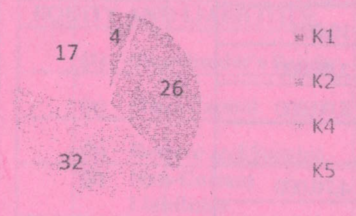
CO- Course Outcomes, **KL**- Knowledge Level, **PO** – Program Outcome

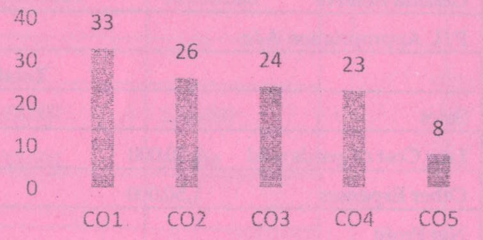
Course Outcomes	CO1	The students will be able to analyse the statement of profit and loss and balance sheet and use the techniques learnt in taking effective business decisions.
	CO2	The students will be able to apply the techniques and formulas of ratio analysis in taking appropriate business decisions and interpreting accounting information.
	CO3	The students will be able to prepare cash flow statements as per Ind AS 7 and interpret the results
	CO4	The students will be able to prepare a fund flow statement based upon the available accounting information and interpret the results thereof.
	CO5	The students will be able to take business decisions based upon the techniques of variance analysis and also suggest measures for improvement of key business areas.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course wise marks Distribution



'M' 3/12

ARKA JAIN University
Jharkhand
NAAC GRADE A

END SEM EXAMINATION
School of Commerce and Management

Program	**Bachelors of Business Administration**		
Subject Name	**Managerial Accounting**	Semester	**III**
		Year	**Nov/Dec 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 Mobile Phones** or any kind of **Written Material, Arguments with the Invigilator or Discussing with Co-Student** will comes under **Unfair Means** and will **Result** in the **Cancellation of the Papers.**

Knowledge Level (KL)	K1 : Remembering	K3 : Applying	K5 : Evaluating
	K2 : Understanding	K4 : Analysing	K6 : Creating

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

Q. N1	QUESTIONS	Marks	COs	KL
i	Which section of the cash flow statement includes cash flows related to acquiring or selling long term assets? a) Profit and loss activities b) Financing Activities c) Investing Activities d) Operating Activities	1	CO3	K2
ii	A Company's current liabilities decreased from Rs.4,00,000 to Rs.2,40,000. What is the percentage of change? a) 25% b) 33.3% c) 20% d) 40%	1	CO1	K5
iii	Which one of the following items is not a method/tool of analysis of financial statements? a) Trend Analysis b) Statement of Affairs c) Cash Flow Statement d) Comparative Statements	1	CO1	K2
iv	The Debt to Equity Ratio is used to evaluate a company's: a) Liquidity b) Profitability c) Solvency d) Efficiency	1	CO2	K5
v	Calculate the Quick Ratio for a company with Current Assets of Rs.100,000, Inventory of Rs.30,000, and Current Liabilities of Rs.40,000. a) 0.5 b) 0.75 c) 2.0 d) 3.0	1	CO2	K5
vi	When current ratio 2: 1 and if equal increase in currents assets and current	1	CO2	K4

	liabilities would result in a) No change in Current Ratio b) Increase in Current Ratio c) Decrease in Current Ratio d)Current Ratio will double			
vii	Comparative financial analysis process shows the comparison between the items of which statement? a) Balance sheet b) Profit and loss-statement c) Both (a) and (b) d) None of the above	1	CO1	K2
viii	Which type of variance indicates whether the actual result is better or worse than the standard result? a) Material Variance b) Favourable and Unfavourable Variances c) Labour Variance d) Overhead Variance	1	CO5	K2
ix	When a company borrows money by issuing bonds, how is this transaction typically recorded in the cash flow statement? a) Recorded as Cash outflow in operating activities b) Recorded as Cash outflow in investing activities c) Not recorded in the cash flow statement d) Recorded as cash inflow in Financing Activities	1	CO3	K4
x	Which of the following transactions will improve the Current Ratio? a) Cash Collected from Trade Receivables b) Purchase of goods for cash c) Payment to Trade Payables d) Credit purchase of Goods	1	CO2	K4
xi	Which of the following is not included in the sources of funds in the Fund Flow Statement? a) Issue of shares b) Sale of fixed assets c) Payment of dividends d) Long-term loans raised	1	CO4	K1
xii	Which of the following is the key purpose of preparing Common Size Statements? a) Comparing the company's performance against competitors b) Understanding each item's proportion to a base figure c) Calculating ratios for liquidity d) Preparing tax returns	1	CO1	K1

Section B (Answer any FOUR out of SIX) – 28 Marks
(Each question Carry 07 Marks)

