

03/05/2024 M 120



**ARKA JAIN University**  
Jharkhand



END SEM EXAMINATION  
School of Commerce & Management

Program	Bachelor of Business Administration (Finance Specialization)	
Subject Name	Company Accounts and Audit	Semester VI Year April 2024
<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; don't write on the 1st Page Backside</li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Two out of Four of Section C</li> <li>Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will result in the Cancellation of the Papers.</li> </ul>		
Time: 3 Hour Max. Marks : 70		

Section A (Each question Carry 01 Marks from Q1-i to xii) - 12 Marks		Q. N1	QUESTIONS	Marks	CO	KL	POs
i	Debentures are another way for companies to raise capital. What differentiates debenture holders from shareholders? a) Debenture holders have voting rights. b) Debenture holders are creditors, while shareholders are owners. c) Debentures offer a fixed interest rate, while dividends on shares are variable. d) Debentures mature and are repaid, while shares are perpetual.	01	CO1	K2	PO2		
ii	A company offers shares to the public for subscription. What happens if a subscriber fails to pay the allotted amount? a) The company automatically cancels the subscription. b) The company can forfeit the shares, subject to limitations. c) The company issues bonus shares to compensate for the non-payment. d) The company reduces the face value of the shares.	01	CO1	K3	PO3		
iii	Debentures can be secured or unsecured. What is the difference between them? a) Secured debentures are backed by specific assets, while unsecured ones are not.	01	CO1	K3	PO4		

Q. No.	QUESTIONS	Marks	CO	KL	POs
7	Mohit Glass Ltd. issued 20,000 shares of Rs.100 each at Rs.110 per share, payable Rs.30 on application, Rs.40 on allotment (including Premium), Rs.20 on first call and Rs.20 on final call. The applications were received for 24,000 shares and allotted 20,000 shares and rejected 4,000 shares and amount returned thereon. The money was duly received. Give journal entries.	07	CO1	K5	PO5
<b>Section C (Answer any TWO out of FOUR) - 30Marks</b> (Each question Carry 15 Marks)					
8	X.Ltd. issued 15,000, 10% debentures of Rs 100 each. Give journal entries and present it in the balance sheet in each of the following cases: (i) The debentures are issued at a premium of 10%; (ii) The debentures are issued at a discount of 5%; (iii) The debentures are issued as a collateral security to bank against a loan of Rs 12,00,000; and (iv) The debentures are issued to a supplier of machinery costing Rs 13,50,000.	15	CO1	K5	PO2
9	Prepare the Format for the Liquidator's Final Statement Of Account. Also discuss the points to be kept while preparing The Liquidator's Final Statement Of Account	15	CO4	K3	PO4
10	What do you mean by Holding Company? How it is different from Subsidiary Company?	15	CO3	K2	PO1
11	Kishna Ltd. issued 15,000 shares of Rs.100 each at a premium of Rs.10 per share, payable as follows: On application Rs.30 On allotment Rs.50 [including premium] On first and final call Rs.30 All the shares subscribed and the company received all the money due, with the exception of the allotment and call money on 150 shares. These shares were forfeited and reissued to Neha as fully paid share of Rs.12 each. Give journal entries in the books of the company.	15	CO1	K5	PO4

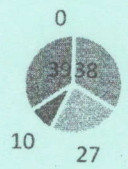
iv	<p>b) Secured debentures offer a higher interest rate than unsecured ones.</p> <p>c) Unsecured debentures have voting rights, while secured ones do not.</p> <p>d) Secured debentures mature earlier than unsecured ones.</p> <p>Companies can undergo various forms of business combinations. Which option involves a smaller company merging into a larger one?</p> <p>a) Conversion</p> <p>b) Absorption</p> <p>c) Amalgamation</p> <p>d) External Reconstruction</p>	01	CO3	K4	PO5
v	<p>The asset-backing method of share valuation considers a company's net assets. What does this method calculate?</p> <p>a) The expected future dividend yield</p> <p>b) The market price of the share</p> <p>c) The net asset value per share</p> <p>d) The company's debt-to-equity ratio</p> <p>A holding company owns a subsidiary company. What does a consolidated balance sheet combine?</p> <p>a) The cash flow statements of both companies</p> <p>b) The profit and loss accounts of both companies</p> <p>c) The financial statements of the holding company and its subsidiaries.</p> <p>d) The individual balance sheets of all shareholders</p>	01	CO2	K4	PO3
vi	<p>When a company ceases operations, it undergoes liquidation. What is the legal provision that governs this process?</p> <p>a) The Companies Act</p> <p>b) The Income Tax Act</p> <p>c) The Contract Act</p> <p>d) The Negotiable Instruments Act</p>	01	CO4	K3	PO2
viii	<p>During liquidation, a statement of affairs is prepared. What does this statement show?</p> <p>a) The company's income and expenditure for the last year</p> <p>b) The assets and liabilities of the company at the time of winding up.</p> <p>c) The reasons for the company's liquidation</p> <p>d) The distribution plan for the remaining assets</p>	01	CO4	K3	PO5

