ARKA JAIN University Jharkhand	NAAC GRADE A		[08-05-2025] END SEM EXAMINATION School of Commerce and Management
Program	Bachelor of Business Administration		
Subject Name	Company Accounts and Audit	Session	Even, 2024-2025
Semester	VI	Year	May, 2025
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> • Possession of <u>Mobile Phones</u> or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will comes under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers.</u>		

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

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

Q. N 1	QUESTIONS	Marks	COs	KL
i	The portion of the capital which can be called-up only on the winding up of the Company is called (A) Authorised Capital (C) Called up Capital (B) Uncalled Capital (D) Reserve Capital	01	CO1	KL1
ii	If the market price of the shares to be given for Purchase Consideration at the time of absorption, ...of the share is to be determined (A) Fair Value (C) Face Value (B) Intrinsic Value (D) Yield Value	01	CO2	KL2
iii	Net Assets of D. Co. for Purchase Consideration worth Rs. 4,00,000. At the time of absorption, the company has paid 32,000 equity shares each of Rs.10 each at 10% premium, then remaining cash will be - (A) Rs 48,000 (C) Rs.84,000 (B) Rs. 80,000 (D) Rs. 90,000	01	CO2	KL3
iv	As per Table F, the Company is required to pay .... interest on the number of calls in advance (A) 12% p.a. (C) 5% p.a. (B) 10% p.a. (D) 6% p.a.	01	CO1	KL1

v	A Company issued 50,000 shares of ₹20 each at 5% premium. ₹10 were payable on application and balance on allotment. What will be the allotment amount? (A) ₹5,00,000 (C) ₹4,75,000 (B) ₹5,50,000 (D) ₹5,25,000	01	CO1	KL3
vi	When amalgamation is in the nature of merger, the accounting method to be followed is: (A) Equity method (C) Purchase method (B) Pooling method (D) Reconstruction method	01	CO3	KL2
vii	Amalgamation adjustment account is used for recording……………………reserve of the transferee company. (A) Revenue reserve (C) Capital redemption reserve (B) Statutory reserve (D) General reserve	01	CO3	KL2
viii	Fair value is average of……….and………. (A) Face value and book value (B) Market value and book value (C) Intrinsic value and market value (D) Market value and capitalized value	01	CO2	KL1
ix	A………………… company is a company in which the other controls the composition of its board of directors or controls more than one-half of the total voting power. (A) Holding (C) Subsidiary (B) Vendor (D) Private	01	CO3	KL1
x	Minority interest is the sum total of: (A) Share in share Capital (C) Share in capital profit (B) Share in Revenue profit (D) All of these	01	CO4	KL2
xi	Pre-acquisition profit in subsidiary company is considered as: (A) Revenue profit (C) Capital reserve (B) Capital profit (D) Capital reserve	01	CO4	KL2
xii	For which of the following auditing is necessary: (A) Sole trading (C) Partnership (B) Company (D) None of these	01	CO5	KL2

Q. No.	QUESTIONS	Marks	Cos	KL
2	The following particulars of a company are available: (i) Equity Share Capital of 10,000 equity shares of Rs,10 each fully paid. (ii) 1,000, 12% Preference Share of Rs 100 each fully paid. (iii) Reserves and Surplus: Rs 15,000 (iv) External Liabilities: Creditors Rs, 12,000 Bill payable Rs, 6,000 (v) The average normal profit (after taxation) earned each year by the company: Rs, 28,500. The normal rate of return in respect of equity shares of this type of company is ascertained at 10%. Assets of the company include one fictitious item of Rs, 800. Calculate the fair value of each share.	07	CO2	KL4
3	Sigma Ltd. deposited 8,000, 9% Debentures of Rs.100 each with Axis Bank on 01-04-2019 as security against a loan of Rs,7,75,000, show how would you deal with the following situations: Case1- If loan is repaid on 31-03-2020. Case2- If loan is not repaid on 31-03-2020. As per agreement between Sigma Ltd. and AxisBank.	07	CO1	KL5
4	What is amalgamation? Describe the types of amalgamation.	07	CO2	KL2
5	What do you mean by holding company? Explain the advantages of holding companies.	07	CO3	KL2
6	What are the responsibilities and duties of liquidators during the liquidation process?	07	CO4	KL3
7	Mamta Ltd. invited applications for 1,00,000 shares of Rs,10 each payable Rs,2.5 on Application and Rs,3 on Allotment and balance Rs,4.5 on first and final call. Applications were received for 1,80,000 shares. The directors accepted applications for 70,000 shares in full, allotted 30,000 shares to applicants for 60,000shares and rejected applications for 50,000 shares. Application money in excess of that required on allotment is to be refunded. Expenses paid with respect to the issue of share Rs, 5,000. Pass Journal entries.	07	CO1	KL5

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

Q. No.	QUESTIONS	Marks	COs	KL
8	What is debenture? Explain the meaning and accounting treatment of debenture issued as collateral securities with suitable example.	15	CO1	KL3
9	What is auditing? Explain the right and duties of a company auditor.	15	CO5	KL2

