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ARKAJAIN
University
Jharkhand

3rd Semester End Term Examination: Jan - 2023

Subject : Strategic Human Resource Management

Course : MBA

Full Marks : 70

Roll No:

Time : 3 Hours.

Instructions to the Candidates:

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- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 12 multiple choice questions.
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PART - A

Multiple Choice Questions

[12x1=12]

- 1 i) SHRM mold the human resource in such a way to attain the
 - a) Profit
 - b) Individual goal
 - c) Organizational goal
 - d) Market Share
- ii) SHRM was first time evolved in the year
 - a) 1964
 - b) 1974
 - c) 1984
 - d) 1994
- iii) The primary source of competitive advantage in SHRM is
 - a) People
 - b) Pattern
 - c) Technology
 - d) Process
- iv) SHRM develop an organizational culture that fosters
 - a) Innovation
 - b) Flexibility
 - c) Competitive advantage
 - d) All the above
- v) SHRM Considers people as a strategic resource for attaining
 - a) Organizational Goal
 - b) Organizational Objectives
 - c) Competitive advantage
 - d) Top Position in the market

vi) Strategic planning and human resources planning basically have a symbiotic relationship, in that each function is _____

- a) Dependent on the other
- b) Independent on the other
- c) Collaborative with each other
- d) Go hand in hand

vii) The components of SHRM does not include

- a) People
- b) Perception
- c) Pattern
- d) Plan

viii) Which of the following is the proper sequence of HRM evolution?

- a) PM-HRM-SHRM
- b) PM-SHRM-HRM
- c) HRM-SHRM-PM
- d) HRM-PM-SHRM

ix) Each human is different so their behavior becomes

- a) Predictable but complex
- b) Unpredictable and complex
- c) Predictable and simple
- d) Unpredictable but simple

x) People possess knowledge, skills and abilities that offer _____ to the firm

- a) Profit
- b) Goodwill
- c) Competitive Advantage
- d) Success

xi) The "balanced scorecard" supplies top managers with a _____ view of the business.

- a) Long-term financial
- b) Detailed and complex
- c) Simple and routine
- d) Fast but comprehensive

xii) In strategic human resource management, HR strategies are generally aligned with:

- a) Business strategy
- b) Marketing strategies
- c) Finance strategy
- d) Economic strategy

PART - B

Answer any FOUR out of SIX

[4x7=28]

2. Discuss the relationship between PM, HRM & SHRM. Also differentiate between them.
3. Elaborate on different TRADITIONAL & MODERN APPROACHES to SHRM.
4. Discuss the ANALYSIS OF SELF AWARENESS through Johari Window.
5. Discuss MASLOW's NEED HIERARCHY theory. Also relate it with VROOM'S EXPECTANCY theory.
6. Elaborate on different types of EGO STATES.
7. Evaluate SHRM with respect to PM, HRM & HCM. Also explain how these three are related to each other.

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. Discuss the different PRACTICES OF HUMAN CAPITAL MANAGEMENT (HCM) in an organization.
9. HUMAN CAPITAL MANAGEMENT (HCM) is an amalgamation of various practices. Explain.
10. Explain the ANALYSIS OF TRANSACTIONS (Complimentary, Crossed & Ulterior).
11. LEADERSHIP is an action not a position. Explain it with the help of different leadership theories.



3rd Semester End Term Examination: Jan - 2023.

Subject : Managing Banks and Financial Institutions

Course : MBA

Roll No:

Full Marks : 70

Time : 3 Hours.

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PART - A

Multiple Choice Questions

[12x1=12]

- 1 i) National Housing bank is a fully owned subsidiary of _____.
- a) HDFC
b) HSBC
c) RBI
d) HUDCO
- ii) Financial institutions are also known as _____.
- a) Financial organization
b) Financial intermediaries
c) Financial system
d) Any of the above
- iii) _____ is the first development financial institution in India.
- a) IDBI
b) ICICI
c) IFCI
d) RBI
- iv) IDBI was established in _____.
- a) 1948
b) 1954
c) 1992
d) 1964

- v) What is Notice Money?
- It is an overnight loan in the Money Market
 - It is loan of above 14 days to 364 days in the money market
 - What is Term Money?

- It is an overnight loan in the Money Market
- It is loan of above 14 days to 364 days in the money market
- Which of the following is not related with Money Market?
 - Treasury Bills
 - Certificates of Deposit

viii) Which of the following statement is true about Commercial Paper?