ix	<p>If a company's assets are insufficient to settle all its liabilities and share capital during liquidation, what account is prepared?</p> <p>a) Capital Reduction Account</p> <p>b) Retained Earnings Account</p> <p>c) Deficiency Account</p> <p>d) Surplus Account</p>	01	CO4	K3	PO3
x	<p>LMN Ltd. issued 300, 12% debentures of ₹1,000 each. Calculate the annual interest payable by the company.</p> <p>a) ₹30,000</p> <p>b) ₹36,000</p> <p>c) ₹3,000</p> <p>d) ₹3,600</p>	01	CO1	K5	PO1
xi	<p>A company is undergoing members' voluntary winding up. The liquidator realizes ₹4,00,000 from the sale of assets and pays off all creditors' claims. Calculate the amount available for distribution among shareholders.</p> <p>a) ₹4,00,000</p> <p>b) ₹3,00,000</p> <p>c) ₹1,00,000</p> <p>d) ₹0 (No amount available)</p>	01	CO4	K2	PO2
xii	<p>ABC Ltd. holds 70% of the shares of XYZ Ltd. The profit and loss account of XYZ Ltd. shows a net profit of ₹5,00,000. Calculate the share of profit attributable to ABC Ltd.</p> <p>a) ₹3,50,000</p> <p>b) ₹5,00,000</p> <p>c) ₹7,00,000</p> <p>d) ₹3,00,000</p>	01	CO1	K5	PO4
<b>Section B (Answer any FOUR out of SIX) - 28 Marks</b>					
<b>(Each question Carry 7 Marks)</b>					
Q. No.	QUESTIONS	Marks	CO	KL	POs
2	Distinguish between a debenture and a share. Why debenture is known as loan capital? Explain.	07	CO1	K2	PO3
3	Explain the Treatment of Goodwill arising from Amalgamation.	07	CO3	K4	PO3
4	Explain the term 'Forfeiture of Shares' and give the accounting treatment on forfeiture.	07	CO1	K3	PO4
5	What do you mean by Purchase Considerations? Explain the various methods for the calculating of purchase consideration	07	CO3	K2	PO2
6	Write short notes on: A) Capital Reserve B) Minority Interest	07	CO5	K2	PO4

<b>Course Outcomes</b>	CO1	Each student will get an idea of shares and debentures, redemption and forfeitures
	CO2	They will get to know the concept of valuation of shares
	CO3	They will also understand the analysis of a company's balance sheet.
	CO4	Gain an overview of the legal provisions pertaining to the winding up of a company
	CO5	They will develop a fair understanding of the process of accounting followed in a manufacturing company

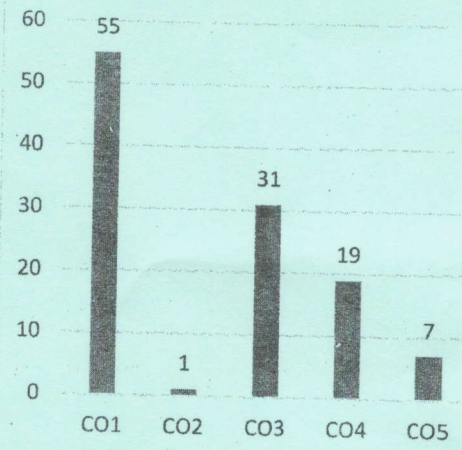
**GRAFICAL REPRESENTATION**

**Bloom's Level wise distribution of marks**



- Bloom's Level wise distribution of marks
- K1
- K2
- K3
- K4

**Course Wise Distribution of Marks**





**ARKA JAIN University**  
Jharkhand



**NAAC GRADE A**  
ACCREDITED UNIVERSITY

**END SEM EXAMINATION**  
School of Commerce & Management

<b>Program</b>	Bachelor of Business Administration		
<b>Subject Name</b>	Business Ethics	Semester	VI
		Year	April 2024
<b>Time: 3 Hour</b>	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; don't Write on the 1st Page Backside</li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Two out of Four of Section C</li> <li>Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers</u>.</li> </ul>		
<b>Max. Marks: 70</b>			
<b>Knowledge Level (KL)</b>	K1 : Remembering K2 : Understanding	K3 : Applying K4 : Analysing	K5 : Evaluating K6 : Creating

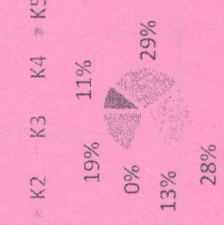
Q. No	QUESTIONS	Marks	COs	KL	PO
i	Who introduced the concept of Gandhian trusteeship? a) Jawaharlal Nehru b) Mahatma Gandhi c) Subhas Chandra Bose d) Dr. B.R. Ambedkar	01	CO1	K1	PO1
ii	Which ethical principle emphasizes honesty and truthfulness in business dealings? a) Integrity b) Confidentiality c) Loyalty d) Accountability	01	CO3	K2	PO1
iii	Stakeholders of the company include: a) suppliers b) customer c) shareholder d) All of the above	01	CO2	K2	PO1
iv	Which of the following is an example of a conflict of interest in business? a) Providing employees with fair performance evaluations b) Investing in socially responsible initiatives c) Accepting gifts or favours from potential business partners d) Promoting diversity and inclusion in the workplace	01	CO2	K3	PO2

Q. No.	QUESTIONS	Marks	COs	KL	PO
5	What do you understand by value-based and compliance-based codes of ethics?	07	CO2	K2	PO2
6	What do you understand by the term 'Whistleblowing'? Illustrate with proper reference.	07	CO1	K2	PO4
7	What are the stages of Personality / Attitude Development in an Individual?	07	CO1	K2	PO4
<b>Section C (Answer any TWO out of FOUR) - 30Marks</b>					
<b>(Each question Carry 15 Marks)</b>					
8	Write a brief note on 'Ethics in marketing Management & Human Resource Management.	15	CO3	K2	PO1
9	Propose strategies to promote the preservation and dissemination of Indian ethos in the face of modernization and globalization?	15	CO5	K6	PO3
10	Analyse how the CSR activities of a specific organization align with its core values and mission?	15	CO4	K3	PO5
11	Critique the effectiveness of applying ethical theories in addressing real-world ethical dilemmas?	15	CO2	K4	PO4

CO- Course Outcomes,	KL- Knowledge Level,	PO - Program Outcome
CO1	Acquire the necessary knowledge in order to recognize the importance of Ethics.	
CO2:	Ability to analyze and select the most appropriate methods and tools for identifying and	
CO3:	Implementing ethics management system.	
CO4:	Explain the evolutionary course of ethical practices.	
CO5:	Graduates will be able to implement various theories of values and ethics into business.	