<table>
<tr><th>Q. No</th><th>QUESTIONS</th><th>Marks</th><th>COs</th><th>KL</th></tr>
<tr><td>2</td><td>Prepare a comparative statement of profit and loss from the following information:
<table>
<tr><th>Particulars</th><th>2016-17</th><th>2015-16</th></tr>
<tr><td>Revenue from operations</td><td>8,00,000</td><td>5,00,000</td></tr>
<tr><td>Cost of material consumed</td><td>75% of Revenue from operation</td><td>65% of Revenue from operation</td></tr>
<tr><td>Purchase of stock in trade</td><td>15% of Cost of material consumed</td><td>20% of Cost of material consumed</td></tr>
<tr><td>Income Tax</td><td colspan="2">35% of Profit before Tax</td></tr>
</table></td><td>7</td><td>Co1</td><td>K4</td></tr>
<tr><td>3</td><td>Discuss the objectives and importance of Ratio Analysis, and explain the challenges faced in its practical application.</td><td>7</td><td>CO2</td><td>K1</td></tr>
<tr><td>4</td><td>What is a cash flow statement, and what purpose does it serve in financial reporting? How does it differ from a fund flow statement?</td><td>7</td><td>CO3</td><td>K4</td></tr>
<tr><td>5</td><td>From the following data calculate Material Cost Variance, Material Price Variance, Material Usage Variance and Material Mix Variance:
<table>
<tr><th></th><th colspan="2">Standard</th><th colspan="2">Actual</th></tr>
<tr><th>Products</th><th>Quantity (units)</th><th>Price per units</th><th>Quantity (units)</th><th>Price per units</th></tr>
<tr><td>A</td><td>40</td><td>10</td><td>50</td><td>12</td></tr>
<tr><td>B</td><td>60</td><td>5</td><td>50</td><td>8</td></tr>
<tr><td></td><td>100</td><td></td><td>100</td><td></td></tr>
</table></td><td>7</td><td>CO5</td><td>K5</td></tr>
<tr><td>6</td><td>Provide a concise overview of a comparative statement.</td><td>7</td><td>CO1</td><td>K2</td></tr>
<tr><td>7</td><td>From the following balance sheet of XYZ Ltd. You are required to prepare a schedule of changes in working capital for the year 2011:
<table>
<tr><th>Liabilities</th><th>2010</th><th>2011</th></tr>
<tr><td>Share Capital</td><td>70,000</td><td>74,000</td></tr>
<tr><td>Debentures</td><td>12,000</td><td>6,000</td></tr>
<tr><td>Bills Payable</td><td>700</td><td>800</td></tr>
<tr><td>Trade Creditors</td><td>10,360</td><td>11,840</td></tr>
<tr><td>P/L A/c</td><td>10,040</td><td>10,560</td></tr>
<tr><td></td><td>1,03,100</td><td>1,03,200</td></tr>
<tr><td></td><td></td><td></td></tr>
</table></td><td>7</td><td>CO4</td><td>K5</td></tr>
</table>

Assets	2010	2011
Cash	9,000	7,800
Debtors	14,900	17,700
Stock	49,200	42,700
Land	20,000	30,000
Goodwill	10,000	5,000
	1,03,100	1,03,200

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

Q. No	QUESTIONS	Marks	COs	KL
8	What do you understand by the analysis and interpretation of financial statement? Discuss their utility and significance to the management and others who are interested in the business.	15	CO1	K2
9	Following is the balance sheet of XYZ Ltd. For two years. Prepare Cash Flow Statement:-	15	CO3	K5

Particulars	31.03.2021	31.03.2020
EQUITY AND LIABILITIES:		
(1) **Shareholder's Funds:**		
(a) Share Capital	2,10,000	1,80,000
(b) Reserve and Surplus	1,32,000	24,000
(2) **Non-Current Liabilities**		
(a) Long term Borrowing	1,50,000	1,50,000
(3) **Current Liabilities**		
(a) Trade Payable	75,000	27,000
Total	**5,67,000**	**3,81,000**
ASSETS:		
(1) **Non-Current Assets**		
(a) Fixed Assets	2,94,000	2,52,000
(b) Long term Investments	48,000	18,000
(2) **Current Assets:**		
(a) Inventory	1,07,000	24,000
(b) Trade Receivable	40,000	17,500
(c) Cash and Cash Equivalents	78,000	69,500
Total	**5,67,000**	**3,81,000**

Q. No	QUESTIONS	Marks	COs	KL
10	Provide a concise explanation of the steps involved in preparing a Funds Flow Statement.	15	CO4	K4
11	The financial statements of a company are summarised below:	15	CO2	K5

		2022
Assets:		
Cash		Nil
Trade Debtors		75,000
Stock in trade		70,000
Fixed Assets(Net)		1,50,000
Total		**2,95,000**
Liabilities:		
Trade Creditors		45,000
Provision for taxation		15,000
Bank Overdraft		20,000
Paid up Capital		1,75,000
General Reserve		30,000
P/L Appropriation A/c		10,000
Total		**2,95,000**
Sales		5,00,000
Less Cost of goods sold	3,20,000	
Other Expenses	1,50,000	4,70,000
Net Profit		30,000

Opening Stock on 1st January 2023 was Rs.60,000

Calculate the following ratios for the year:

1. Current Ratio
2. Liquidity Ratio
3. Stock Turnover Ratio
4. Debtors Turnover Ratio
5. Average Collection Period

Library

'M' 26/11

ARKA JAIN University Jharkhand NAAC GRADE A ACCREDITED UNIVERSITY		**END SEM EXAMINATION** **School of Commerce and Management**	
Program	**Bachelor of Business Administration**		
Subject Name	**Human Resource Management**	**Semester**	**III**
		Year	**Nov/Dec 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 Mobile Phones** or any kind of **Written Material, Arguments with the Invigilator or Discussing with Co-Student** will comes under **Unfair Means** and will **Result** in the **Cancellation of the Papers**.		

nowledge 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. N 1	QUESTIONS	Marks	COs	KL
i	What distinguishes HRM from personnel management? a) Focus on employee welfare b) Strategic approach to managing people c) Handling payroll d) Managing workplace safety	1	CO3	K1
ii	What type of training focuses on enhancing specific skills for job performance? a) Induction training b) Development training c) Job-specific training d) Compliance training	1	CO1	K3
iii	What is the primary purpose of the Factories Act? a) Wage regulation b) Worker safety and health c) Trade union establishment d) Employee recruitment	1	CO4	K3
iv	Which of the following describes 'workers' participation in management'? a) Passive compliance b) Active involvement in decision-making c) Solely management-driven d) Employee surveys	1	CO2	K5

v	Which method of dispute resolution involves a neutral third party making a binding decision? a) Mediation b) Conciliation c) Arbitration d) Negotiation	1	CO3	K4
vi	What is the significance of a human resources audit? a) It assesses the effectiveness of HR policies and practices b) It helps in recruitment c) It focuses on employee engagement d) It manages labor relations	1	CO5	K4
vii	Which of the following concepts involves analyzing the job to determine its value relative to other jobs? a) Job rotation b) Job enrichment c) Job analysis d) Job evaluation	1	CO5	K3
viii	In performance appraisal, the 360-degree feedback system includes feedback from: a) Only supervisors b) Only subordinates c) Supervisors, peers, subordinates, and customers d) Only external stakeholders	1	CO5	K6
ix	Which of the following is a key factor influencing industrial relations? a) Organizational size b) Employee turnover c) Management style d) Employee benefits package	1	CO3	K2
x	Which of the following work-related conditions are most closely associated with fatigue and monotony? a) Repetitive tasks c)Job enrichment b) Creative job roles d) Flexible working hours	1	C03	K4
xi	Job evaluation primarily focuses on: a) Assessing individual performance b) Analysing job roles and needs c) Determining pay rates for specific jobs d) Calculating the number of employees required	1	CO2	K1
xii	What is a limitation of using personality tests in selection? a) Difficulty in administering tests	1	CO5	K4

	b) High costs c) Potential for bias and discrimination d) Lack of variety in test questions			

Section B (Answer any FOUR out of SIX) – 28 Marks
(Each question Carry 07 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	Discuss the historical evolution of Human Resource Management and how it differs from Personnel Management.	7	CO1	K1
3	How do fatigue, monotony, and boredom affect employee productivity, and what can organizations do to minimize these issues?	7	CO3	K4
4	Explain wage and salary administration and outline the key principles that should govern the process of wage determination.	7	CO4	K3
5	Discuss the role of the Factories Act in ensuring industrial safety. How does this law contribute to employee well-being?	7	CO4	K3
6	DEF Auto Ltd., a leading automobile manufacturer in India, was facing increasing tension between management and workers due to demands for higher wages and better working conditions. The workers, represented by the company's trade union, had been negotiating with the management for several months without reaching a resolution. Frustration among the workers grew, leading to a slowdown in production. The trade union, acting as a mediator, organized collective bargaining sessions where they presented the workers' demands for wage increases, better safety measures, and improved working hours. The management, concerned about production losses, initially resisted these demands, citing financial constraints. However, after several rounds of negotiations, the union and management reached a compromise: a moderate wage increase, improved safety protocols, and a promise to review working hours after six months. This resolution not only averted a potential strike but also highlighted the	7	CO5	K6

	trade union's critical role in facilitating dialogue and preventing industrial disputes. **Questions for Discussion:** 1. How did the trade union at DEF Auto Ltd. contribute to resolving the conflict between workers and management? Explain any three. 2. What are the key benefits of collective bargaining in maintaining industrial harmony, as seen in this case? Explain any two. 3. In what ways can trade unions help improve working conditions and ensure worker rights in an organization like DEF Auto Ltd.? Explain any two.			
7	What are the different selection methods used by organizations, and how do they ensure the best candidate is chosen?	7	CO2	K5

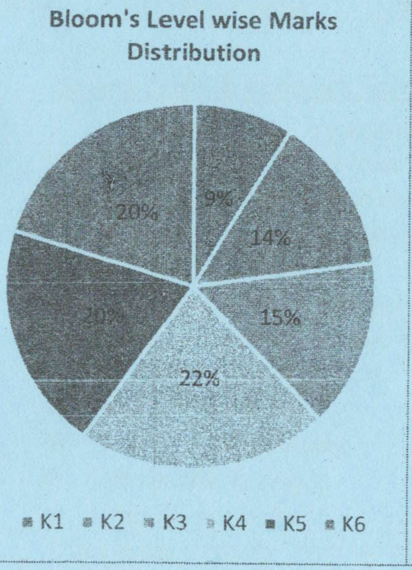
Section C (Answer any TWO out of FOUR) – 30Marks
(Each question Carry 15 Marks)

