

24

19/12



ARKAJAIN University
Jharkhand

3RD Semester End Term Examination Dec - 2022

Subject : Design Software Training I
Course : BA FD [HONS.]
Full Marks : 50

Roll No:

Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; Don't Write On The 1st Page Backside.
- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 10 multiple choice questions.
- Part- B containing ONE questions is to be answered.
- Do not write anything except your Roll No. on the question paper.
- 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.

PART - A

Multiple Choice Questions

[2x10=20]

- 1.i) What does the color mode RGB stand for

a) Real graphic backgrounds	b) Red Green Blue
c) Red Grey Black	d) Reduction graphic blending

- ii) Which tool allows you to make a selection in the shape of a rectangle?

a) Lasso tool	b) Gradient tool
c) Magic wand tool	d) Marquee tool

- iii) How do you set the text color in Photoshop?

a) Select the Text Tool and use the background color tool to set the color	b) Select the Text tool and use the color box icon in the Options bar to set the text color
c) Use the color gradient tool to define the text	d) You can only use black text in Photoshop



ARKAJAIN
University
Jharkhand

3RD Semester End Term Examination Dec - 2022

Subject : Fashion illustration -II
Course : BA FD [HONS.]
Full Marks : 50

Roll No:

Time : 2 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; Don't Write On The 1st Page Backside.
- QP Containing Part A: Both Question is compulsory.
- Do not write anything except your Roll No. on the question paper.
- 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.

PART-A

1. Draw a male face with sunglass, trimmed beard and nice hairstyle.
(20 marks)
2. Illustrate a female model in sportswear.
(30 marks)
or
Illustrate a female model in corporate attire.



3rd Semester End Term Examination: Dec- 2022

Subject : Business Communication

Course : BA [ENG/JMC/FD]

Full Marks : 70

Roll No:

Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; Don't Write On The 1st Page Backside
- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 12 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
- Do not write anything except your Roll No. on the question paper.
- Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under Unfair Mean and will Result in the Cancellation of the Papers.

PART - A

Multiple Choice Questions

[12x1=12]

- 1i) Downward communication flows from _____ to _____
- a) Upper to lower
 - b) Lower to upper
 - c) Horizontal
 - d) Diagonal
- ii) All communication starts with _____
- a) Receiver
 - b) Decoder
 - c) Encoder
 - d) Idea
- iii) _____ is a psychological barrier to effective communication
- a) Technical jargon
 - b) Distrust
 - c) Complex organization
 - d) Status difference
- iv) The principle of effective writing includes _____
- a) Accuracy
 - b) Clarity
 - c) Brevity
 - d) All of the above

- v) _____ of the letter consists of main message
- a) Heading
 - b) Body
 - c) Greeting
 - d) Closing

vi) Which of these is NOT normally considered to be a direction of formal communication?

- a) Upward
- b) Diagonal
- c) Zigzag
- d) All of the above

vii) Which type of non-communication is known as artifacts?

- a) Clothing
- b) Posture
- c) Gestures
- d) None of these

viii) In letter writing, _____ indicates to the reader of the letter what the _____ is about

- a) Salutation, letter
- b) subject, notice
- c) Body, memo
- d) subject, letter

ix) Which type of communication refers to flow of information between persons holding equal rank in same departments?

- a) Lateral
- b) Downward
- c) Upward
- d) Diagonal

x) On which of the following we get immediate feedback?

- a) E-mail
- b) Letter
- c) Telephone
- d) Fax

xi) Which of the following is/are business letters?

- a) Refusal letter
- b) Customer relation letter
- c) Order status letter
- d) all of these

xii) The formal greeting in a business letter is _____.

- a) Inside address
- b) Salutation
- c) Complimentary close
- d) Letter head

PART - B

Answer any FOUR out of SIX

[4x7=28]

2. Write a report on effects of increasing petrol prices for a national newspaper. (10-12 lines)
3. Write a complain letter to Ola customer care representative citing the discomfort and rude behaviour of the driver during the ride.
4. Effective presentation on any chosen topic calls for effective skills". Elaborate the statement.