- It is traded in the money market
- It is a promissory note
- It was introduced in 1990
- Which is not one of the development steps taken for Capital Market?
 - Open Outcry
 - Establishing SEBI

ix) Which of the following is least risky?

- Equity
- Treasury Bills

x) Which security holders will receive arrears of the non-payment of dividends by the Company during the loss?

- Cumulative Preference Share Holders
- Convertible Preference Share Holder
- Non-Cumulative Preference Share Holders
- Ordinary Equity Holders.

xii) _____ allocates saving efficiently in an economy to ultimate users either for Investment in real assets or for consumption.

- Economic system
- Financial system

PART - B

Answer any FOUR out of SIX

[4x7=28]

- Discuss the role of insurance companies as well as IRDA.
- State and describe various instruments in capital market.
- How Central Bank of India controls credit? Explain
- Differentiate between Capital and Money Market securities
- Explain the need and importance of nationalization of banks for economic growth of India.
- What do you mean by Depository. Explain

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. "Commercial banks are special among the intermediaries for the development of the economy." Justify

- What is National Pension System? What are the features of the retirement account provided under NPS?
- What do you mean by E-Banking? What is the importance of E-Banking in the development of Banking System

11. Case Study: Strategies at the Time of Management Succession

The \$23-billion Reliance Industries, representing 4% of India's economy spliced between the brothers Anil and Mukesh Ambani, heirs to the sprawling industries created by their father, Dhirubhai Ambani. It operates in the fields of petrochemicals, telecom, textiles, oils, and finance. It was India's largest private sector company, and had the most shareholders of any company in the world. It was also the only Indian private company in the Fortune 500, and the first to float ADRs in the US market. It operates some of the world's largest oil refineries, and their telecom company purchased FLAG Telecom, with 50,000 kilometers of undersea fiber-optic cable. The founder, Dhirubhai Ambani, structured the company with a number of holding companies, and subdivisions, over 300 inter-connected organizations. He died in 2002, leaving a murky succession plan. His two sons, Mukesh, a hard-driving engineer, and Anil, seen as a dynamic business-oriented industrialist, assumed the reins, but signs of a split were visible early on, with Anil a noshow at the IPO of Reliance Infocom. Mukesh was named the Chairman and Chief Managing Director. Anil filed his papers for the Indian parliament's upper house in 2004, but faced objections from Mukesh camp.

Question: What are strategies and tactics aimed directly at gaining power under political strategies and tactics?



3rd Semester End Term Examination: Jan - 2023.

Subject : Manpower Planning Recruitment and Selection (HR)

Course : MBA

Roll No:

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Time : 3 Hours.

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Multiple Choice Questions

PART - A

[12x1=12]

1. i) Manpower planning is done by an organisation to understand
 - a) Future manpower needs
 - b) Past manpower needs
 - c) Attrition rate
 - d) To assess performance
- ii) Effective manpower planning helps an organisation to achieve.
 - a) Organisational goals and Objectives
 - b) Rewards and Recognition
 - c) Market leadership
 - d) Financial sufficiency
- iii) The most vital resource for an organisation is
 - a) Employees
 - b) Share holders.
 - c) Immovable assets
 - d) Market share
- iv)helps an organisation to effectively utilise human resource through planning and timely execution
 - a) Performance appraisal
 - b) Performance management
 - c) Collaboration
 - d) Manpower Planning
- v) On the day of joining the employee is introduced to the company and other employees, this process is called.
 - a) Induction.
 - b) Training & Development
 - c) Introduction
 - d) All the above

A job advertisement is a critical information as it informs the applicant about

- a) Job Designation
 - b) Salary
 - c) Role
 - d) All the above
- i) Which is the first step in employing individuals in an organisation?
- a) Job Analysis.
 - b) Selection
 - c) Interview
 - d) Recruitment
- ii) Which of the step is most critical in selection of employee
- a) Manpower planning
 - b) Interview
 - c) Background Check
 - d) Salary Negotiation

Which firms are called head hunters?