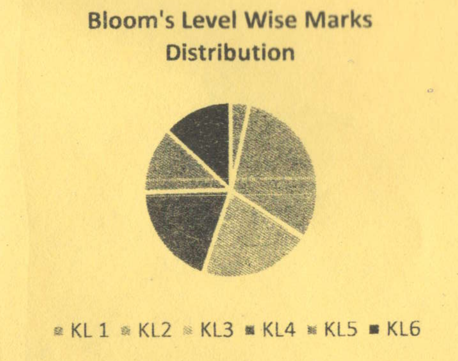
10	Sharma Ltd. absorbed the business of Verma Ltd. with the following assets and liabilities of Verma Ltd. Non-current Assets: Rs. 62,000 Equity Share capital: Rs. 90,000 Current Assets: Rs. 33,000 General Reserve: Rs. 2,000 Current Liabilities: Rs. 8,000 Sharma Ltd. paid the following consideration to Verma Ltd. (a) 6% Debentures of Rs,20,000, listed value at 5% premium. (b) Balance with share Rs, 1 paid up value Rs, 0.75. Give required journal entries in the books of company Verma Ltd.	15	CO2	KL4
11	Raj Ltd. acquired 80% shares in Vijay Ltd. On the date of acquisition of shares the reserve and profit of Vijay Ltd. amounted to Rs, 1,00,000 and Rs,1,50,000 respectively. The Balance Sheet of two companies as at 31-03-2025 is here under: (see table below) You are required to prepare Consolidated Balance Sheet as at 31st March, 2025	15	CO3	KL6

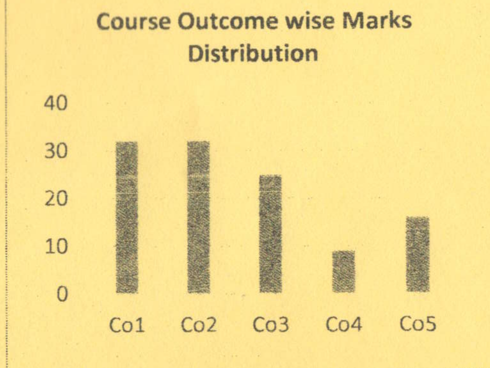
Particulars	Raj Ltd	Vijay Ltd
Equity And Liabilities		
Shareholders' Fund		
Share Capital (Equity Shares of Rs, 100 each)	20,00,000	5,00,000
Reserve & Surplus:		
General Reserve	7,50,000	2,00,000
Statement of profit and Loss (Surplus)	11,50,000	3,00,000
Current Liabilities		
Trade payable	6,00,000	2,50,000
Total	45,00,000	12,50,000
Assets		
Non-current Assets		
Plant and Machinery	30,00,000	11,00,000
Non-current Investment: Investment in shares of Vijay Ltd. (at cost)	10,00,000	-----
Current Assets	5,00,000	1,50,000
Total	45,00,000	12,50,000

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

Course Outcomes	CO1	Gain an idea of shares and debentures, redemption and forfeitures
	CO2	Acquire knowledge about the concept of valuation of shares.
	CO3	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	Develop a fair understanding of the process of accounting followed in a manufacturing company.

GRAPHICAL REPRESENTATION





JGI **ARKA JAIN University** Jharkhand — NAAC GRADE A ACCREDITED UNIVERSITY		**[08-05-2025]** **END SEM EXAMINATION** **School of Commerce and Management**

Program	**Bachelor of Business Administration**		
Subject Name	**Sales and Distribution Management**	**Session**	**Even, 2024-2025**
Semester	**VI**	**Year**	**May, 2025**
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 **K2** : Understanding	**K3** : Applying **K4** : Analysing	**K5** : Evaluating **K6** : Creating

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

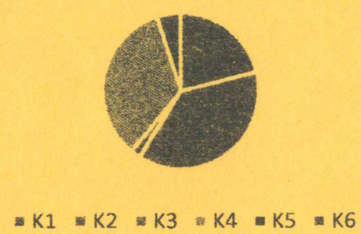
Q. N 1	QUESTIONS	Marks	COs	KL
i	What is the primary purpose of studying Sales and Distribution Management?	01	CO1	K1
ii	Name any two types of Field Sales Organizations	01	CO1	K1
iii	What is one key responsibility of a Field Sales Manager?	01	CO2	K2
iv	What is the significance of selecting the right mode of transport in distribution?	01	CO2	K3
v	Define Salesmanship in one sentence.	01	CO3	K1
vi	Mention one characteristic of a successful salesman.	01	CO3	K3
vii	What is sales forecasting?	01	CO4	K3
viii	Why is sales forecasting important in sales management?	01	CO4	K5
ix	State one purpose of preparing a sales budget.	01	CO4	K4
x	What is meant by 'Sales Quota'? Discuss in brief	01	CO5	K2
xi	What is the role of distribution in the marketing mix?	01	CO5	K4
xii	What is the purpose of a salesman's performance evaluation?	01	CO5	K4