6. What are the different types of communication barriers?
7. Differentiate between formal and informal communication.

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. Mr Robert, a research chemist for a major petro-chemical company, wrote a report about some new compounds he had synthesized in the laboratory from refining by-products. The bulk of the report consisted of tables listing their chemical and physical properties, diagrams of their molecular structure, chemical formula and computer printouts of toxicity tests. Buried at the end of the report was a casual speculation that one of the compounds might be a particularly effective insecticide. Seven years later, the same oil company launched a major research program to find more effective but environmentally safe insecticides. After six months of research someone uncovered Robert's report and his toxicity tests. A few hours of further testing confirmed that one of Robert's compounds was the safe, economic insecticide they had been looking for. Robert had since left the company, because he felt that the importance of his research was not being appreciated.

- A. State the problems faced by Robert keeping in mind the fundamentals of Business writing.
9. Discuss the role of effective business communication within and outside the organization.
10. Enumerate the different categories of non-verbal communication and state the importance in communication process with suitable examples.
11. Enumerate the usual contents of resume. Give specimen of the resume of a candidate for the post of an assistant accountant.



ARKAJAIN
University
Jharkhand

3rd Semester End Term Examination: Dec- 2022

Subject : Business Communication

Course : BA [ENG/JMC/FD]

Full Marks : 70

Roll No:

Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; **Don't Write On The 1st Page Backside.**
- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 12 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
- Do not write anything except your Roll No. on the question paper.
- 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.**

PART - A

Multiple Choice Questions

[12x1=12]

- 1i) Downward communication flows from _____ to _____
- Upper to lower
 - Lower to upper
 - Horizontal
 - Diagonal
- ii) All communication starts with _____
- Receiver
 - Encoder
 - Decoder
 - Idea
- iii) _____ is a psychological barrier to effective communication
- Technical jargon
 - Distrust
 - Complex organization
 - Status difference
- iv) The principle of effective writing includes _____
- Accuracy
 - Clarity
 - Brevity
 - All of the above

- v) _____ of the letter consists of main message
- Heading
 - Body
 - Greeting
 - Closing

vii) Which of these is NOT normally considered to be a direction of formal communication?

- Upward
- Diagonal
- Zigzag
- All of the above

viii) Which type of non-communication is known as artifacts?

- Clothing
- Posture
- Gestures
- None of these

ix) In letter writing, _____ indicates to the reader of the letter what the _____ is about

- Salutation, letter
- subject, notice
- Body, memo
- subject, letter

x) Which type of communication refers to flow of information between persons holding equal rank in same departments?

- Lateral
- Downward
- Upward
- Diagonal

xi) On which of the following we get immediate feedback?

- E-mail
- Letter
- Telephone
- Fax

xii) Which of the following is/are business letters?

- Refusal letter
- Customer relation letter
- Order status letter
- all of these

xiii) The formal greeting in a business letter is _____.

- Inside address
- Salutation
- Complimentary close
- Letter head

PART - B

Answer any **FOUR** out of **SIX**

[4x7=28]

- Write a report on effects of increasing petrol prices for a national newspaper. (10-12 lines)
- Write a complain letter to Ola customer care representative citing the discomfort and rude behaviour of the driver during the ride.
- Effective presentation on any chosen topic calls for effective skills". Elaborate the statement.

- Explain the communication cycle.
- What are the different types of communication barriers?
- Differentiate between formal and informal communication.

PART - C

Answer any **TWO** out of **FOUR**

[2x15=30]

- Mr Robert, a research chemist for a major petro-chemical company, wrote a dense report about some new compounds he had synthesized in the laboratory from oil-refining by-products. The bulk of the report consisted of tables listing their chemical and physical properties, diagrams of their molecular structure, chemical formulas and computer printouts of toxicity tests. Buried at the end of the report was a casual speculation that one of the compounds might be a particularly effective insecticide. Seven years later, the same oil company launched a major research program to find more effective but environmentally safe insecticides. After six months of research, someone uncovered Robert's report and his toxicity tests. A few hours of further testing confirmed that one of Robert's compounds was the safe, economical insecticide they had been looking for. Robert had since left the company, because he felt that the importance of his research was not being appreciated.
 - State the problems faced by Robert keeping in mind the fundamentals of Business writing.
 - Discuss the role of effective business communication within and outside the organization.
- Enumerate the different categories of non-verbal communication and state their importance in communication process with suitable examples.
- Emanate the usual contents of resume. Give specimen of the resume of a candidate for the post of an assistant accountant.