- a) Strategic Consultant
- b) Recruiters
- c) Collaborators
- d) All the above

The type of person and skill set required is done by

- a) Job Analysis
- b) Job satisfaction
- c) Job Design
- d) On Job training

Sources of recruitment should be regularly

- a) Assessed
- b) Changed
- c) Checked
- d) Inspired

Psychological tests are part of

- a) Interview
- b) Manpower planning
- c) Exit Interview
- d) Promotion

PART - B

Answer any FOUR out of SIX

[4x7=28]

2. During your internship, what was the realistic job preview that you could draw out for yourself in the role of an HR executive?
3. How does trend analysis help in manpower forecasting?
4. Explain the complete process of manpower planning, recruitment and selection step wise, in detail.
5. What are the different ways in which an organisation can acquire employees for a particular position?
6. What do you understand by the term competency mapping?
7. What is the meaning of job specification and job description?

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. What are the best recruitment practices used in organisations in India?
9. In the interviews that you have attended so far which was the most relevant question asked as per the job role applied for you?
10. If you are a recruiter for a news agency what type of interview and selection process will you carry out for recruiting the HR executives?
11. Does realistic job preview help understand a job better if so why and how?



3rd Semester End Term Examination: Jan - 2023.

Subject : Investment Analysis and Portfolio Analysis

Course : MBA

Full Marks : 70

Roll No:

Time : 3 Hours.

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PART - A

Multiple Choice Questions

[12x1=12]

- 1 i) If risk free rate of return is 7 %, market return is 11% and the cost of equity is 15%, the value of beta is:
- a) 1.2
 - b) 1.6
 - c) 1.5
 - d) None of these
- ii) During the past five years, the returns of a stock were 0.07, -0.09, 0.06, 0.10 & 0.06 then compute the arithmetic mean?
- a) 1.189
 - b) 1.689
 - c) 1.456
 - d) None of these
- iii) ----- is a non-standardized contract between two parties to buy or sell an asset at a specified future time at a price agreed on at the time of conclusion of the contract, making it a type of derivative instrument.
- a) Forward contracts
 - b) Future contracts
 - c) Swaps
 - d) Option
- iv) A portfolio comprises two securities and the expected return on them is 16% and 18% respectively. Determine return of portfolio if first security constitutes 30% of total portfolio.
- a) 12.4%
 - b) 13.4%
 - c) 17.4%
 - d) 15.4%

v) ----- is that market price action reflects all available information and the market Price movement is comprised of three main trends.

- a) CAPM
- b) Dow Theory
- c) SMA
- d) Fundamental Analysis

vi) The details for an Investment of Mid Cap stock Fund are as follows:-

Portfolio return 30 %; Risk free rate = 12%; Standard Deviation = 10; so the calculation of the Sharpe Ratio will be as follows:-

- a) 1.45
- b) 1.33
- c) 1.67
- d) None of these

vii) If there is an increase in interest rates an the fixed interest rate of the corporate bond will

- a) Return to the corporation
- b) Decrease in Value
- c) Remain unchanged
- d) Increase in Value

viii) The process by which one chooses the securities, derivatives, and other assets to include in a portfolio is known as

- a) Portfolio Selection
- b) Portfolio Revision
- c) Portfolio Diversification
- d) None of these

ix) ----- is a theory on how risk-averse investors can construct portfolios to maximize expected return based on a given level of market risk.

- a) Technical Analysis
- b) Variance
- c) Coorelation Coefficient
- d) Modern Portfolio Theory

x) ----- is a contract that derives its value from the performance of an underlying entity. This underlying entity can be an asset, index, or interest rate, and is often simply called the "underlying".

- a) Capital Markets
- b) Currency Derivatives
- c) Financial Derivatives
- d) Money Market

xi) Which of the following is not a credit rating agency?

- a) CRISIL
- b) ICRA
- c) NASDAQ
- d) CARE

xii) A price weighted index is an arithmetic mean of -

- a) Future prices
- b) Current prices
- c) Quarter prices
- d) None of these

PART - B

Answer any FOUR out of SIX

[4x7=28]

2. What is Portfolio Management? What are the various approaches to Portfolio Analysis and Portfolio Evaluation?

3. What do you understand by Future contracts? How it is different from forward contracts? What are its different types?

4. What do you understand by 'Risk', 'Return' and 'Risk-Return Trade off' in respect of Investment? What are the factors that affect it?