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

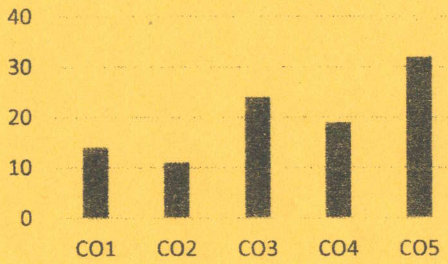
Course Outcomes	CO1	The purpose of this course is to acquaint the students with the concepts which are helpful in developing and managing sales force and marketing channels so as to gain competitive advantage.
	CO2	The course is designed to familiarize students with the concepts, techniques and the practical 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.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Describe the role and importance of Sales and Distribution Management in today's competitive market environment.	07	CO1	K1
3	Explain the career opportunities in Field Sales Management and the skills required to succeed.	07	CO1	K2
4	What are the key components of sales forecasting? Illustrate how an organization uses forecasting to plan its sales strategy.	07	CO2	K3
5	Differentiate between direct and indirect distribution channels. Provide a comparison in the context of any company's distribution strategy.	07	CO3	K3
6	Explain the concept of Sales Audit and Analysis. How does it help control sales efforts and evaluate sales performance?	07	CO4	K4
7	What strategic process involves appointing and managing a dealer network? Highlight the role of motivation and morale in dealer performance.	07	CO5	K5

Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Analyze the organization framework of the field sales force. Discuss various types of field sales organizations, their methods, and how career paths in field sales management can be structured. Include examples where relevant.	15	CO2	K5
9	Concerning Hindustan Unilever Ltd., critically examine their sales team management and strategy. How does the company ensure coordination between field sales managers, salespeople, and top management?	15	CO3	K6
10	Discuss the importance of budgeting in sales management. Explain the purpose and components of a sales budget, controlling salesman expenses, estimating distribution cost, and designing sales territories.	15	CO4	K5
11	Evaluate the role of distribution in the marketing mix. Discuss the functions and economics of transportation, documentation procedures, and Patanjali's distribution strategy as a case study. How does this impact overall marketing success?	15	CO5	K6

JGI ARKA JAIN University Jharkhand	NAAC GRADE A ACCREDITED UNIVERSITY	[08-05-2025] **END SEM EXAMINATION School of Commerce and Management**

Program	**Bachelor of Business Administration**		
Subject Name	**Training and Development**	**Session**	**Even, 2024-2025**
Semester	**VI**	**Year**	**May, 2025**

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

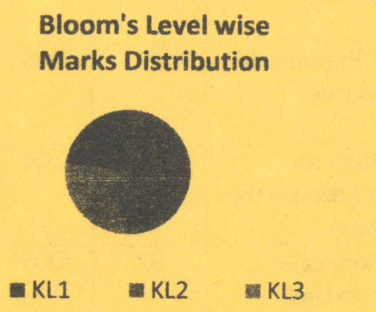
Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks

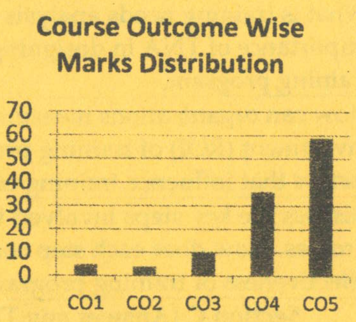
Q. No. 1	QUESTIONS	Marks	COs	KL
i	What is the primary purpose of training in an organization? a) To increase employee turnover b) To enhance employee skills and performance c) To reduce employee engagement d) To replace experienced employees	01	CO1	KL1
ii	What is the primary goal of orientation training? a) To introduce employees to the organization's culture and policies b) To increase employee wages c) To prepare employees for retirement d) To replace old employees	01	CO1	KL1
iii	Which training method is most effective for teaching technical skills? a) Case study b) Role-playing c) Simulation training d) Group discussion	01	CO2	KL3
iv	Off-the-job training includes all of the following EXCEPT: a) Seminars	01	CO2	KL2

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

Course Outcomes	CO1	Understand key principles of training.
	CO2	Learn the process of training and development programs in an organization.
	CO3	Practically develop a training program and also evaluate it.
	CO4	Analyze and evaluate self-development and its impact on organizational development.
	CO5	Familiarize with the various learning and Development theories..