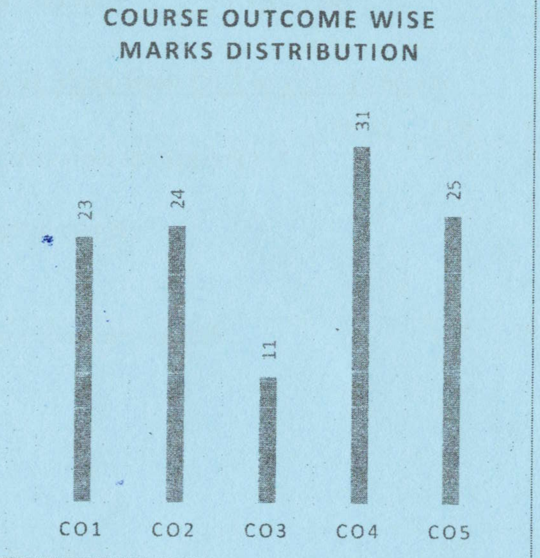
Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss the concept of workforce planning and explain how aligning workforce planning with business goals is essential for achieving long-term success. Provide examples of how poor workforce planning can negatively impact an organization's performance.	15	CO1	K2
9	Critically assess the effectiveness of traditional performance management systems in today's business context. What alternative approaches could be implemented to improve organizational outcomes and employee engagement?	15	CO5	K4
10	Discuss the relationship between compensation strategy and employee motivation. How can organizations design compensation systems that drive high performance while ensuring fairness and equity across different employee levels?	15	CO4	K6
11	"In the context of Human Resource Management (HRM), critically evaluate the impact of performance appraisal systems on employee motivation and productivity. How can organizations ensure that their performance appraisal systems are fair, transparent, and effective in promoting growth? Provide examples to support your arguments."	15	CO2	K5

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

Course Outcomes	CO1	Demonstrate proficiency in fundamental human resources concepts and how they apply to real world situations.
	CO2	Formulate human resources policies and practices that help promote the organization's strategic goals.
	CO3	Develop an understanding of the challenges of human resources management and successfully manage and resolve conflicts.
	CO4	Understand various employment acts that will be useful in maintaining workplace harmony
	CO5	Understand the importance of human resource and ways to retain themselves in organization.

GRAPHICAL REPRESENTATION



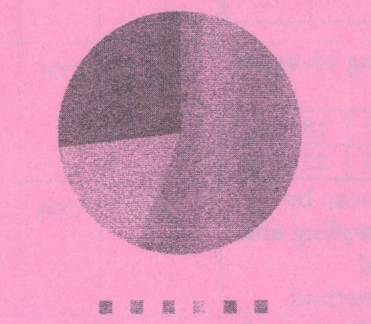


CO- Course Outcomes, **KL**- Knowledge Level, **PO** – Program Outcome

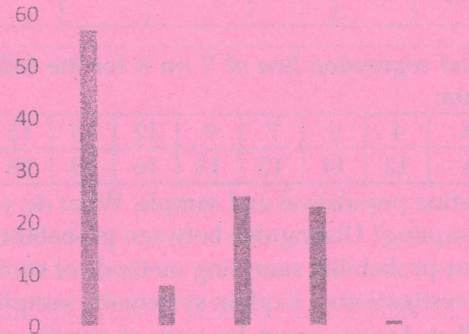
Course Outcomes	CO1	The students will be able to compute several statistical measures and analyze any given bivariate data.
	CO2	The students will be able to acquire knowledge of time series, factors or components responsible for fluctuations in a time series and methods of measuring important components of time series.
	CO3	The students will be able to deal with the work of computing probability in different situations and they will also be familiar with important sampling methods and sampling distributions.
	CO4	The students will be able to apply Statistical Inference Techniques in Decision making.
	CO5	The students will be able to draw samples from some given population and apply suitable Statistical Tests of Significance.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



'M' 28/11

ARKA JAIN University, Jharkhand — NAAC GRADE A			END SEM EXAMINATION School of Commerce & Management	
Program	Bachelor of Business Administration			
Subject Name	Statistics in Business Decisions		Semester	III
			Year	Nov/Dec 2024

Time: 3 Hour Max. Marks : 70

- Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u>
- **Answer all Questions of Section A (Compulsory)**
- **Answer Any <u>Four out of Six of Section B</u>**
- **Answer Any <u>Two out of Four of Section C</u>**
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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 xii) – 12 Marks