5. Correlate the linkages between Domestic & Global Stock Market

6. Do you consider SEBI as an effective regulator of capital market? Comment.

7. Explain the Dow Theory. Is it useful in predicting the price behavior of stocks?

PART - C

[2x15=30]

Answer any TWO out of FOUR

8. Distinguish between Treynor and Sharpe indices of portfolio performance. Which do you recommend? Why?

9. What is the rationale behind Capital Asset Pricing Model (CAPM)? What are the basic assumptions of CAPM? What are the advantage of adopting CAPM model in the portfolio management?

10. Stocks x and y have yield the following returns for the past two years.

Years	Return %	x	y
2020		14	16
2021		19	13

a) What is expected return on portfolio made up of 60 percent of x and 40 percent of y?
 b) Find out standard deviation of each stock. What is co-variance and co-efficient of correlation between x and y?

c) What is portfolio risk of a portfolio made up of 60 percent of x and 40 percent of y?
 11. The efficient Market Hypothesis states that no one can earn above normal returns consistently buy using technical analysis or Fundamental Analysis." If this is true then Security Analysis should be a fruitless endeavour. What are your Views on this? Explain.

PART - C

Answer any TWO out of FOUR

[2x15=30]

R furnishes the following particulars of his income for the previous year 2019-20:

Sl. No.	Particulars	Amount
1	Income from Salary (computed)	68,000
2	Income from house A	36,000
3	Loss from house B	24,000
4	Loss from house C	22,000
5	Profit from business A	60,000
6	Profit from business B	70,000
7	Profit from share business (speculative)	82,000
8	Loss from silver business (speculative)	94,000
9	Short term capital loss on sale of land	44,000
10	Income from Card Games	22,000
11	Winnings from lotteries (gross)	60,000
12	Income from horse races in Delhi (Gross)	40,000

a) Compute the Gross Total Income of R for the assessment year 2020-21.

b) Calculate his tax liability.

Mr. A registered person under GST located in Tamil Nadu, sold goods worth Rs. 10,000 after manufacture to Mr. C of Chennai. Subsequently, Mr. C sold these goods to Mr. H of Hyderabad for Rs. 17,500. Mr. H being a trader finally sold these goods to customer Mr. S of Secunderabad for Rs. 30,000.

Applicable rates of CGST = 9%, SGST = 9% and IGST = 18%

Find the net tax liability of each supplier of goods and revenue to the government.

J. R owns 3 house properties situated in Delhi. The particular of the houses are as under:

Particulars	House 1	House 2	House 3
	Rs.	Rs.	Rs.
Municipal Value	1,00,000	1,50,000	2,00,000
Fair Rent	1,40,000	1,80,000	2,40,000
Standard Rent	1,20,000	2,00,000	NIL
Actual Rent (p.m.)	12,000	17,500	21,000
Period of vacancy	Nil	1 month	6 months
Municipal taxes for the year	20% of M.V.	40,000	50,000
Municipal tax paid during the year	20,000	80,000	30,000

a) Compute the income under the head house property of all the three properties.

b) If Mr. R owns all three houses for his residential purpose, comment on his tax liability.



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3rd Semester End Term Examination: Jan - 2023.

Subject : Taxation
Course : MBA
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Roll No:
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PART - A

Multiple Choice Questions

[12x1=12]

- i) The principal that states about the time of tax to be paid is:
 - a) Canon of Equality
 - b) Canon of Certainty
 - c) Canon of Economy
 - d) Canon of Convenience
- ii) Income which accrue or arise outside India but are received directly into India are taxable in case of:
 - a) Resident only
 - b) Both ordinary resident and not ordinary resident
 - c) Non-Resident
 - d) All the assesses
- iii) The Municipal Value of a house is Rs. 1, 00, 000; Fair Rent is Rs. 1, 20,000; Standard Rent is Rs. 1, 10,000; Rent Received or Receivable is Rs. 1, 40,000; Municipal Tax paid @ 10%. What would be the Annual Value of the house?
 - a) Rs. 90,000
 - b) Rs. 1, 00,000
 - c) Rs. 1, 30,000
 - d) Rs. 1, 26,000
- iv) Unrealised rent is a deduction from:
 - a) Gross Annual Value
 - b) Income from the head house property
 - c) Net Annual Value
 - d) None of the above