GRAPHICAL REPRESENTATION





	b) Workshops c) On-the-job coaching d) Conferences			
v	Which learning principle states that people learn better when they are actively involved? a) Learning by observation b) Learning by doing c) Learning through listening d) Learning through punishment	01	CO1	KL2
vi	What is the first step in the training and development process? a) Implementation b) Evaluation c) Identifying training needs d) Conducting training sessions	01	CO2	KL3
vii	Which of the following is an example of on-the-job training? a) Classroom lecture b) Case study c) Job rotation d) Webinar	01	CO1	KL1
viii	Which of the following is NOT a step in the training process? a) Needs assessment b) Implementation c) Employee dismissal d) Evaluation	01	CO2	KL2
ix	. Which evaluation method is commonly used to measure training effectiveness? a) ROI Analysis b) Peer reviews c) Group discussion d) None of the above	01	CO1	KL1
x	Which of the following is NOT a benefit of training and development? a) Improved productivity b) Reduced employee turnover c) Increased absenteeism d) Higher employee satisfaction	01	CO2	KL1
xi	Which of the following is an example of informal training? a) Mentoring b) Classroom training c) Workshops d) Corporate seminars	01	CO3	KL3
xii	Which of the following is NOT a method of on-the-job training? a) Coaching b) Job Rotation c) Lectures d) Apprenticeship	01	CO2	KL2

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

Q. No	QUESTIONS	Marks	COs	KL
2	Describe the different types of off-the-job training methods. Which method is most effective for managerial training and why?	07	CO3	KL3
3	Evaluate the Kirkpatrick Model for training evaluation. How can organizations use this model to assess training effectiveness?	07	CO3	KL4
4	Explain the importance of employee orientation programs. How do these programs help new employees adjust to the organization?	07	CO4	KL4
5	What is training needs analysis (TNA)? Explain the importance of TNA in designing an effective training program.	07	CO5	KL5
6	How can organizations measure the return on investment (ROI) of training programs? Discuss the factors that influence training effectiveness.	07	CO4	KL4
7	Discuss the key steps involved in the training process. How does each step contribute to the effectiveness of training programs?	07	CO5	KL5

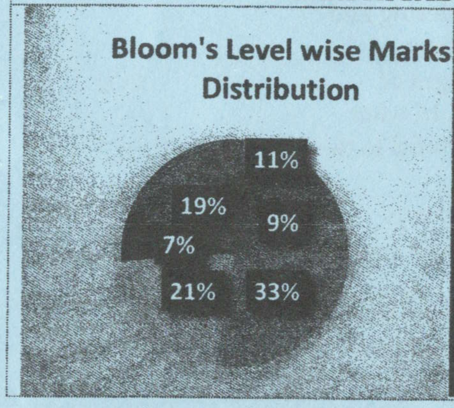
Section C (Answer any TWO out of FOUR) – 30 Marks
(Each question Carry 15 Marks)

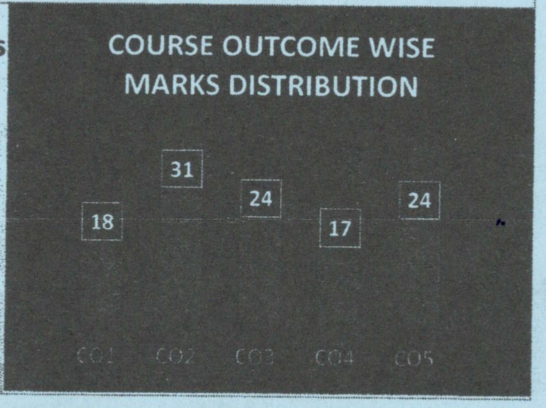
Q. No	QUESTIONS	Marks	COs	KL
8	Compare and contrast on-the-job and off-the-job training methods. Discuss their advantages, disadvantages, and suitability for different types of employees.	15	CO5	KL5
9	Discuss the Kirkpatrick Model of training evaluation in detail. How can organizations measure the effectiveness of training programs at different levels? Provide real-life examples.	15	CO4	KL4
10	Evaluate the importance of measuring return on investment (ROI) in training programs. How can organizations calculate ROI, and what factors influence training effectiveness?	15	CO5	KL5
11	Explain the complete training process in detail. Discuss the role of training needs analysis, implementation, and evaluation in designing an effective training program.	15	CO5	KL5

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

Course Outcomes	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.

GRAPHICAL REPRESENTATION





JGI ARKA JAIN University Jharkhand NAAC GRADE A ACCREDITED UNIVERSITY			[10-05-2025] **END SEM EXAMINATION School of Commerce &Management**
Program	**Bachelor of Business Administration**		
Subject Name	**Banking Concepts and Practices**	**Session**	**Even, 2024-2025**
Semester	**VI**	**Year**	**May, 2025**
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. N 1	QUESTIONS	Marks	COs	KL
i	Which of the following is a time deposit? A) Current account B) Savings account C) Fixed deposit D) No-frills account	01	CO1	K1
ii	The practice of discounting bills by banks involves A) Lending money at a fixed interest rate B) Buying bills before their maturity date at a discounted price C) Trading in foreign currency D) Investing in government securities	01	CO1	K4
iii	Which document is mandatory under the KYC (Know Your Customer) norms? A) Aadhar card or Passport B) Employment letter C) Salary slip D) Credit score report	01	CO2	K2
iv	What is the purpose of a specimen signature? A) To verify the account holder's identity B) To prevent loan defaults	01	CO2	K4

