i. Which character in Animal Farm worked tirelessly, until he could no longer work?

- i. Boxer
- ii. Napoleon
- iii. Squealer
- iv. Benjamin

j. Which character in Animal Farm worked tirelessly, until he could no longer work?

- i. Boxer
- ii. Napoleon
- iii. Squealer
- iv. Benjamin

B) Answer all in brief

(2x5=10)

1. How many characters are there in the novel Wuthering Heights? Write a short introduction of the protagonist in the novel.
2. The city of London seems wrapped in a blanket of _____. (fog, Smog, rain) explain the significance of it in the novel.
3. When the animals tour the farmhouse, they discover that the Joneses lived in _____ (luxury, denial, squalor, sin)
4. How does Mrs. Yeobright feel about Clym's relationship with Eustacia?
5. Where is Lockwood's nightmare about Catherine Linton set? Why do you think so?

PART B

Q.2) Answer any four:

(4x5=20)

- i) Wuthering Heights gives an entirely negative view of marriage.' How far do you agree with this statement?
- ii) In *The Return of the Native*, how does Egdon Heath exert an influence on the characters?
- iii) Nature versus nurture is exemplified in Mr. Jarndyce's early remarks,
is chargeable on that incomprehensible heap of uncertainty and procrastination on which he has been thrown from his birth, I don't pretend to say; but that Chancery, among its other sins, is responsible for some of it, I can plainly see. It has engendered or confirmed in him a habit of putting off...." Explain with reference to the novel Bleak House.
- iv) What does Napoleon rename Animal Farm in his toast at the end of the novel? Why?
- v) Love and revenge forms the plot of the novel and it also has the gothic element in the novel Wuthering Heights. Discuss the plot of the novel.
- vi) They have children, and Ada and Jarndyce are frequent visitors to the new "Bleak House" they create in Yorkshire. What was the story behind the creation of the new "Bleak House"?

PART C

Answer any three

(3x10=30)

Q.3) A critic has said: 'The ending of Wuthering Heights is deliberately ambiguous. Evidence is provided for at least two points of view: that Heathcliff and Catherine are now peacefully asleep, or that they 'walk' the moors.' Comment on this view, referring to at least two other passages in the novel as well as the ending in detail.

Q.4) How do the settings in Wuthering Heights reflect elements of the Gothic genre in literature? Focus your analysis on a particular scene, using specific passage(s) from the novel.

Q.5) Dickens is fond of noting and criticizing personal and public hypocrisy. Discuss hypocrisy in its many manifestations, from the deceptive life of Lady Dedlock to the superficial love of Guppy to other examples. What hypocrisy can you find in Esther's behavior, or in Ada's behavior regarding her marriage to Richard? Explain the types of hypocrisy you see in the novel, and how they function within it.

Q.6) The last part of the novel sees the growth of an affectionate relationship, and an eventual marriage, between Thomasin and Diggory. Do you agree with the climax of the novel, *The Return of the Novel*, state the answer in your own words.

Q.7) Animal Farm is a satire of totalitarian governments in their many guises. But Orwell composed the book for a more specific purpose: to serve as a cautionary tale about Stalinism. How far do you agree with this theme of the novel, Animal Farm?

f. What is Sugarcandy Mountain?

- i. The name of the lullaby that Napoleon forces the pigeons to sing to his thirty-one piglets
- ii. The idea of animal heaven propagated by Moses the raven
- iii. The setting for the story that Mollie tells to the lambs
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B) Answer all in brief

(2x5=10)

1. How many characters are there in the novel Wuthering Heights? Write a short introduction of the protagonist in the novel.
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4. How does Mrs. Yeobright feel about Clym's relationship with Eustacia?
5. Where is Lockwood's nightmare about Catherine Linton set? Why do you think so?



ARKA JAIN University, Jharkhand

IVth Semester Final Examination – 2019-20

Subject : HEL

Time : 3 Hours

Course: BAENG

Full Marks : 70

Pass Marks: 28

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- Question Paper is divided into **Three Parts –A, B & C**
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PART A

Q.1) All questions are compulsory

(10x1=10)

A) Multiple Choice Questions :

- a) The movement of EXPRESSIONISM originated in _____
- Europe
 - Germany
 - Italy
 - None of the above
- b) Friedrich Nietzsche can be associated with _____
- Expressionism
 - Dadaism
 - Imagism
 - Magic Realism
- c) In which year did Synthetic Cubism begin?
- 1913
 - 1900
 - 1912
 - 1915
- d) Max Jacob relates to _____
- Existentialism
 - Cubism
 - Dadaism
 - None of the above
- e) James Joyce belongs to
- Victorian era
 - Modern era
 - Renaissance
 - Romantic era