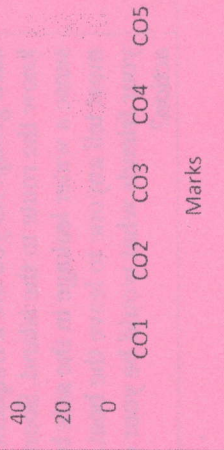
**GRAPHICAL REPRESENTATION**

**Bloom's Level Wise Marks Distribution**



\* K1 = 40%   K2 = 20%   K3 = 0%   K4 = 13%   K5 = 29%   K6 = 28%

**Course Outcome Wise Marks Distribution**



Marks

V	Which of the following is an example of unethical behaviour in business? a) Providing accurate financial reports to shareholders b) Offering fair wages and benefits to employees c) Engaging in bribery to secure a contract d) Donating to charitable organizations	01	CO3	K3	PO2
vi	Organizations can begin the process of establishing organizational ethics programs by developing a) Ethics training programs. b) Codes of conduct. c) Ethics enforcement mechanisms. d) All of the above	01	CO2	K2	PO2
vii	If manager is focusing on the result and not on the process, which ethical theory does the manager focusing upon a) Deontological b) Teleological c) Virtue based ethics d) None of the above	01	CO4	K3	PO1
viii	How do values influence behavior? a) Values have no impact on behavior b) Values shape attitudes and guide decision-making c) Values are irrelevant in professional settings d) Values are determined solely by external factors	01	CO4	K2	PO3
ix	Which ethical theory suggests that ethical decisions should be made based on maximizing the greatest good for the greatest number of people? a) Virtue ethics b) Deontological ethics c) Consequentialist ethics d) Egoism	01	CO3	K1	PO2
x	What is the concept of Gandhian trusteeship primarily based on? a) Accumulation of wealth b) Redistribution of wealth c) Preservation of wealth d) Hoarding of wealth	01	CO4	K1	PO3
xi	Which term is used to describe the belief that pleasure is the sole intrinsic good? a) Egoism b) Stoicism c) Nihilism d) Hedonism	01	CO5	K1	PO2

xii	What does CSR stand for? a) Corporate Social Relevance b) Corporate Social Responsibility c) Corporate Strategy and Revenue d) Corporate Sales and Retention	01	CO4	K1	PO1
<b>Section B (Answer any FOUR out of SIX) - 28 Marks</b> (Each question Carry 7 Marks)					
Q. No.	QUESTIONS	Marks	COs	KL	PO
2	Amit Sharma is a government official responsible for overseeing public infrastructure projects in his city. One day, Amit Sharma receives a lucrative job offer from a private construction company that frequently bids on government contracts. The company promises Amit a substantial salary increase and additional perks if he agrees to use his influence to award lucrative contracts to their firm. What should be the Amit response? Comment.	07	CO5	K3	PO3
3	During a fire rescue operation, firefighter Anisha faces the dilemma of choosing whom to rescue first from a burning building. She must decide whether to prioritize rescuing children and elderly residents, who are most vulnerable, or focus on evacuating floor-wise so that the evacuation is fast-paced. She faces the ethical dilemma of whether to speed up the evacuation by clearing floors which kills time from rescuing children and elderly from the upper floors. What should Anisha do in this situation?	07	CO5	K3	PO3
4	You and your childhood friends are travelling on a sea cruise and going on an island trip. The two-day journey comes to a halt when it is been discovered that due to internal failure ship can't move forward and they deploy safe boats for each group. As you are a frequent traveller you know the route to the island. Soon after you sense a water leakage in the safe boat and you must tell anyone to leave the boat. As all are your friends what would be your course of action?	07	CO5	K6	PO5

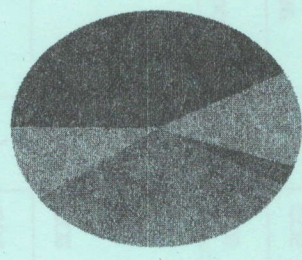
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CO- Course Outcomes, KL- Knowledge Level, PO - Program Outcome

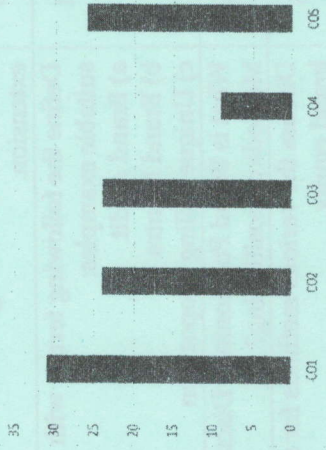
CO1	Understand key principles of branding.
CO2	Understand & conduct measurement of brand equity & performance.
CO3	Practically develop a brand including positioning & communication.
CO4	Examine brand concepts in real-life setting by articulating the context of and the rationale for the application.
CO5	Analyze new product development and brand extension programs.

GRAFICAL REPRESENTATION

Distribution of Marks by Knowledge Level



Course Outcome wise Marks Distribution



				END SEM EXAMINATION School of Commerce & Management	
Program	Bachelor of Business Administration (Marketing specialization)				
Subject Name	Brand Management	Semester	VI	Year	April 2024
Time: 3 Hour	• 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 <u>Mobile Phones</u> or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will come under <u>Unfair Means</u> and will <u>Result in the Cancellation of the Papers.</u>				
Max. Marks : 70					
Knowledge Level (KL)	K1 : Remembering		K3 : Applying		K5 : Evaluating
	K2 : Understanding		K4 : Analysing		K6 : Creating

