



5th Semester End Term Examination: Dec - 2022.

Subject : Management Accounting

Course : B Com (Hons.)

Full Marks : 70

Roll No:

Time : 3 Hours.

Instructions to the Candidates:

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PART - A

Multiple Choice Questions

[12x1=12]

- i) Performance budgeting was used first in
a) USA
b) UK
c) JAPAN
d) INDIA
- ii) Responsibility budgeting measures the performance of
a) Persons in charge
b) Performance of centre
c) Cost centre
d) None of the above
- iii) Expenditure on machinery is assessed by
a) Manpower budget
b) Capital expenditure budget
c) Marketing expenditure budget
d) None of the above
- iv) Research expenditure budget is an example of
a) Short term budget
b) Medium term budget
c) Long term budget
d) None of the above
- v) Material usage variance is
a) Material mix +material yield
b) Material price + material yield
c) Material price + material mix
d) None of the above

vi) The principle budget factor is generally

- a) Any factor that acts as a bottleneck
- c) The Sales projection

vii) Plant utilisation budget is prepared to

- a) Know the plant capacity estimation of the budgeted Production
- c) Know the plant capacity estimation of the budgeted sales

viii) A summary of all budgets is called

- a) Production budget
- c) Sales budget

ix) A budget centre is

- a) A centre for which budget is prepared
- c) Not a responsibility centre

x) Sales volume variance is

- a) Sales mix +sales price variance
- c) Sales mix +sales quantity variance

xi) Labour cost variance is

- a) Labour rate variance +labour efficiency variance
- c) Labour rate variance +labour yield variance

xii) Contribution is

- a) Sales less variable cost
- c) Fixed cost plus profit

PART - B

Answer any FOUR out of SIX

2. Explain the concept of P/V ratio and state the formula
3. What is the difference between break even analysis and cash break even analysis.
4. How would you improve the P/V ratio?
5. What is meant by zero based budget?
6. R 2,00,000 is the cost of revenue from operations ,inventory turnover 8 time , inventory at the beginning is 1.5 times more than inventory at the end .Calculate the values of opening and closing inventory.
7. A firm made credit revenue from operations of Rs 5,40,000 during the year .If the trade receivable turnover ratio is 9 times , calculate the opening and closing trade receivable ,if the closing trade receivable are more by Rs 8,000 than the opening receivable .

[4x7=28]

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. What do you understand by CVP analysis? What are the benefits and assumptions of CVP analysis?
9. Sales is Rs 2,00,000 variable cost is Rs 1,20,000 fixed cost is Rs 50,000 and the net profit is Rs 30,000 Construct a profit -volume graph and also verify the same with the mathematical analysis.
10. Draw up the proforma of a flexible budget with imaginary figures
11. A company provided the following budget for the year.Direct materials Rs 40 ,direct labour Rs 20 , factory overheads Variable Rs 10 , factory overheads fixed Rs 10, Selling and distribution overheads variable Rs 5 , selling and distribution overheads fixed Rs 12 , profit Rs 3 and sales Rs 100.After evaluating the yearly performance it was observed that the company would be able to achieve only 80% of the original budgeted sales .The revised budgeted sales as envisaged above was estimated at Rs 1080 lakhs after taking into account a reduction in the selling price by 10 % .You are required to prepare a statement showing the break-up of the original and revised budget for the year



5th Semester End Term Examination: Dec - 2022.

Subject : Information Technology for Managers

Course : B.Com (Hons.)

Full Marks : 70

Roll No:

Time : 3 Hours.

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PART - A

Multiple Choice Questions

[12x1=12]

- i) The main system board of the computer is called _____.
a) Motherboard
b) Processor
c) Microchip
d) None of these
- ii) The monitor of a computer is-
a) Storage Device
b) Processing Device
c) Input Device
d) Output Device
- iii) A series of instructions that tells a computer what to do and how to do it is called a _____.
a) Program
b) Command
c) User response
d) Processor
- iv) Verification of a login name and password is known as _____.
a) Configuration
b) Accessibility
c) Authentication
d) Logging in
- v) Which of the following is an example of a web browser?
a) Google
b) Apple
c) Mozilla Firefox
d) Microsoft

- vi) MS word 2010 has horizontal bar at the bottom, which has many options like page number, word count etc?
- Title bar
 - Status bar
 - Board Bar
 - Heading Bar
- vii) Which folder provides temporary storage for the files and folders you want to delete?
- Calculator
 - Dustbin
 - Recycle Bin
 - New Folder
- viii) The process of copying a file to a CD/DVD is often called?
- Storing
 - Burning
 - Pasting
 - Assembling
- ix) What is the pattern of printed lines on most of the products called?
- Barcodes
 - Scanners
 - Prices
 - Code
- x) The input device used to get printed diagram in the computer is?
- Mouse
 - Printer
 - Keyboard
 - Scanner
- xi) Which of these features is related to the mouse of the computer?
- Printing device
 - Memory device
 - Output device
 - Pointing device
- xii) What type of intelligence is given to the computer?
- Human
 - Artificial
 - Pure
 - Others