Q. No.	QUESTIONS	Marks	COs	KL
i	The mean of first five odd natural numbers is (a) 4.5 (b) 12.5 (c) 5 (d) None of these	01	CO1	K3
ii	Mean deviation about mode is a measure of (a) Dispersion (b) Central tendency (c) Skewness (d) None of these	01	CO1	K2
iii	Correlation coefficient is independent of (a) Change of origin (b) Change of scale (c) Both (a) and (b) (d) None of these	01	CO1	K1
iv	The value of correlation coefficient between two variables X and Y of a bivariate data is 1, then the two variable are taken to be (a) Highly correlated (b) Perfectly correlated (c) Perfectly positively correlated (d) None of these	01	CO1	K2
v	The technique of finding approximate relationship between two variables of a bivariate date is taken as (a) Correlation analysis (b) Rgression analysis (c) Rank correlation analysis (d) None of these	01	CO1	K2
vi	Variations in a time series occurring due to accidental reasons like flood, earthquake, war, etc. are taken as (a) Secular trend (b) Seasonal variations	01	CO2	K2

	(c) Cyclical variations (d) Irregular variations			
vii	In usual notations, the formula ($\sum p_1 w / \sum p_0 w$) x 100 is called (a) Simple aggregative method (b) Fisher's formula (c) Weighted aggregative method (d) None of these	01	CO1	K1
viii	The probability of a Sure event is (a) 0 (b) 1 (c) 0.5 (d) None of these	01	CO3	K5
ix	In usual notations, n and p are parameters of (a) Binomial distribution (b) Poisson's distribution (c) Normal distribution (d) None of these	01	CO3	K1
x	A small part of any given population that can represent the entire population in respect of the character under investigation is taken as (a) Parameter (b) Sample (c) Statistic (d) None of these	01	CO3	K2
xi	A null hypothesis is (a) S hypothesis of no difference (b) S hypothesis of null difference (c) Both (a) and (b) (d) None of these	01	CO4	K2
xii	Testing the 'goodness of fit' is carries out by (a) Chi-square test (b) T-test (c) F-test (d) None of these	01	CO5	K1

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

(Each question Carry 07 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	What are requisites of a good measure of central tendency? Which one of the usual measures of central tendency do you consider to be ideal and why?	07	CO1	K2
3	Find mean deviation about mode for the following data:	07	CO1	K5

Valve	8	10	11	13	16	18	20
Frequency	3	10	18	30	20	7	2

Q. No.	QUESTIONS	Marks	COs	KL
4	What is rank correlation? How it is measured? Mention the limits of rank correlation coefficient.	07	CO1	K2
5	Compute 3-yearly moving average trend for the following time series:	07	CO2	K4

Year	2015	2016	2017	2018	2019	2020	2021
Sales	12	15	16	18	18	16	20

Q. No.	QUESTIONS	Marks	COs	KL
6	Three balls are randomly selected from a bag containing 4 red, 5 white and 3 blue balls. Find the probability the selected balls consists of 2 red and a blue balls.	07	CO3	K4
7	Define hypothesis and statistical hypothesis. Distinguish between parametric and non-parametric hypothesis and also between simple and composite hypothesis.	07	CO4	K2

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

(Each question Carry 15 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
8	Find mean and median for the following data:	15	CO1	K5

Size	0 - 5	5 -10	10 - 15	15-20	20-25	25-30	30-35
frequency	5	12	28	35	22	14	4

Q. No.	QUESTIONS	Marks	COs	KL
9	Find regression line of Y on X for the following bivariate data:	15	CO1	K6

X	4	6	7	9	12	13	15	17	18	20
Y	12	14	15	13	16	18	18	20	22	21

Q. No.	QUESTIONS	Marks	COs	KL
10	Define population and sample. What do you mean by sampling? Distinguish between probability sampling and non-probability sampling methods of statistical investigations. . Explain systematic sampling method.	15	CO3	K2
11	What do you mean by tests of significance? Distinguish between Large sample test and Small sample test. Also explain t-test for single mean.	15	CO4	K2

'M' 30/11

ARKA JAIN University Jharkhand | NAAC GRADE A ACCREDITED UNIVERSITY

END SEM EXAMINATION
School of Commerce and Management

Program	**Bachelor of Business Administration**		
Subject Name	**Marketing Management**	Semester	**III**
		Year	**Nov/Dec 2024**

Time: 3 Hour
Max. Marks : 70

- Start writing from 2nd page onwards; **<u>don't Write on the 1st Page Backside</u>**
- **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 xii) – 12 Marks

Q. N 1	QUESTIONS	Marks	COs	KL
i	Scope of Marketing: a) Limited to promotion and advertising b) Encompasses all activities from product development to after-sales service c) Only relevant for large corporations d) Not applicable to non-profit organizations	1	CO1	K1
ii	Macroenvironment: a) Factors within the organization that affect its marketing decisions b) Factors outside the organization that affect its marketing decisions c) The specific target market for a product or service d) The overall economic conditions	1	CO1	K1
iii	Types of Markets: a) Consumer markets and industrial markets only b) Physical markets and online markets only c) Domestic markets and international markets only d) All of the above	1	CO2	K2
iv	Importance of Market Research: a) Helps identify customer needs and preferences b) Determines the best way to advertise a product c) Sets the selling price without customer input d) Primarily used for competitor analysis	1	CO5	K3