Section A (Each question Carry 01 Mark from Q1-i to xii) - 12 Marks		Q.N1	QUESTIONS	Marks	COs	KL	PO
i	A _____ is a group or set of things that have similar characteristics.	1	a) Brand b) Category c) Product d) Service	1	CO1	K1	PO2
ii	Branding strategy is also called	1	a) Brand architecture b) Branding rate c) Brand earnings d) Brand responsiveness	1	CO5	K2	PO1
iii	If the brand positioning is conceptualized and executed well, it can be used by the company in various _____ activities.	1	a) Marketing b) Service c) Social d) Commercial	1	CO2	K1	PO2
iv	Brand transfer involves:	1	a) Creating a new brand identity b) Expanding a brand's presence into new markets c) Transferring a brand's equity to a new product or category d) Selling a brand to another company	1	CO5	K2	PO3
v	A customer will choose a brand based on how compelling the _____ was as compared to other brands.	1	a) Difference	1	CO2	K4	PO1

vi	b) Sameness c) Similarity d) Uniqueness  _____ are short phrases that communicate descriptive or persuasive information about the brand. a) Symbols b) Slogans c) Logo d) Jingles	1	CO3	K1	PO2
vii	Brand stature= Esteem + _____. a) Knowledge b) Goals c) Strength d) Value	1	CO4	K1	PO2
viii	Qualitative research methods are ideal for measuring brand _____. a) Awareness b) Association c) Recognition d) Market	1	CO4	K4	PO3
ix	_____ implies using a renowned brand as an element in the products of another renowned brand. a) Ingredient co-branding b) Composite co-branding c) Branding product matrix d) Brand strategy	1	CO5	K2	PO2
x	Logos and symbol gives a _____ identity to the brand name. a) Slogan b) Visual c) Jingles d) Brand	1	CO5	K3	PO1
xi	A good positioning is something that must be _____ to the customer. a) Visible b) Believable c) Reasonable d) Invisible	1	CO3	K1	PO2
xii	_____ lets you to have a clear picture of the number of customers or usage of your brand in comparison with competition. a) Market share	1	CO1	K3	PO2

b) Brand share c) Product share d) Customer share					
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**Section B (Answer any FOUR out of SIX) - 28 Marks**

**(Each question Carry 7 Marks)**

Q. No.	QUESTIONS	Marks	COs	KL	PO
2	Discuss the differences between a product and a brand.	7	CO1	K5	PO2
3	Discuss the advantages and disadvantages of brand extension.	7	CO4	K3	PO3
4	Define the following terms, with the help of suitable examples: a) Brand Audit b) Brand Mantra c) Unique Selling Proposition	7	CO2	K63	PO1
5	What is Brand Positioning? Discuss the methods of Methods of positioning?	7	CO3	K1	PO3
6	Discuss the various methods for measuring the brand equity.	7	CO5	K1	PO1
7	Write short note on a) Brand hierarchy b) Celebrity endorsement	7	CO1	K2	PO3

**Section C (Answer any TWO out of FOUR) - 30 Marks**

**(Each question Carry 15 Marks)**

Q. No.	QUESTIONS	Marks	COs	KL	PO
8	Differentiate between the concept of revitalization and reinforcement of the brands, with the help of the relevant examples.	15	CO1	K5	PO1
9	Discuss the concept of the brand equity concept. Explain - Brand Asset Valuation model with an example	15	CO2	K6	PO3
10	With reference to Brand Coca-Cola, explain the concept of Brand Positioning and Brand Personality.	15	CO3	K5	PO2
11	Analyze the branding strategy of Brand-Horlicks regarding brand extensions. How has Horlicks effectively leveraged its brand equity to introduce new products and expand its market presence?	15	CO5	K4	PO2

Program	Bachelor of Business Administration (HRM Specialization)	
Subject Name	Performance Management & Appraisal System	Semester VI
		Year April 2024

Time: 3 Hour  
 Max. Marks : 70

- Start writing from 2nd page onwards; don't Write on the 1st Page Backside
- Answer all Questions of Section A (Compulsory)
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Knowledge Level (KL)  
 K1 : Remembering      K3 : Applying      K5 : Evaluating  
 K2 : Understanding      K4 : Analysing      K6 : Creating

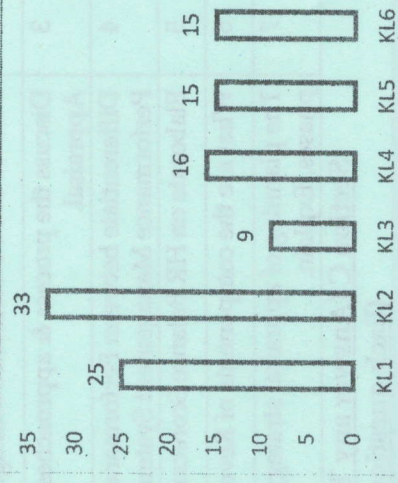
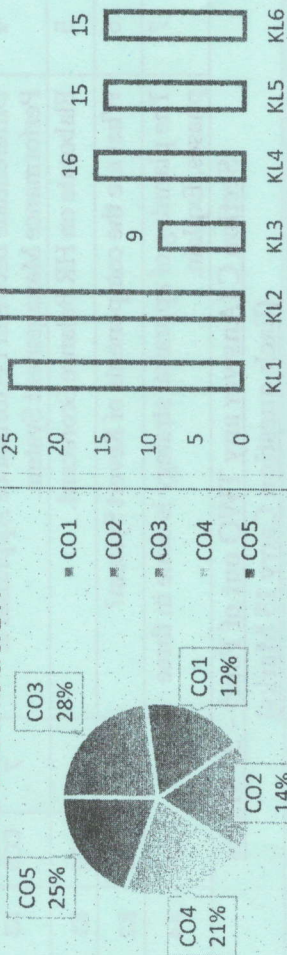
**Section A (Each question Carry 01 Mark from Q1-i to Q1-xii) - 12 Marks**