- v) While calculating the Business Income, 'Depreciation' is allowed in case of:
- Tangible assets only
 - Intangible assets only
 - Tangible & Intangible assets
- vi) If unlisted debentures are sold after 12 months but before 36 months the capital gain arising from such sale is a:
- Short-term Capital Gain
 - Long-term Capital Gain
 - Incomplete Information
 - None of the above
- vii) Winning from lotteries, crossword puzzles, horse races & card games, etc. are casual income & hence:
- Fully exempt
 - Exempt upto Rs. 5,000
 - Fully Taxable
 - Exempt upto Rs. 10,000
- viii) An individual has received a gift of Rs. 60,000 each during the previous year from his two friends, the amount taxable under the head income from the other sources shall be:
- Rs. 20,000
 - Rs. 1,20,000
 - NIL
 - Rs. 70,000
- ix) Short-term capital loss of particular assessment year can be set off in the same assessment year from:
- Short-term capital gain only
 - Long-term capital gain only
 - Long-term or Short-term capital gain
 - Any of the above gain
- x) Deduction u/s. 80C is allowed to the maximum of:
- Rs. 1,00,000
 - Rs. 1,40,000
 - Rs. 1,50,000
 - Rs. 2,00,000
- xi) What are the taxes levied on an Intra-State Supply?
- CGST
 - SGST
 - CGST & SGST
 - IGST
- xii) Supply of two or more taxable supplies naturally bundled and supplied is called a) Mixed supply
- Mixed supply
 - Composite supply
 - Common supply
 - Continuous supply

PART - B

Answer any FOUR out of SIX

- Discuss the canons of taxation and comment on its significance in India.
- Name the different types of provident funds. Can a non-salaried person be a member of a provident fund? If so, name the fund and discuss its details.
- What deductions are available u/s. 24 while calculating income from house property? Explain with proper examples, the process of calculating the net income from house property.
- During the financial year 2021-22 Mr. Somme had the following income:
 - Salary income received in India for services rendered in Canada Rs 3, 90,000
 - Income from profession in India, but received in Japan Rs. 3, 60,000
 - Property in Uganda (out of which Rs 2, 40,000 was remitted to India). Rs. 5, 00,000
 - Agricultural income in Uganda Rs. 1, 60,000

e) Profits from a business carried on at Nepal but controlled from India Rs. 2, 20,000
Compute the income of Mr. Somme for the year 2021-22 if he is

- Resident and ordinary resident,
- Not ordinary resident, and
- Non-resident in India

6. From the following particulars of Shri Ram Kishan, a manager of a firm, compute his taxable income from salary for the financial year 2021-22.

i) Basic Salary (p.m)	Rs.
ii) D.A. ((included in Salary for retirement benefits) p.m.)	23,400
iii) Own Contribution towards recognized provident fund (p.m.)	4,000
iv) Employer's Contribution towards recognized provident fund (p.m.)	2,880
v) Interest on RPF @ 13% (p.a.)	2,880
vi) HRA (Rs. 7,200 p.m.), Rent Paid for house at Delhi (pm.)	46,800
vii) Medical Allowance (p.m.)	13,800
viii) Shri Ram Kisha was also provided with a motor car of 1.3 litre rating for his official as well as private use by the employer. Exps. on running and maintenance including depreciation are -	1,000
ix) Professional Tax paid	40,000
	800

7. The following incomes are received by Mr. Mohan during financial year 2020-21:

	<u>Rs.</u>
a. Director's fees	2,000
b. Income from agricultural land in Pakistan	5,000
c. Ground rent for land in Pathankot	10,000
d. Interest on Postal Savings Bank A/c	100
e. Interest on deposits with IFCI	500
f. Dividend from a foreign company	700
g. Rent from sub-letting a house	26,250
h. Rent payable by Mr. Mohan for the sub-let house	12,000
i. Other expenses on sub-let-house	1,000
j. Winnings from horse-race (gross)	12,300
k. Interest on securities (gross)	4,000

You are required to calculate Income from other sources of Mr. Mohan for the assessment year 2021-22.