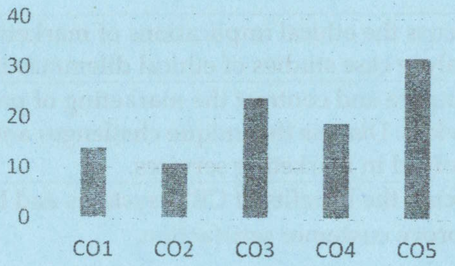
CO- Course Outcomes, **KL**- Knowledge Level, **PO** – Program Outcome

Course Outcomes	CO1	Develop an understanding about Marketing, its importance and various functions.
	CO2	Understand different Market segments and accordingly formulate the STP for the product.
	CO3	Should be able to identify the marketing Mix and Understand the Product concept and should be able to analyze the Product life cycle for each.
	CO4	Develop an understanding of the various pricing strategies used by firms and its effect on sales.
	CO5	Understand the Promotional mix and develop an understanding for various distribution techniques used by Marketers.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution

Course Outcome Wise Marks Distribution



v	Target Market: a) The entire population of a country b) A specific group of customers that a company aims to serve c) All potential customers for a product or service d) The demographic characteristics of a population	1	CO2	K4
vi	Basis of Market Segmentation: a) Geographic, demographic, psychographic, and behavioral b) Product, price, promotion, and place c) Customer needs, wants, and desires d) Competitive analysis	1	CO2	K5
vii	Product Life Cycle: a) Introduction, growth, maturity, and decline b) Product development, introduction, growth, and maturity c) Introduction, growth, maturity, and decline d) Product development, introduction, growth, maturity, and decline	1	CO3	K2
viii	Types of Marketing Channels: a) Direct channels and indirect channels b) Physical channels and online channels c) Domestic channels and international channels d) All of the above	1	CO4	K5
ix	Channel Evaluation: a) Assessing the effectiveness of a distribution channel b) Selecting the most appropriate channel for a product c) Creating a distribution plan d) Managing channel conflicts	1	CO4	K5
x	Advertising: a) Paid form of non-personal communication about a product or service b) Short-term incentives to encourage purchase c) Building good relationships with the public d) Paid personal communication with customers	1	CO5	K4
xi	Vertical Marketing Systems (VMS): a) A system of distribution channels that includes producers, wholesalers, and retailers working together b) A system of distribution channels that involves only producers and consumers c) A system of distribution channels that uses multiple levels of intermediaries d) A system of distribution channels that is controlled by a single entity	1	CO5	K2
xii	Consumer Psychology and Pricing: a) How consumers perceive and interpret prices b) How consumers make purchase decisions based on price c) How consumers evaluate the value of a product or service d) All of the above	1	CO4	K2

Section B (Answer any FOUR out of SIX) – 28 Marks
(Each question Carry 07 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	Explain the new product development process.	7	CO3	K2
3	Explain various marketing functions.	7	CO1	K1
4	What is market research? Explain its characteristics.	7	CO5	K3
5	Discuss the ethical implications of marketing practices. Analyze case studies of ethical dilemmas in marketing.	7	CO1	K2
6	Compare and contrast the marketing of products and services. Discuss the unique challenges and strategies involved in marketing services.	7	CO3	K5
7	Discuss the benefits of CRM systems and how they can improve customer satisfaction.	7	CO5	K2

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

Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss the role of promotion in Patanjali's success. Analyze their marketing communication mix and evaluate the effectiveness of their promotional activities.	15	CO5	K4
9	Discuss the various pricing strategies used by companies. Analyze how consumer psychology influences pricing decisions.	15	CO4	K4
10	Analyze the marketing mix (4Ps) of Amazon.com Inc. and Dabur. Compare and contrast their strategies in terms of product, price, promotion, and place.	15	CO3	K4
11	Conduct a study on HUL's STP strategies for soaps and detergents. Analyze how they segment the market, target specific segments, and position their products.	15	CO2	K5

Adm. Exp.	3,000	3,000	4,000	4,000

The time- lag in payment of wages is 1/8 month, in case of factory expenses ¼ month and that in case of administrative expenses ½ month. Estimate the amount of wages, factory expenses and administrative expenses payable in each month January to March.

11 Praveen Thakur & Co. is considering the purchase of a machine. Two machine A and B are available, each costing Rs. 1,00,000. Earning after taxation but before depreciation are expected to be as under — 15 CO3 K6

Year	Machine A	Machine B
1	30,000	10,000
2	40,000	30,000
3	50,000	40,000
4	30,000	60,000
5	20,000	40,000

Evaluate the two alternatives according to:

a) Pay-back period method

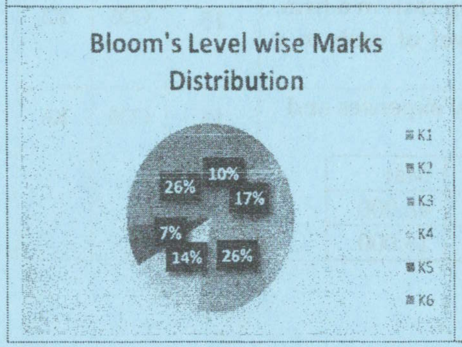
b) ARR on Avg. investment method

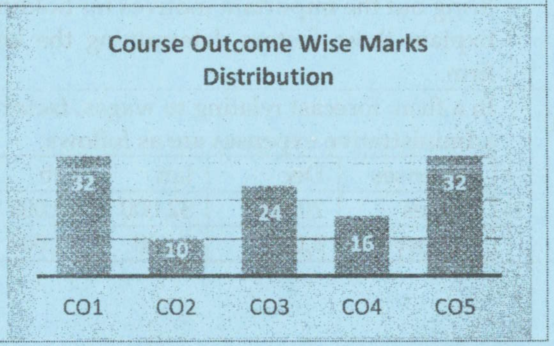
CO- Course Outcomes, **KL**- Knowledge Level, **PO** – Program Outcome