Q. N	QUESTIONS	Marks	COs	KL*	PO
i	Performance management is ..... in concept? a) Unidimensional b) Bidimensional c) Multidimensional d) All the above	1	CO1	K2	PO1
ii	MBO means ..... a) Management by Objective b) Management by Organization c) Both a & b d) None	1	CO1	K2	PO1
iii	..... is perhaps the most important function of performance management. a) Performance Appraisal b) Recruitment & Selection c) Training & Development d) All the above	1	CO2	K1	PO3
iv	..... are the knowledge, skills and personal attributes required for excellent performance in a job, role, or specific business. a) Capabilities b) Competencies c) Accessibilities d) Discrepancies	1	CO2	K1	PO3

CO- Course Outcomes,	KL- Knowledge Level,	PO - Program Outcome
CO1	To understand key principles of training.	To understand the process of training and development programs in an organization
CO2	To understand the process of training and development programs in an organization	Practically develop a training Program and evaluate it.
CO3	Practically develop a training Program and evaluate it.	Students will be able to analyse and evaluate self-development and its impact on organizational development.
CO4	Students will be able to analyse and evaluate self-development and its impact on organizational development.	Be able to familiarize with the various learning and Development theories
CO5	Be able to familiarize with the various learning and Development theories	

**GRAFICAL REPRESENTATION**



**Bloom's Level-Wise Marks Distribution**





v	The goals and objectives of an organisation determine the organizational a) Strategy b) Performance c) Function d) All the above	1	CO3	K4	PO2
vi	Performance Management is a highly individual effort. a) True b) False c) Both d) None of the above	1	CO4	K4	PO3
vii	Performance deals with behaviour and.....? a) Position b) Passion c) Result d) Feedback	1	CO3	K5	PO2
viii	Performance management may be regarded as a ..... a) Yearly process b) Continuous process c) Half yearly process d) Monthly process	1	CO1	K3	PO1
ix	A meaningful performance appraisal is a ..... process that benefits both the employee and the manager. a) One way b) Two ways c) 360 Degree d) All the above	1	CO2	K1	PO2
x	Performance appraisal is present oriented, whereas ..... appraisal is future oriented. a) One way b) Two ways c) 360 Degree d) All the above	1	CO5	K2	PO1
xi	..... is an important tool to enhance the performance of employees. a) Recruitment b) Selection c) Training d) Development	1	CO4	K3	PO3

xii	..... appraisals are unplanned as they include just statements being made about employee performance. a) Informal b) Standard c) Formal d) All the above	1	CO3	K2	PO6
<b>Section B (Answer any FOUR out of SIX) – 28 Marks</b> (Each question Carry 7 Marks)					
Q. No.	QUESTIONS	Marks	COs	KL	PO
2	Discuss The Performance Management Cycle.	7	CO1	K2	PO1
3	Discuss the process & approaches of Performance Appraisal.	7	CO2	K4	PO2
4	Differentiate between Performance Appraisal & Performance Management System.	7	CO3	K3	PO1
5	Elaborate on HR Balance Scorecard.	7	CO2	K1	PO3
6	What are the components of Revert System?	7	CO5	K2	PO2
7	The planning of appraisal strategy is done in three phases. Explain.	7	CO3	K4	PO1
<b>Section C (Answer any TWO out of Four) – 30 Marks</b> (Each question Carry 15 Marks)					
Q. No.	QUESTIONS	Marks	COs	KL	PO
8	What are the principles of ethical performance management system?	15	CO4	K1	PO6
9	Design the competency model for all executive positions in an organization. Consider 5 competencies under each category.	15	CO3	K6	PO5
10	Elaborate on various Modern methods of Performance Rating. Also discuss different feedback techniques.	15	CO2	K2	PO1
11	Evaluate the Tata's Performance Management System.	15	CO2	K5	PO3

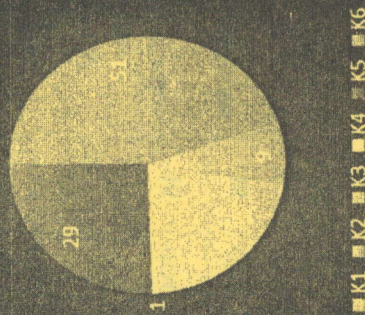
 <b>ARKA JAIN University</b> Jharkhand	 <b>NAAC GRADE A</b> ACCREDITED UNIVERSITY	<b>END SEM EXAMINATION</b> School of Commerce & Management	
		<b>Program</b> Bachelor of Business Administration (Finance Specialization)	<b>Semester</b> VI
<b>Subject Name</b> Banking Concepts and Practices	<b>Year</b> April 2024		
Time: 3 Hour Max. Marks : 70	• 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 <u>Mobile Phones</u> or any kind of <u>Written Material, Arguments with the Invigilator</u> or <u>Discussing with Co-Student</u> will come under <u>Unfair Means</u> and will <u>Result in the Cancellation of the Papers.</u>		
<b>Knowledge Level (KL)</b>	<b>K1 : Remembering</b>	<b>K3 : Applying</b>	<b>K5 : Evaluating</b>
	<b>K2 : Understanding</b>	<b>K4 : Analysing</b>	<b>K6 : Creating</b>

Q. N1	QUESTIONS	Marks	COs	KL	PO
i	Which period is often referred to as the "Dark age of Indian Banking" a) 1861-1865 b) 1894-1895 c) 1901-1911 d) 1913-1919	01	CO1	K1	PO1
ii	Who is the owner of Presidency Banks? a) East India Company b) Indian Govt. c) RBI d) Lala Lajpat Rai	01	CO1	K1	PO1
iii	Which commission was responsible for making recommendations on currency and finance in India in 1926? a) Royal Commission on Currency and Finance b) Imperial Commission on Banking c) Currency and Finance Review Committee d) Young-Hilton Commission	01	CO1	K1	PO8
iv	What type of deposit involves regular deposits of a fixed amount for a predetermined period? a) Current deposit b) Time deposit c) Savings deposit d) Demand deposit	01	CO2	K2	PO1
v	Which function of a bank involves facilitating the exchange of one currency for another? a) Remittances of Funds b) Purchasing & discounting of bills c) Acting as a dealer in Foreign exchange d) Safe Custody	01	CO2	K2	PO1