	C) To monitor the customer's balance D) To update KYC details			
v	Who is classified as an institutional account holder? A) Individual customer B) Minor account holder C) Joint stock company D) Married woman	01	CO3	K5
vi	What is the maximum amount allowed for an RTGS transaction? A) ₹1,00,000 B) ₹2,00,000 C) No upper limit D) ₹10,00,000	01	CO3	K1
vii	In NEFT, the transactions are processed: A) In real time B) In batches C) Only during business hours D) Immediately after request	01	CO4	K2
viii	Which remittance method is the fastest? A) Mail transfer B) Telegraphic transfer C) Demand draft D) Banker's cheque	01	CO4	K1
ix	What does NHB stand for in the context of housing finance? A) National Housing Board B) National Housing Bank C) New Home Bank D) Non-Governmental Housing Board	01	CO5	K1
x	The Eurocurrency market deals with A) Shares of European companies B) Currencies held outside their home country C) Real estate investments in Europe D) Commodity trading in Europe	01	CO5	K2
xi	Which of the following was the first bank in India? A) Reserve Bank of India (RBI) B) Bank of Hindustan C) State Bank of India (SBI) D) Imperial Bank of India	01	CO1	K1
xii	The first Indian bank to introduce Internet banking services was: A) ICICI Bank B) HDFC Bank C) Axis Bank D) State Bank of India	01	CO1	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 the primary functions of a commercial bank? List at least four functions.	07	CO1	K1
3	Explain the difference between demand deposits and time deposits with relevant examples.	07	CO1	K2
4	Analyze the importance of Know Your Customer (KYC) norms in preventing money laundering and ensuring the integrity of the banking system	07	CO2	K4
5	Evaluate the advantages and disadvantages of premature encashment of fixed deposits. In what situations would this be beneficial or harmful to the account holder?	07	CO2	K5
6	Evaluate the impact of UPI (Unified Payments Interface) on traditional remittance methods such as demand drafts and mail transfers	07	CO5	K6
7	You are a bank manager. An illiterate person wishes to open a savings account. How will you facilitate the account opening and ensure their rights are protected?	07	CO3	K3

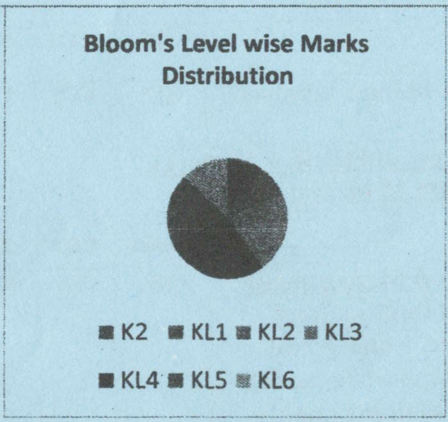
Section C (Answer any TWO out of FOUR) – 30 Marks
(Each question Carry 15 Marks)

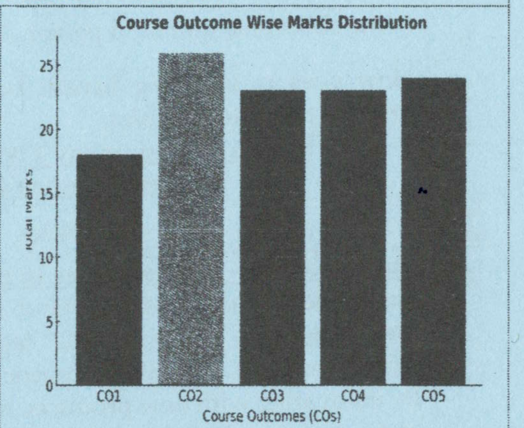
Q. No.	QUESTIONS	Marks	COs	KL
8	Suppose you are a bank relationship manager. A married woman, a minor, and a senior citizen want to open bank accounts. Recommend the most suitable type of account for each individual and justify your selection.	15	CO3	K3
9	Design a brief proposal for a new financial product or service that could be introduced by a Non-Banking Financial Institution (NBFC) in India. Explain how it would benefit customers and the financial institution.	15	CO5	K6
10	Analyze the role of the Reserve Bank of India (RBI) in regulating the banking sector. How does it influence monetary policy through the repo and reverse repo rates?	15	CO2	K4
11	You are assisting a customer who wants to send ₹10,00,000 to a supplier immediately. Would you recommend NEFT, RTGS, or demand draft? Justify your answer.	15	CO4	K3

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

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

GRAPHICAL REPRESENTATION





ARKA JAIN University Jharkhand	NAAC GRADE A		[10-05-2025] **END SEM EXAMINATION School of Commerce & Management**
Program	**Bachelor of Business Administration**		
Subject Name	**Brand Management**	**Session**	**Even, 2024-2025**
Semester	**VI**	**Year**	**May, 2025**