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Subject : Sales and Distribution Management **Roll No:**

Course : MBA

Full Marks : 70 **Time : 3 Hours**

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PART - A

Multiple Choice Questions **[12x1=12]**

- 1 i) Sales management is solely concerned with
- a) The Direction and Control of The Sales Force
 - b) Organization Development & Learning
 - c) Outsourcing Evaluation
 - d) None
- ii) Market Driven Organization means -
- a) Right Product
 - b) At the Right Price
 - c) At the Right Time
 - d) All The Above
- iii) Which one is not part of Sales Team -
- a) Sales Representative
 - b) Branch Manager
 - c) Outsourced Promoter
 - d) General Manager
- iii) Market Development is an activity in which a company tries to sell -
- a) Existing Product New Group of Customers
 - b) Existing Product to Existing Customers
 - c) New Product to Existing Customers
 - d) New Products to New Customers

PART - B

Answer any FOUR out of SIX

2. Briefly describe Expert Opinion Method.
3. Briefly explain the Process of personal selling.
4. How do you differentiate between marketing and selling?
5. What steps can be taken to reduce Sales Persons role ambiguity?
6. What do you mean by "Sales Management"? Is it a part of marketing Management?
7. Define market potential. How does it differ for sales potential? How is market potential estimated?

PART - C

[2x15=30]

Answer any TWO out of FOUR

8. What is Sales Force Management? Explain the Role of Sales Manager.
9. What are the steps involved in sales forecasting? Explain them briefly.
10. Write an essay on 'Personal Selling', bringing out clearly the concept, desirable qualities of sales persons and the process involved therein.
11. Explain the method of sales force assignment to territories having equal sales potential. Illustrate your answer with examples.

- iv) A Good selling person has to have skill for _____
 - a) Pursuit & Patience
 - b) Perseverance
 - c) Persuasion
 - d) All of these
- v) Selling is _____
 - a) Different from marketing
 - b) A sub-function from marketing
 - c) Same as marketing
 - d) More than marketing
- vi) Market size analytics is the process of _____
 - a) Working out how large the market is for your products and services
 - b) Whether there is sufficient growth potential
 - c) Both the Above
 - d) None of the Above
- vii) Demand forecasting is an area of _____
 - a) Predictive analytics
 - b) Estimate the quantity of a product or service your consumers are likely to buy
 - c) Involves activities to look at historical sales data or current data from test markets
 - d) All the Above
- viii) Market Driven Organizations keep _____ First across the functions of organization-
 - a) Product
 - b) Process
 - c) Market
 - d) Customer
- ix) The Authority to hire and fire employees lies with _____
 - a) Team Leader
 - b) Supervisor
 - c) Manager
 - d) Any of the above
- x) A good sales person should have following quality/qualities
 - a) Job commitment
 - b) Sociability
 - c) Empathy
 - d) All of these
- xii) Physical distribution is the set of activities concerned with _____
 - a) Physical status of goods to be used for storing
 - b) Efficient movement of finished goods from the end of the production operation to the consumer.
 - c) Physical examination of goods and taking them to market
 - d) None of the above



ARKAJAIN
University
Jharkhand

3rd Semester End Term Examination: Jan - 2023.

Subject : Consumer Behaviour

Course : MBA

Full Marks : 70

Roll No:

Time : 3 Hours.

Instructions to the Candidates:

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- Start writing from 2nd page onwards; Don't Write On The 1st Page Backside.
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PART - A

Multiple Choice Questions

[12x1=12]

- 1 i) Need of customers are triggered-----
- a) Internal stimuli
 - b) External stimuli
 - c) Both a and b
 - d) None of the above
- ii) Customers keeping such information that supports their attitude towards brand is classified as
- a) Selective Attention
 - b) Selective Distortion
 - c) Selective Retention
 - d) All of the above
- iii) The whole sellers and retailers buying behaviour is classified as
- a) Business Buying Behaviour
 - b) Derived Demand
 - c) Business Buying Process
 - d) Cognitive Dissonance
- iv) Maslow's hierarchy of needs includes all EXCEPT which of the following?
- a) Cognition
 - b) Physiological
 - c) Safety
 - d) Belongingness
- v) According to Freud, which of the following is our conscious self?
- a) The Id
 - b) The Ego
 - c) The Superego
 - d) None of the above

vi) An external trigger that encourages learning is called:

- a) A response
- b) A Cue
- c) Reinforcement
- d) None of the above

vii) What does VALS stand for?

- a) Value Added Living Systems
- b) Values and Life Styles
- c) Variable Living Styles
- d) None of the above

viii) A person's_ comprises internal factors, such as ability, intelligence and personality, and will determine how an individual responds to certain stimuli.