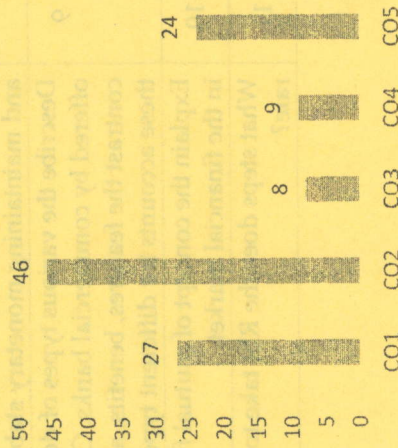
CO1	Gain an overview on the concept and evolution of banking system
CO2	Develop an idea on the different types of functions performed by a bank
CO3	To get a brief idea on the procedure of opening and operating a deposit account
CO4	To know about the different methods of remittances
CO5	To get an overview of some key concepts like mutual funds, housing finance, international banking, multinational banking, etc.

**GRAFICAL REPRESENTATION**

**Bloom's Level wise Marks Distribution**



**Course Outcome Wise Distribution of Marks**



vi	What is the primary advantage of using a demand draft for remittance? a) Speed of transfer c) Security b) Low cost d) Simplicity of process	01	CO4	K3	PO8
vii	Which method of remittance is often preferred for its convenience and safety in transferring large sums of money over long distances? a) Demand drafts b) Mail transfer c) Telegraphic transfer d) Electronic Funds Transfer (EFT)	01	CO4	K1	PO2
viii	Which bank is often referred to as the "banker's bank" in India? a) HDFC c) NHB b) SBI d) RBI	01	CO5	K4	PO1
ix	What is the primary function of a mutual fund? a) Providing loans to individuals b) Providing insurance services c) Pooling funds from investors and investing in various securities d) Providing foreign exchange services	01	CO5	K1	PO1
x	NHB in India primarily functions to regulate and promote which sector? a) Agriculture c) Housing finance b) Education d) Healthcare	01	CO5	K1	PO1
xi	Which apex banking institution was established in 1982 to focus on the agricultural and rural development sector? a) NABARD c) NHB b) EXIM d) SIDBI	01	CO1	K1	PO1
xii	Which type of mutual fund primarily invests in equity shares? a) Debt funds c) Equity funds b) Money market funds d) Balanced funds	01	CO5	K3	PO5

**Section B (Answer any FOUR out of SIX) - 28 Marks**

(Each question Carry 7 Marks)

Q. No.	QUESTIONS	Marks	COs	KL	PO
2	Define a commercial bank and outline its primary functions in the economy	07	CO2	K5	PO1
3	Write the differences between Pledge, Hypothecation and Mortgage.	07	CO2	K2	PO1
4	What are the different types of mutual funds available to investors?	07	CO4	K1	PO1

5	How does Housing Development Finance Corporation (HDFC) contribute to the housing finance sector?	07	CO5	K5	PO8
6	Who is the founder of PNB bank, and why was there a need to start it in India?	07	CO1	K1	PO1
7	What are the key elements of Know Your Customer (KYC) norms in the procedure for opening a deposit account, and why are they important?	07	CO3	K3	PO3

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

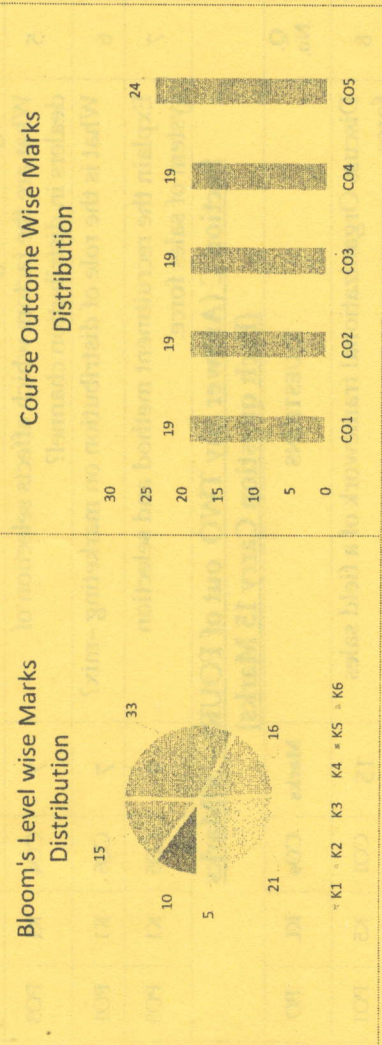
Q. No.	QUESTIONS	Marks	COs	KL	PO
8	Explain the significance of the establishment of the Reserve Bank of India (RBI) in 1935. Discuss its role in regulating and supervising the banking sector and maintaining monetary stability in India.	15	CO1	K1	PO4
9	Describe the various types of deposit accounts offered by commercial banks. Compare and contrast the features, benefits, and suitability of these accounts for different types of customers.	15	CO2	K1	PO4
10	Explain the concept of mutual funds and their role in the financial market.	15	CO4	K3	PO3
11	What steps does the RBI take to control the inflation rate?	15	CO2	K5	PO4

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

CO1	The purpose of this course is to acquaint the students with the concepts which are helpful in developing and managing sales force and marketing channels so as to gain competitive advantage.
CO2	The course is designed to familiarize students with the concepts, techniques and the practical aspects of the key decision making variables in distribution channel management.
CO3	Recognize and demonstrate the significant responsibilities of sales person as a KEY individual.
CO4	Describe and Formulate strategies to effectively manage company's sales operations.
CO5	Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team.