Course Outcomes	CO1	To help the student gain basic idea on the importance of financial management in an organization.
	CO2	To provide a first-hand experience to students in understanding the concept of time value of money and its importance
	CO3	Develop decision making capabilities amongst students with the help of various capital budgeting techniques
	CO4	To make the students analyze the importance of leverage in organizational capital structure planning
	CO5	To enable students to gain brief knowledge on cash management, its objectives and the method of preparing a cash budget.

Knowledge Level (KL)	K1 : Remembering	K3 : Applying	K5 : Evaluating
	K2 : Understanding	K4 : Analysing	K6 : Creating

GRAPHICAL REPRESENTATION





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ARKA JAIN University
Jharkhand
NAAC GRADE A ACCREDITED UNIVERSITY

END SEM EXAMINATION
School of Commerce & Management

Program	**Bachelor of Business Administration**		
Subject Name	**Financial Management**	**Semester**	**III**
		Year	**Nov/Dec 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 Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student** will comes under **Unfair Means** and will **Result** in the **Cancellation of the Papers.**

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

Q. N1	QUESTIONS	Marks	COs	KL
i	What is the primary objective of Financial Management? a.) Maximizing employee satisfaction b.) Minimizing risk at all costs c.) Maximizing shareholder wealth d.) Maximizing the company's asset value	1	CO1	K1
ii	Which of the following is NOT a source of finance for a new business? a.) Equity Financing c.) Retained Earnings b.) Debt Financing d.) Inventory Control	1	CO1	K2
iii	Which of the following factors is least likely to influence a company's capital structure decision? a.) Cost of debt versus cost of equity b.) Company's growth stage and future profitability c.) Availability of internal funds d.) Employee satisfaction and engagement levels	1	CO1	K2
iv	Which technique involves calculating the future value of cash flows by applying interest rates over time? a.) Discounting c.) Compounding b.) Depreciation d.) Amortization	1	CO2	K1
v	In financial management, which formula would you use to calculate the present value of an infinite series of equal cash flows? a.) Present value of annuity b.) Present value of perpetuity c.) Future value of annuity d.) Future value of perpetuity	1	CO2	K4

vi	Future value of one rupee invested today is a.) More than one rupee b.) Equal to one rupee c.) Equal to present value d.) Less than one rupee	1	CO2	K5
vii	What does a positive Net Present Value (NPV) indicate about a project? a.) The project will break even b.) The project will destroy value for the company c.) The project will increase the company's value d.) The project has an internal rate of return less than the cost of capital	1	CO3	K2
viii	Which investment evaluation method calculates the time it takes to recover the initial investment from the cash flows generated by the project? a.) NPV c.) ARR b.) Payback Period d.) IRR	1	CO3	K4
ix	Which type of leverage focuses on the impact of fixed operating costs on a company's earnings before interest and taxes (EBIT)? a.) Financial Leverage c.) Operation Leverage b.) Combined Leverage d.) None of the above	1	CO4	K1
x	What does a high degree of financial leverage (DFL) indicate about a company? a.) The company has high variable costs b.) The company has a high level of fixed financial obligations, such as interest expenses c.) The company has no debt d.) The company is liquid	1	CO4	K3
xi	Which of the following is NOT a primary motive for holding cash? a.) Transaction motive b.) Speculative motive c.) Investment motive d.) Precautionary motive	1	CO5	K1
xii	The transaction Motive for holding cash is for a.) Safety Cushion c.) Daily Operation b.) Purchase of assets d.) Payment of Dividends	1	CO5	K2

Section B (Answer any FOUR out of SIX) – 28 Marks
(Each question Carry 07 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	How the wealth maximization objective is better than profit maximization objective?	7	CO1	K4
3	Discuss the limitations of financial management.	7	CO1	K1
4	What is the maximum amount which a person should be ready to accept today from a debtor who otherwise has to pay a sum of Rs.6,000 today, Rs.8000, Rs. 9000, Rs. 10,000 and Rs. 12,000 at the end of years 1,2,3,4 respectively from today. The rate of interest may be taken at 12%.	7	CO2	K5
5	Calculate Internal Rate of Return (IRR) for the project 'A'. The details of the project are as follows Initial Investment Rs. 31,500 Year 1 2 3 4 Amount 6000 9000 12000 15000	7	CO3	K3
6	Calculate the Operating, Financial and Combined Leverage from the following details Sales 2,00,000 units Selling Price Rs. 4 P.U Variable Cost Rs. 1.40 P.U Fixed Cost Rs. 2,00,000 Interest Charges Rs. 7336	7	CO4	K4
7	Financial Leverage is 'two – edge sword' explain.	7	CO4	K3