Time: 3 Hour
Max. Marks : 70

- Start writing from 2nd page onwards; **don't Write on the 1st Page Backside**
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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	Brand personality is a set of ________ characteristics associated with the brand. a) Human c) Computer b) Product d) Artificial Intelligence	01	CO1	KL1
ii	A ________ is a graphic mark, emblem or symbol commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. a) Logo c) Slogan b) Tag line d) Symbols	01	CO1	KL1
iii	Brand knowledge is composed of which two key components? a) Brand recall and product packaging b) Brand awareness and brand image c) Advertising spend and product price d) Brand loyalty and customer feedback	01	CO1	K2
iv	Brand extension refers to: a) Launching a new sub-brand within the same category b) Entering into a completely different industry c) Changing the brand logo d) Entering into a new market	01	CO5	KL4

v	What is brand hierarchy? a) A framework that organizes brands within a company b) The level of customer satisfaction c) A pricing strategy d) Brand equity measurement technique	01	CO3	KL3
vi	Which of the following is NOT a method of brand valuation? a) Market-based approach b) Cost-based approach c) Customer satisfaction index d) Income-based approach	01	CO2	KL4
vii	Which of the following is NOT a component of brand equity? a) Brand loyalty c) Brand awareness b) Manufacturing cost d) Brand associations	01	CO2	KL2
viii	Red Bull's branding strategy focuses heavily on: a) Celebrity endorsements b) Emotional branding and extreme sports sponsorship c) Traditional advertising d) Low pricing strategy	01	CO4	KL5
ix	What is brand leveraging? a) Using existing brand equity to introduce new products b) Reducing marketing costs c) Acquiring other brands d) None of the above	01	CO5	KL3
x	Which of the following is NOT a key source of brand equity? a) Brand awareness c) Perceived quality b) Employee satisfaction d) Brand loyalty	01	CO2	KL2
xi	What does the Brand Value Chain analyze? a) The impact of branding activities on financial performance b) Employee productivity c) Customer satisfaction surveys d) All of the above	01	CO2	KL4
xii	What differentiates a brand from a commodity? a) Price b) Packaging c) Emotional and psychological connection d) None of the above	01	CO1	KL2

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

Q. No.	QUESTIONS	Marks	COs	KL
2	Differentiate between a commodity and a brand with relevant examples.	07	CO1	KL2
3	Explain the advantages and risks of celebrity endorsements in brand building with suitable example.	07	CO4	KL5
4	What is a brand audit and how can it help a company improve its branding strategy?	07	CO3	KL3
5	Discuss Brand Asset Valuation Model.	07	CO2	KL4
6	Write short note on brand personality.	07	CO1	KL1
7	How does co-branding benefit both brands involved? Provide real-life examples.	07	CO5	KL4

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

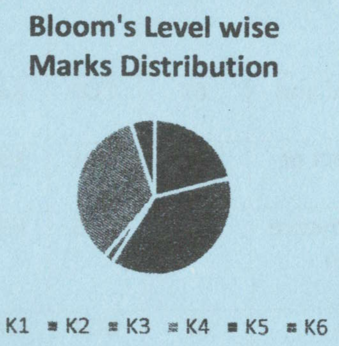
Q. No.	QUESTIONS	Marks	COs	KL
8	**Caselet: Amul – A Masterclass in Brand Management** Amul, India's leading dairy brand, has built a strong identity with its "Taste of India" tagline, iconic Amul Girl advertising, and farmer-centric cooperative model. By innovating with new products, maintaining quality, and leveraging digital engagement, Amul stays relevant across generations. Its trust-driven approach makes it a benchmark in Indian brand management. **Questions:** i. How has Amul's cooperative model contributed to its strong brand identity? ii. What role does the Amul Girl campaign play in brand recall and engagement?	15	CO4	KL4
9	Describe the importance of measuring brand equity and discuss different measurement methods.	15	CO2	KL5
10	How can a company sustain its brand over time while maintaining relevance in a changing market, explain with suitable examples.	15	CO5	KL6
11	Discuss the importance of Segmentation, Targeting and Positioning strategy	15	CO3	KL3

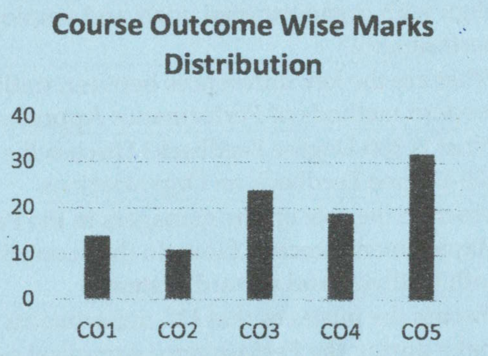
Q. No.	QUESTIONS	Marks	COs	KL
	Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)			
8	In the "Bad Apple" assignment, how can Performance Management address underperforming employees and improve team dynamics?	15	CO2	K5
9	Explain the role and types of Performance Appraisal Feedback?	15	CO2	K3
10	How can a 360-degree feedback system enhance organizational performance and employee development? Discuss its main advantages and limitations.	15	CO5	K5
11	What are the challenges organizations face when linking performance to rewards, and how can they be overcome?	15	CO4	K4