**GRAFICAL REPRESENTATION**



**ARKA JAIN University**  
Jharkhand



**END SEM EXAMINATION**  
School of Commerce & Management

Program	Bachelor of Business Administration (Marketing specialization)	
Subject Name	Sales & Distribution management	VI
		Year
		April 2024
Time: 3 Hour	• Start writing from 2nd page onwards; don't Write on the 1st Page Backside	
Max. Marks: 70	• 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 come under <u>Unfair Means</u> and will Result in the <u>Cancellation of the Papers</u> .	
Knowledge Level (KL)	K1 : Remembering	K5 : Evaluating
	K2 : Understanding	K6 : Creating

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

Q. N	QUESTIONS	Marks	COs	KL	PO
1	Why is the study of Sales and Distribution Management important? a) It helps in understanding consumer behavior b) It aids in maximizing profits c) It facilitates effective marketing strategies d) All of the above	1	CO1	K1	PO2
ii	What are the types of Field Sales Organization? a) Geographic, Product, Customer, and Combination b) Functional, Matrix, Divisional, and Project c) Centralized, Decentralized, Flat, and Tall d) None of the above	1	CO1	K2	PO1
iii	What are the methods of sales forecasting? a) Market research, Time series analysis, and Delphi method b) SWOT analysis, Benchmarking, and Regression analysis c) Trial and error, Intuition, and Guesswork d) None of the above	1	CO2	K1	PO2
iv	What are sales quotas? a) Targets set for sales personnel b) Financial incentives for sales performance c) Measures of customer satisfaction d) None of the above	1	CO2	K2	PO3

b) Employee referrals c) Recruitment agencies d) All of the above					
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**Section B (Answer any FOUR out of SIX) – 28 Marks**  
(Each question Carry 7 Marks)

Q. No.	QUESTIONS	Marks	COs	KL	* PO
2	What are the career prospects in sales?	7	CO1	K4	PO2
3	What are the characteristics of a successful salesman?	7	CO2	K3	PO3
4	What do you mean by Sales quota? What is its usage in managerial evaluation?	7	CO3	K6	PO1
5	What are the factors which affects selection of dealers in distribution channel?	7	CO4	K1	PO3
6	What is the role of distribution on marketing –mix?	7	CO5	K1	PO1
7	Explain the recruitment method and selection system of sales force.	7	CO5	K1	PO3

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

Q. No.	QUESTIONS	Marks	COs	KL	PO
8	Discuss Organizational framework of a field sales force.	15	CO1	K5	PO1
9	What is Sales forecasting? Describe different Sales forecasting Methods.	15	CO2	K6	PO3
10	What are the steps involved in personal selling process?	15	CO3	K2	PO2
11	Write short notes on: a) Sales territory b) Sales Audit	15	CO4	K3	PO2

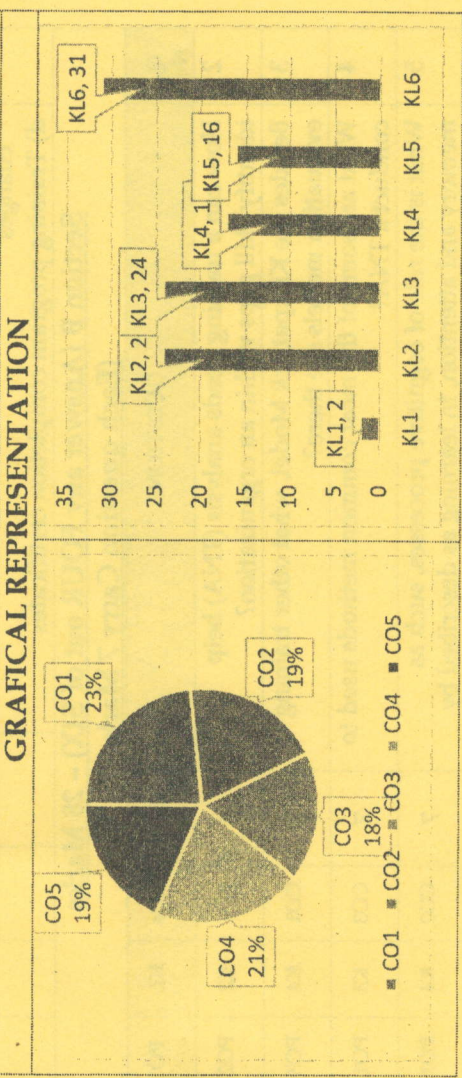
v	What is the role of Acculturation and Enculturation in sales management? a) Training sales personnel b) Adapting to different cultural environments c) Developing a corporate culture d) All of the above	1	CO3	K3	PO1
vi	What is the purpose of sales budgeting? a) To control salesman expenses b) To estimate the cost of distribution c) To allocate field sales resources d) All of the above	1	CO3	K1	PO2
vii	What are the functions of middlemen/dealers in marketing and distribution? a) Product promotion b) Warehousing c) Transportation d) All of the above.	1	CO4	K3	PO2
viii	Which method is used for estimating the cost of distribution? a) Break-even analysis b) Regression analysis c) Contribution margin analysis d) None of the above	1	CO4	K1	PO3
ix	Which factor is considered in the appointment of dealers? a) Location b) Sales experience c) Financial stability d) All of the above	1	CO5	K2	PO2
x	What is the key difference between direct and indirect distribution channels? a) Number of intermediaries involved b) Control over distribution process c) Cost-effectiveness d) All of the above	1	CO5	K3	PO1
xi	What factors are considered in determining the optimum mode of transport? a) Cost b) Time c) Distance d) All of the above	1	CO4	K3	PO1
xii	Which method is used for recruiting sales personnel? a) Advertisement	1	CO4	K4	PO2