- a) Sensory Limit
- b) Cognitive Set
- c) Perceptual Set
- d) Psychological Threshold

ix) The place in the business buying behaviour model where interpersonal and individual influences might interact is called the

- a) Environment
 - b) Response
 - c) Stimuli
 - d) Buying Centre
- x) First Stage in the model of consumer decision making is
- a) Need
 - b) Purchase
 - c) Information Search
 - d) Evaluation of Alternatives

xi) The final stage in the Consumer Decision Making Model is:

- a) Pre-Purchase
- b) Post Purchase
- c) Purchase
- d) Evaluation of Alternatives

xii)is displayed by a person while buying milk

- a) Selective Buying Behaviour
- b) Routinized Buying Behaviour
- c) Extensive Buying Behaviour
- d) None

PART - B

Answer any FOUR out of SIX

[4x7=28]

2. Explain what you understand by the term 'learning' and highlight the value of learning theory to the marketing of products and services
3. Discuss the value of using demographic factors and benefit factors as bases for consumer market segmentation
4. Outline Maslow's Hierarchy of Human Needs and summarise the importance of the theory in the development of promotional campaign for products and services.
5. The way consumers perceive products and services will have a direct effect on the purchasing behaviour. What are the key influences on consumer perception
6. Explain how models of consumer behaviour can contribute to the development of marketing campaigns?
7. Discuss the main influences on consumer behaviour and provide examples to support your recommendations

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. The discipline of consumer behaviour is rooted in the marketing concept". Elucidate. Discuss the need to study consumer behaviour and its interdisciplinary nature.
9. Define extensive, limited problem solving and routinized response behaviour. What level of consumer decision making will be used by consumers for the following two cases:
Selection of school for their child.
Purchase of an anniversary greeting card.
10. Briefly state the various stages of the Consumer decision making process that a consumer will go through when purchasing a Laptop for the first time. What is meant by cognitive dissonance and how will it be overcome in this case.
11. Discuss the concept of market segmentation and highlight the value of psychographic factors as bases for consumer market segmentation.?



3rd Semester End Term Examination: Jan - 2023.

Subject : Investment Analysis and Portfolio Analysis

Course : MBA

Full Marks : 70

Roll No:

Time : 3 Hours.

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PART - A

Multiple Choice Questions

[12x1=12]

- 1 i) If risk free rate of return is 7 %, market return is 11% and the cost of equity is 15%, the value of beta is:
- a) 1.2
 - b) 1.6
 - c) 1.5
 - d) None of these
- ii) During the past five years, the returns of a stock were 0.07, -0.09, 0.06, 0.10 & 0.06 then compute the arithmetic mean?
- a) 1.189
 - b) 1.689
 - c) 1.456
 - d) None of these
- iii) ----- is a non-standardized contract between two parties to buy or sell an asset at a specified future time at a price agreed on at the time of conclusion of the contract, making it a type of derivative instrument.
- a) Forward contracts
 - b) Future contracts
 - c) Swaps
 - d) Option
- iv) A portfolio comprises two securities and the expected return on them is 16% and 18% respectively. Determine return of portfolio if first security constitutes 30% of total portfolio.

- v) ----- is that market price action reflects all available information and the market Price movement is comprised of three main trends.
- CAPM
 - Dow Theory
 - SMA
 - Fundamental Analysis
- vi) The details for an Investment of Mid Cap stock Fund are as follows:-
Portfolio return 30 %; Risk free rate = 12%; Standard Deviation = 10; so the calculation of the Sharpe Ratio will be as follows:-
- 1.45
 - 1.33
 - 1.67
 - None of these
- vii) If there is an increase in interest rates an the fixed interest rate of the corporate bond will
- Return to the corporation
 - Decrease in Value
 - Remain unchanged
 - Increase in Value
- viii) The process by which one chooses the securities, derivatives, and other assets to include in a portfolio is known as
- Portfolio Selection
 - Portfolio Revision
 - Portfolio Diversification
 - None of these
- ix) ----- is a theory on how risk-averse investors can construct portfolios to maximize expected return based on a given level of market risk.
- Technical Analysis
 - Variance
 - Coorelation Coefficient
 - Modern Portfolio Theory
- x) ----- is a contract that derives its value from the performance of an underlying entity. This underlying entity can be an asset, index, or interest rate, and is often simply called the "underlying".
- Capital Markets
 - Currency Derivatives
 - Financial Derivatives
 - Money Market
- xi) Which of the following is not a credit rating agency?
- CRISIL
 - ICRA
 - NASDAQ
 - CARE
- xii) A price weighted index is an arithmetic mean of -
- Future prices
 - Current prices
 - Quarter prices
 - None of these

Answer any FOUR out of SIX

PART - B

[4x7=28]

- What is Portfolio Management? What are the various approaches to Portfolio Analysis and Portfolio Evaluation?
- What do you understand by Future contracts? How it is different from forward contracts? What are its different types?
- What do you understand by 'Risk', 'Return' and 'Risk-Return Trade off' in respect of Investment? What are the factors that affect it?
- Correlate the linkages between Domestic & Global Stock Market
- Do you consider SEBI as an effective regulator of capital market? Comment.
- Explain the Dow Theory. Is it useful in predicting the price behavior of stocks?