ARKAJAIN
University
Jharkhand

3rd Semester End Term Examination: Dec - 2022.

Subject : Social Entrepreneurship

Course : BA [ENG/JMC/FD]

Full Marks : 70

Roll No:

Time : 3 Hours.

Instructions to the Candidates:

- Read the question paper very carefully.
- Start writing from 2nd page onwards; Don't Write On The 1st Page Backside
- Question Paper is divided into Three Parts -A, B & C.
- Part-A is containing 12 multiple choice questions.
- Part- B containing SIX questions out of which FOUR questions are to be answered.
- Part C containing FOUR questions out of which TWO questions are to be answered.
- Do not write anything except your Roll No. on the question paper.
- 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.

PART - A

Multiple Choice Questions

- 1i) In a social enterprise model the impact is measured by the generation of [12x1=12]
- a) Funding value
 - b) Service value
 - c) Economic value
 - d) Social Value

- ii) Social entrepreneurship is a revolution occurring around the world, where people from all walk of life are -
- a) Developing and implementing innovative, effective and sustainable solution in response to government role.
 - b) Developing and implementing innovative, effective and sustainable solution in response to social and charitable challenges.
 - c) Developing and implementing innovative, effective and sustainable solution in response to social and environmental challenges.
 - d) Developing and implementing innovative, effective and sustainable solution in response to taxation environment challenges.

- a) Adopting a mission to create and sustain social value recognizing and relentlessly pursuing new opportunities to serve that mission
- b) Engaging in a process of continuous innovations, adaptations and learning
- c) Acting boldly without being limited by resources currently in hand
- d) All of the Above

iv) In a social entrepreneurship organization uses method in an innovative way to address-

X. Social Problem

Y. Environmental problem

Select the correct answer from the option given below-

- a) Y only
- b) Neither X nor Y
- c) X only
- d) Both X and Y

v) Which of the following challenges social entrepreneurs are facing?

- a) Limited access to early stage capital
- b) Development of new product
- c) Maintaining profits
- d) All of the above

vi) Which of the following quality is attributed to social entrepreneurs?

- a) Visionaries
- b) One man show
- c) Rationalist
- d) Rich and powerful

vii) The innovative methods used in social enterprises to broaden the access of capital includes-

- a) Loan Guarantee
- b) Crowd-funding
- c) Pooling
- d) All of the above

viii) Vinoba Bhave was founder and leader of the -

- a) Land scam in India
- b) Constitution of India
- c) Land gift movement
- d) Planned Parenthood Federation

ix) Which of the following challenges social entrepreneurs are facing?

- a) Limited access to early stage capital
- b) Development of new product
- c) Maintaining profits
- d) All of the above

x) Social entrepreneur acts as the -

- a) Change agent for poor people
- b) Change agent for the state Govt.
- c) Change agent for society
- d) Change agent for the central Govt.

XI) Florence Nightingale -

- a) Established National Park System
- b) Led to family planning movement efforts around the world
- c) Established school nurses and fought for improvement of hospital conditions
- d) All of above

xii) Social entrepreneurship

- a) Involves creating new charitable and civic organizations which are financially self-sufficient.
- b) Involves bringing new products or services to market
- c) Involves a person or group who owns their own for-profit business.
- d) Involves revitalizing government agencies.

PART - B

Answer any FOUR out of SIX

[4x7=28]

- Write short notes on Social Entrepreneurship.
- Mention the importance of building Social Capital.
- Write short notes on Crowd funding.
- What are some of the basic skills needed for a Social Entrepreneur?
- Why is community participation important in Social Entrepreneurship?
- Describe any two Social Capital.

PART - C

Answer any TWO out of FOUR

[2x15=30]

- What do you understand by Social Capital? Describe how it can be built.
- Differentiate between Social Entrepreneurship and Commercial Entrepreneurship.
- What are the features of Social Entrepreneurship?
- Briefly describe any Social Entrepreneurship idea that you have.