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

Q. No.	QUESTIONS	Marks	COs	KL
8	"Finance is the life blood of industry" Explain and through light on the scope of financial activities.	15	CO1	K3
9	Bring out the important motives for holding cash in a firm. Explain those factors determining the level of cash in a firm.	15	CO5	K2
10	In a firm, forecast relating to wages, factory expenses and administrative expenses are as follows:	15	CO5	K6

Expenses	Dec	Jan	Feb	Mar
Wages	20,000	32,000	40,000	48,000
Factory Ex	8,000	8,000	12,000	16,000

Record

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Jharkhand

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END SEM EXAMINATION
School of Commerce & Management

Program	**Bachelor of Business Administration**		**[BACKLOG]**
Subject Name	**Information Technology For Managers**	Semester	**III**
		Year	**Nov/Dec 2024**

Time: 3 Hour
Max. Marks : 70

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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 xii) – 12 Marks

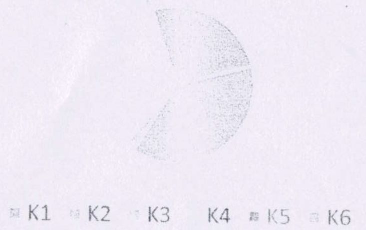
Q. N 1	QUESTIONS	Marks	COs	KL
i	What is the primary function of the Central Processing Unit (CPU)? a) Storage c) Processing b) Input d) Output	01	CO1	K2
ii	Which mouse button is commonly used for opening contextual menus on the desktop? a) Left c) Right b) Middle d) Scroll	01	CO3	K4
iii	Which feature allows users to quickly access frequently used applications on the desktop? a) Shortcuts c) Widgets b) Icons d) Taskbar	01	CO1	K1
iv	What is the function of the spell check in word processing software? a) Check for grammatical errors c) Format text b) Create tables d) Print documents	01	CO3	K4
v	Which software is used for creating and editing text documents? a) Spreadsheet software c) Presentation software b) Word processing software d) Database software	01	CO2	K3
vi	What is the purpose of a web browser? a) Word processing c) Internet browsing b) Spreadsheet manipulation d) Presentation creation	01	CO4	K3

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

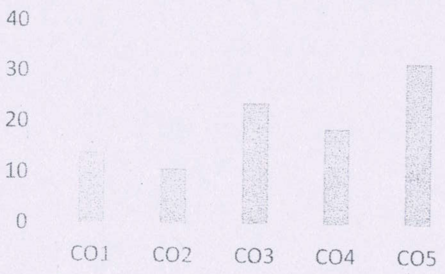
Course Outcomes	CO1	To make the assignment and project report using MS Word and understand making different kinds of presentations using MS PowerPoint
	CO2	To do advanced calculations with the help of MS Excel and basic understanding of MS Access and its importance in Management.
	CO3	To learn the formal way of presentation & comprehension of simple words and phrases used in day to day context and understanding netiquettes.
	CO4	Students will be able to understand the importance of computer applications in Management.
	CO5	To understand formal communication in an organisation and email etiquette.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



vii	What is the term for the rules of etiquette for online communication? a) Protocols b) Netiquettes c) Guidelines d) Procedures	01	CO5	K4
viii	What is an ISP in the context of internet connectivity? a) Internet Service Provider b) Internet Security Protocol c) Internal System Processor d) International Software Platform	01	CO2	K3
ix	What is the purpose of the status bar in an operating system? a) Display system time b) Show running applications c) Provide help d) Display file information	01	CO4	K2
x	What does URL stand for in the context of the internet? a) Universal Resource Locator b) Uniform Resource Locator c) Unique Resource Locator d) Universal Retrieval Locator	01	CO5	K1
xi	Which term is commonly used for a collection of cells in a spreadsheet? a) Document b) Workbook c) Folder d) Table	01	CO2	K3
xii	Which component is responsible for displaying information on the computer monitor? a) CPU b) Keyboard c) VDU d) Mouse	01	CO1	K3

Section B (Answer any FOUR out of SIX) – 28 Marks
(Each question Carry 07 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	What do you mean by computer? What is the role of computer is human's day-to-day life?	07	CO1	K3
3	What is difference between system software and application software?	07	CO3	K4
4	Explain the term Computer Network. What are the different types of computer networks?	07	CO5	K5
5	Write all the steps of executing sum of the following numbers using MS-Excel formula function - 34, 34,788,920,312,827,516,21,780.	07	CO5	K3
6	What are the key steps in building a website?	07	CO2	K5
7	Explain each element of this URL – http:// www.microsoft.com/catalog/navigation.asp	07	CO4	K2

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

Q. No.	QUESTIONS	Marks	COs	KL
8	Describe Block diagram of Computer explaining all its components.	15	CO1	K1
9	What do you mean by Software? Briefly explain types of Software.	15	CO5	K5
10	What is computer hardware? Briefly explain types of hardware.	15	CO4	K2
11	What are the applications of ICT in daily life?	15	CO4	K5