- f) The term "Dada" stands for
- guinea pig
 - monkey
 - hobby horse
 - jackass
- g) The art of using brush strokes can be associated with
- Expressionism
 - Impressionism
 - Cubism
 - Dadaism
- h) Impressionism was a _____ art movement.
- Dutch
 - British
 - Roman
 - French
- i) Impressionism was developed by
- Ezra Pound
 - Manet
 - Pablo Picasso
 - None of the above
- j) Surrealism has its roots from
- Imagism
 - Magic Realism
 - Cubism
 - Dadaism

(5x2=10)

B] Very Short question

- Mention two principles of Expressionism.
- How is Modern era different from Romantic era?
- Mention any two contributions of Ezra Pound to art movements.
- Mention two principles of Cubism.
- Define Surrealism.

PART B

Q.2) Answer any four:

(4x5=20)

- Differentiate between Modernism and Post Modernism.
- Write a short note on any artist who contributed to Surrealism.
- How do you see yourself as a Modern writer?
- Comment on the beliefs of Cubism.
- Role of Imagism in literature.
- Highlight the historical background of Impressionism.

PART C

Answer any three:

(3x10=30)

Q.3) Discuss the salient features of Imagism.

Q.4) Draw a comparative study between Modern and Post Modern era with reference to British Literature.

Q.5) Elucidate the contributions of Pablo Picasso and bring out the features of Surrealism.

Q.6) Write short notes on:
Writers of the modern era
Imagists

Q.7) Discuss the doctrines of Post Modern era.

Q.8) Analyse the salient features of Expressionism.



Subject : British Poetry

Time : 3 Hours

Course: BA English

Full Marks : 70

Pass Marks: 28

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PART A

Q.1) All questions are compulsory

A] Multiple Choice Questions :

(10x1=10)

- a) Dover Beach is a..... lyric/sonnet.
- b) Paradise lost is written infree verse/blank verse.
- c) The second coming is a..... Victorian/ modern poem.
- d) 'Break Break Break' is anelegy/ode.
- e) 'The Death Bed' is about asoldier/ teacher.
- f) Beelzebub is in the support ofGod /Satan in Paradise Lost'.
- g) Satan was calledLucifer/ Mammon when he was in Heaven.
- h) "*Things fall apart; the centre cannot hold*" is from..... The Second Coming/ Lay Your Sleeping Head My Love.
- i) Stephen Spender/ Siegfried Sassoon..... has written the poem 'I Think Continually Of Those Who Were Truly Great'.
- j) The period succeeded Victorian era is known asEdwardian / Modern period.

B] Very Short question

(5x2=10)

- a) In the second stanza of "Wants", what does the narrator tell us should never be forgotten?
b)"Fallen Cherub, to be weak is miserable.
Doing or suffering: but of this be sure
To do aught good never will be our task."
Who is addressed here as Fallen Cherub by whom and why?
- c) "Princess, Potentates,
Warriors, the flower of Heaven, once yours, now lost.
Who is/are "Princess, Potentates, Warriors"? Where is he/they? Why?
- d)"Let us go then, you and I,
When the evening is spread out against the sky"
Who is inviting whom and where ?
- e) "With a bald spot in the middle of my hair—
[They will say: "How his hair is growing thin!"]"
Express your view on the given lines

PART B

Q.2) . Answer any four:

(4x5=20)

- a) What is the message of the poem 'Dover Beach'?
- b) What is the central theme of 'The Second coming'?
- c) Which one is the most famous work of John Milton and why?
- d) Write in brief about TS Eliot as a modern poet.
- e) Who has written the poem 'Insensibility'? Is it a war poetry?
- f) Write a short note on 'The Prologue' of 'Paradise lost'?

PART C

Answer any three:

(3x10=30)

- Q.3) Write critical appreciation of Alfred Tennyson's 'Break Break Break'.
- Q.4) Discuss Robert Browning's 'My Last Duchess' as dramatic monologue.
- Q.5) Describe the plot of 'Paradise Lost'.
- Q.6) Write about the character you liked the most in 'Paradise Lost'. Give reason.
- Q.7) Critically analyse the poem 'The Death Bed'.
- Q.8) What the poet wishes in the poem 'Wants'.