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

Course Outcomes	CO1	To understand the concepts, principles and process of performance management.
	CO2	To develop an understanding of how to assess the performance of employees.
	CO3	To understand the biases in Appraisal.
	CO4	To familiarize with the levels, tools and techniques involved.
	CO5	Understand all the modern methods of Appraisal

GRAPHICAL REPRESENTATION





JGI ARKA JAIN University Jharkhand NAAC GRADE A		[10-05-2025] **END SEM EXAMINATION School of Commerce & Management**	
Program	**Bachelor of Business Administration**		
Subject Name	**Performance Management and Appraisal System**	Session	Even, 2024-2025
Semester	VI	Year	May, 2025

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. N 1	QUESTIONS	Marks	COs	KL
i	1. What is the primary aim of a Performance Management System? A) To evaluate employees' productivity B) To align employee performance with organizational goals C) To conduct annual appraisals D) To increase operational costs	01	CO1	KI
ii	Which dimension of Performance Management focuses on setting clear expectations for employee? A) Feedback B) Goal-setting C) Monitoring D) Recognition behaviour and results	01	CO2	KI
iii	Which of the following is a characteristic of an effective Performance Appraisal system? A) Subjective ratings B) Clear and objective performance criteria C) Lack of feedback D) Occasional reviews	01	CO1	K2

iv	Which of the following is a mistake often made by Human Resource departments in Performance Appraisal? A) Setting up a clear performance review schedule B) Relying solely on one type of performance data C) Giving feedback immediately after the review D) Allowing employees to self-assess	01	CO3	K4
v	What is the primary advantage of the 360-degree feedback system? A) It is solely focused on managerial performance B) It offers insights from multiple perspectives including peers, subordinates, and supervisors C) It eliminates the need for performance appraisals D) It is the simplest method of evaluation	01	CO4	K2
vi	In the context of Performance Appraisal feedback, which of the following is considered a key principle? A) Being vague about areas of improvement B) Focusing only on strengths C) Providing specific and actionable feedback D) Delaying feedback for months	01	CO4	K5
vii	What does linking performance to pay typically involve in a reward system? A) Rewarding employees equally regardless of performance B) Using a pay band system that ties pay increases to performance levels C) Awarding pay increases based on seniority alone D) Providing rewards for attendance rather than performance	01	CO5	K4
viii	Which of the following best describes the "Bad Apple" assignment in the context of Performance Management? A) An activity to assess overall team performance B) An exercise to identify problematic behaviors in employees and how to handle them C) A method to reward top performers D) A strategy for improving communication within teams	01	CO2	K2
ix	Which of the following is NOT considered a traditional method of Performance Appraisal? A) Graphic Rating Scale B) Behavioural Anchored Rating Scale (BARS) C) Forced Distribution D) Critical Incident Method	01	CO1	K2
x	A major mistake that HR departments often make in the Performance Appraisal process is: A) Using a variety of feedback sources such as peers such as peers and managers B) Not properly training appraisers to avoid biases C) Involving employees in goal-setting from the beginning D) Ensuring regular and consistent feedback throughout the year	01	CO2	K4
xi	Which of the following is a modern method of Performance Appraisal? A) Graphic Rating Scale B) 360-degree feedback C) Critical Incident Method D) Forced Distribution	01	CO1	K5
xii	What is the role of Line Managers in Performance Management? A) To conduct performance reviews once a year B) To set goals and provide continuous feedback on employee performance C) To handle payroll matters only D) To focus solely on administrative duties	01	CO3	K4

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

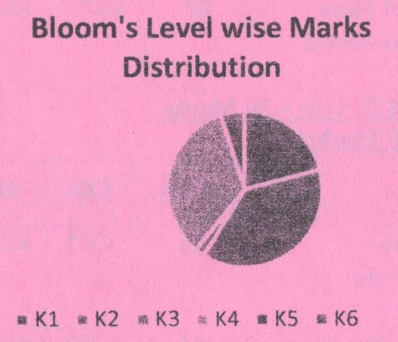
Q. No.	QUESTIONS	Marks	COs	KL
2	Explain the principles of Performance Management.	07	CO1	K1
3	How do the dimensions of Performance Management align with organizational goals and employee performance?	07	CO2	K2
4	What are the key differences between traditional and modern methods of Performance Appraisal?	07	CO3	K4
5	What is 360-Degree Feedback? Discuss the impact of 360-Degree Feedback on Organizations.	07	CO4	K5
6	Describe the role of line managers in the Performance Management process. How do they contribute to both feedback and reward systems?	07	CO5	K3
7	Discuss the mistakes that HR departments often make during the Performance Appraisal process.	07	CO2	K4