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10	What is MDP? How is it different from FDP? Explain in detail	15	CO5	K2	PO5
11	What are the different methods and approaches that can be used to deliver training programs?	15	CO4	K3	PO3

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

Course Outcomes	KL- Knowledge Level	PO - Program Outcome
CO1	To understand key principles of training.	
CO2	To understand the process of training and development programs in an organization	
CO3	Practically develop a training Program and evaluate it.	
CO4	Students will be able to analyse and evaluate self-development and its impact on organizational development.	
CO5	Be able to familiarize with the various learning and Development theories	



<b>JGI</b>	<b>ARKA JAIN University</b> Jharkhand	<b>NAAC GRADE A</b> ACCREDITED UNIVERSITY	END TERM EXAMINATION School of Commerce & Management
<b>Program</b>	<b>Bachelor of Business Administration (HRM Specialization)</b>		
<b>Subject Name</b>	<b>Training and Development</b>		
<b>Time: 3 Hour</b> <b>Max. Marks : 70</b>	<b>Semester</b> VI	<b>Year</b> April 2024	
<b>Knowledge Level (KL)</b>	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; don't Write on the 1st Page Backside</li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Two out of Four of Section C</li> <li>Possession of Mobile Phones or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Means and will Result in the Cancellation of the Papers.</u></li> </ul>		
	<b>K1 : Remembering</b>	<b>K3 : Applying</b>	<b>K5 : Evaluating</b>
	<b>K2 : Understanding</b>	<b>K4 : Analysing</b>	<b>K6 : Creating</b>

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

Q. N 1	QUESTIONS	Marks	COs	KL	PO
i	Which of the following is NOT a primary objective of training and development programs? a) Enhance employee skills and knowledge b) Improve employee motivation and engagement c) Increase employee turnover d) Promote safety and compliance	1	CO1	K2	PO2
ii	How does training benefit employees' individual growth? a) Provides opportunities for career advancement b) Increases earning potential c) Enhances problem-solving skills d) All of the above	1	CO4	K2	PO1
iii	What is the primary purpose of a training needs analysis (TNA)? a) Evaluate the effectiveness of a training program b) Identify skill gaps within an organization c) Develop training materials d) Select training methods	1	CO2	K4	PO2
iv	Which of the following is NOT a common method used to conduct a TNA? a) Job analysis	1	CO2	K1	PO5

v	<p>b) Performance appraisals</p> <p>c) Employee surveys</p> <p>d) Benchmarking against competitors</p> <p>Why is evaluating the effectiveness of training programs crucial?</p> <p>a) To ensure compliance with regulations</p> <p>b) To justify the cost of training programs</p> <p>c) To identify areas for improvement in future programs</p> <p>d) All of the above</p>	1	CO4	K3	PO3
vi	<p>The Kirkpatrick Training Evaluation Model focuses on which four levels of evaluation?</p> <p>a) Reaction, Learning, Behaviour, Results</p> <p>b) Knowledge, Skills, Attitudes, Values</p> <p>c) Needs Assessment, Design, Implementation, Evaluation</p> <p>d) On boarding, Development, Retention, Separation</p>	1	CO4	K1	PO2
vii	<p>Which training method involves employees learning from experienced colleagues?</p> <p>a) On-the-job training</p> <p>b) Classroom instruction</p> <p>c) E-learning</p> <p>d) Case studies</p>	1	CO2	K4	PO3
viii	<p>What are the advantages of using simulations for training?</p> <p>a) Provides a safe practice environment</p> <p>b) Allows for repetition and feedback</p> <p>c) Can be tailored to specific job roles</p> <p>d) All of the above</p>	1	CO4	K3	PO1
ix	<p>How can technology enhance blended learning programs?</p> <p>a) Online modules can deliver foundational knowledge.</p> <p>b) Virtual reality can create immersive learning experiences.</p> <p>c) Mobile apps can facilitate micro learning opportunities.</p> <p>d) All of the above</p>	1	CO5	K6	PO2
x	<p>Which of the following is NOT a benefit of using a systematic approach to training and development?</p> <p>a) Improved training program effectiveness</p> <p>b) Increased alignment with business goals</p> <p>c) Reduced training costs</p>	1	CO5	K5	PO1

xi	<p>d) More employee engagement with training</p> <p>How can training programs be tailored to address a diverse workforce?</p> <p>a) Using a variety of training methods</p> <p>b) Offering training in multiple languages</p> <p>c) Considering different learning styles</p> <p>d) All of the above</p>	1	CO3	K6	PO3
xii	<p>When evaluating training effectiveness at the Kirkpatrick Model's "Behavior" level, what type of data might be collected?</p> <p>a) Pre- and post-training knowledge assessments</p> <p>b) Participant satisfaction surveys</p> <p>c) Observation of on-the-job performance changes</p> <p>d) Training program completion certificates</p>	1	CO4	K4	PO2

**Section B (Answer any FOUR out of SIX) - 28 Marks**  
(Each question Carry 7 Marks)

Q. No.	QUESTIONS	Marks	COs	KL	PO
2	How can a training needs analysis (TNA) help identify skill gaps within an organization?	7	CO1	K2	PO2
3	Besides the Kirkpatrick Model, what other training evaluation models are there?	7	CO1	K4	PO3
4	What are some of the most common methods used to conduct a TNA?	7	CO3	K3	PO1
5	What is the role of cognitive processes, such as memory and attention, in learning as described by cognitive theories?	7	CO2	K4	PO3
6	How can technology be used to support and enhance learning according to different learning theories?	7	CO5	K6	PO5
7	State the steps in designing a training module	7	CO4	K6	PO3

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

Q. No.	QUESTIONS	Marks	COs	KL	PO
8	What are the primary objectives of training and development programs in an organization?	15	CO1	K2	PO1
9	What is Classical Conditioning Theory, explain in details with example	15	CO2	K6	PO3