Answer any TWO out of FOUR

PART - C

[2x15=30]

- Distinguish between Treynor and Sharpe indices of portfolio performance. Which do you recommend? Why?
 - What is the rationale behind Capital Asset Pricing Model (CAPM)? What are the basic assumptions of CAPM? What are the advantage of adopting CAPM model in the portfolio management?
 - Stocks x and y have yield the following returns for the past two years.
- | Years | Return % | x | y |
|-------|----------|----|----|
| 2020 | | 14 | 16 |
| 2021 | | 19 | 13 |
- What is expected return on portfolio made up of 60 percent of x and 40 percent of y?
 - Find out standard deviation of each stock. What is co-variance and co-efficient of correlation between x and y?
 - What is portfolio risk of a portfolio made up of 60 percent of x and 40 percent of y?
11. The efficient Market Hypothesis states that no one can earn above normal returns consistently by using technical analysis or Fundamental Analysis. " If this is true then Security Analysis should be a fruitless endeavour. What are your Views on this? Explain.



3rd Semester End Term Examination: Jan - 2023.

Subject : Performance Management
Course : MBA
Full Marks : 70

Roll No:

Time : 3 Hours.

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PART - A

Multiple Choice Questions

[12x1=12]

- 1i) Which company first developed the 360-degree system of the appraisal?
a) Wipro in 1990 b) Godrej Soaps in 1991
c) General Electric, the US in 1992 d) None of the above
- ii) Who is in the best position to observe and evaluate an employee's performance for the purposes of a performance appraisal?
a) Peers b) Customers
c) Top management d) Immediate supervisor
- iii) Willingness, capacity & opportunity to perform are said to be:
a) Performance outcomes b) Determinants of performance
c) Performance appraisals d) Types of performance standards
- iv) Which of the following is not a component of job design?
a) Job enrichment b) Job rotation
c) Job reengineering d) Job outsourcing
- v) A mentally or emotionally disquieting response to a difficult condition or situation.
a) Stress b) Worries
c) Burnout d) Eustress



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- vi) What do performance appraisals measure?
- a) Generic dimensions of performance b) Performance of actual duties
c) Employee competency d) All the above
- vii) In traditional focus, providing opportunities for learning is part of
- a) Training and development b) Performance appraisal
c) Recruiting and placement d) Human resource planning
- viii) Which of the following terms refers to a performance appraisal based on surveys from peers, supervisors, subordinates, and customers?
- a) 360-degree feedback b) Team appraisals
c) Upward feedback d) Rating committee
- ix) Rewards offered to labours involved in the production, are categorized as:
- a) Salary b) Fringe benefits
c) Wage d) Commission
- x) One of the following is the future-oriented appraisal technique.
- a) MBO b) Rating scale
c) Checklist d) BARS
- xi) Which of the following is not a major personnel selection method?
- a) Focus groups b) Biodata
c) Graphology d) References
- xii) In career development, providing individual development plans for employees is part of
- a) Individual role b) Manager role
c) Employer role d) Line manager

PART - B

Answer any FOUR out of SIX

[4x7=28]

2. What is Performance Management?
3. What is Performance Appraisal
4. Write the difference between traditional and Modern Methods of Performance Appraisal
5. Write the concept of a 360-degree feedback system.
6. Give a brief description of the dimensions and Need for Performance Management.
7. Explain the concept of Biases in Feedback and Appraisal.

PART - C

Answer any TWO out of FOUR

[15 x 2=30]

8. What is Performance Appraisal? Define Characteristics of Performance Appraisal.
9. Explain the Performance Appraisal Process and specify the Mistakes made by HRD in PA.
10. Explain the whole process of the 360-degree feedback system.
11. Write the whole process of Appraisal Interviews.