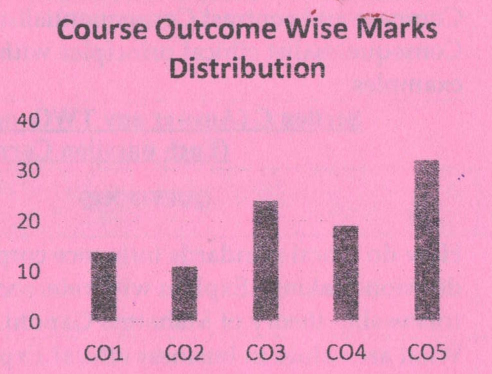
10	Analyze the CSR activities of major Indian corporates. How have Indian businesses incorporated CSR into their business strategies? Provide examples.	15	CO4	KL5
11	An employee reports unethical practices in procurement and vendor payments. The senior management, however, ignores the complaint to avoid conflict. • Discuss the ethical responsibilities of senior management in such cases. • Explain the importance of whistleblower policies in corporate ethics.	15	CO2	KL2

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

Course Outcomes	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 implementing ethics management system.
	CO3	Explain the evolutionary course of ethical practices.
	CO4	Graduates will be able to implement various theories of values and ethics into business.
	CO5	Apply various controlling techniques to achieve the desired level of efficiency and effectiveness for an ethics management programme.

GRAPHICAL REPRESENTATION





JGI **ARKA JAIN University** Jharkhand	NAAC GRADE A		[06-05-2025] **END SEM EXAMINATION** **School of Commerce and Management**
Program	Bachelor of Business Administration		
Subject Name	Business Ethics	Session	Even, 2024-2025
Semester	VI	Year	May, 2025
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. N 1	QUESTIONS	Marks	COs	KL
i	What does business ethics primarily deal with? a) Maximizing profits at any cost b) Moral principles guiding business conduct c) Only legal compliance d) Avoiding competition	01	CO1	KL1
ii	The principle of 'the greatest good for the greatest number' is associated with: a) Kantian Ethics b) Virtue Ethics c) Utilitarianism d) Divine Command Theory	01	CO1	KL1
iii	Organisation 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	CO1	KL2
iv	Ethical dilemmas in business arise when: a) There are clear rules to follow b) A decision has conflicting moral implications c) Profit maximization is not the goal d) A business only follows legal requirements	01	CO1	KL2

v	Stakeholder engagement in CSR is important because: a) It helps businesses understand societal expectations b) It only benefits the government c) It minimizes consumer rights d) It reduces accountability	01	CO4	KL3
vi	The primary objective of corporate governance is to ensure _________ and accountability in business. a) Profit Maximization b) Transparency c) Monopoly d) Exploitation	01	CO4	KL1
vii	According to the trusteeship theory of Mahatma Gandhi, business owners should: a) Maximize personal profits b) View themselves as trustees of social wealth c) Ignore social responsibilities d) Follow a strict command-and-control approach	01	CO1	KL4
viii	An employee discovers that their manager is manipulating financial records to show higher profits. What should they do? a) Ignore it to avoid conflict b) Report it through the company's whistleblower policy c) Confront the manager privately and negotiate a raise d) Help in manipulating records to gain favor	01	CO2	KL4
ix	The UN initiative that provides global guidelines for responsible business practices is called _________. a) UN Global Compact b) G7 Summit c) WTO Trade Agreement d) IMF Governance Model	01	CO5	KL1
x	Which of the following best describes ethical egoism? a) Actions are moral if they benefit the greatest number of people b) Morality is subjective and depends on cultural norms c) Individuals should act in ways that maximize their own self-interest d) Moral duty is based on following universal rules	01	CO1	KL3
xi	Which ethical theory is primarily concerned with the duties and obligations of individuals? a) Deontology b) Utilitarianism c) Virtue Ethics d) Relativism	01	CO1	KL5
xii	When corporate norms conflict with individual beliefs, ethical decision-making should focus on: a) Personal opinions over company policies b) A balance between ethics, practicality, and inclusivity c) The strongest personal belief in the company d) Ignoring corporate policies in favor of tradition	01	CO3	KL4

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

Q. No.	QUESTIONS	Marks	COs	KL
2	Discuss the sources of ethics in business and how they influence ethical decision-making.	07	CO1	KL1
3	Define ethical dilemmas in business. Explain with examples how companies resolve such dilemmas.	07	CO1	KL2
4	Explain the concept of unethical behavior in an organization. What are the key factors leading to unethical practices?	07	CO2	KL4
5	Define a Code of Ethics and explain the conditions required for making it effective in an organization.	07	CO3	KL2
6	How does CSR contribute to sustainable development? Explain with examples.	07	CO4	KL2
7	Compare and contrast Consequentialist and Non-Consequentialist ethical principles with real-world examples.	07	CO1	KL5

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

Q. No.	QUESTIONS	Marks	COs	KL
8	How do moral standards influence corporate decision-making? Explain with reference to the trusteeship theory of Mahatma Gandhi.	15	CO1	KL5
9	What are values in business ethics? Explain the types and relevance of values in formulating an ethical organization. Discuss with examples.	15	CO2	KL2