PART - B

Answer any FOUR out of SIX

[4x7=28]

- Elaborate on Generation of Computers and also mention the full form of the following:
 - ENC
 - ULSIC
 - HLL
 - CPU
- How to create header or footer in Ms-Word. Also explain how it is different from creating header and footer for odd and even pages.
- How to open and save a document in Ms-PowerPoint. Also mention the short cut keys of the following:
 - Save
 - Undo
 - Underline
 - Font Type
 - Print Preview
 - Redo
 - Hyperlink
 - Bullet
- Discuss the Development of Computers and mention the full form of the following:
 - UNIVAC
 - ASCII
 - VLIC
 - CPU
- How to create and close a document in Ms-Excel. Also mention the short cut keys of the following:
 - Save
 - Copyc. Style
 - Italic
 - Justify
 - Open
 - Font Size
 - Replace

- Discuss the use of cut, copy, and paste option in Ms-Excel Screen along with The steps to implement each.

PART - C

Answer any TWO out of FOUR

[2x15=30]

- Elaborate the steps for the following in Ms- word:
 - To create a table
 - To use formulae in table
 - To sort the table
- How to bold, underline and italicize the selected text in Ms-PowerPoint and How to left align, center and right align text in Ms-Excel
- Discuss the steps to insert word art in Ms-PowerPoint and What are the various options of Charts present by default in Ms-Excel.
- Define mail Merge and Discuss the various steps of Mail Merge in Ms-Word



ARKAJAIN
University
Jharkhand

5th Semester End Term Examination: Dec - 2022.

Subject : Consumer Behaviour (Marketing)

Course : B.Com (Hons.)

Full Marks : 70

Roll No:

Time : 3 Hours.

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PART - A

Multiple Choice Questions

[12x1=12]

- 1.i) _____ describes changes in an individual's behaviour arising from experience.
- a) Modelling
 - b) Motivation
 - c) Perception
 - d) Learning
- ii) Human motives are developed by
- a) Abraham Maslow
 - b) Mc Gregor
 - c) Taylor
 - d) V Gerald
- iii) Maslow's hierarchy of needs, food, water, sleep, and to an extent, sex, are considered _____ motives.
- a) Safety
 - b) self-actualization
 - c) Physiological
 - d) Belongingness.
- iv) _____ controls the flow of information to others in the buying centre
- a) User
 - b) Influencer
 - c) Buyer
 - d) gatekeeper
- v) The emotional component of attitude is called _____.
- a) Cognition
 - b) Conation
 - c) Affect
 - d) None of these

vi) Which of the following is not a step in the information processing model

- a) Exposure
- b) comparison
- c) Attention
- d) memory

vii) The set of shared beliefs, behaviours and attitudes associated with a large group of people is called _____.

- a) Religion
- b) Culture
- c) Social Framework
- d) Ethics

viii) Which of the following is an internal influence of consumer behaviour

- a) Culture
- b) Family
- c) Attitude
- d) Reference Group

ix) _____ develop on the basis of wealth, skills and power

- a) Economical classes
- b) Purchasing communities
- c) Competitors
- d) Social classes

x) More people become involved in a business purchase decision when the purchase is more _____.

- a) Expensive
- b) Time Consuming
- c) Complex
- d) Frequent

xi) Those who seek out new intellectual experiences are called _____.

- a) Cognitive innovators
- b) Sensory innovators
- c) Attitudinal innovators
- d) Intelligent

xii) _____ represents how one lives, including the products one buys, how one uses them what one thinks about them and how one feels about them

- a) Lifestyle
- b) Status
- c) Position
- d) Social Class

PART - B

Answer any FOUR out of SIX

[4x7=28]

1. Outline the diffusion and adoption process for innovations, with suitable illustrations.
2. What do you understand by extensive problem solving, limited problem solving and routinized response behaviour?
3. Discuss the different Types of Buying Situations, in brief.
4. What is social class? Explain its influence on consumer behaviour.
5. Discuss the concept of need, want & Demand with practical example.
6. Discuss the concept of Attitude? What are the components of attitude?

PART - C

Answer any TWO out of FOUR

[2x15=30]

1. What motive influence your choice for following products:-

- a) Restaurant
- b) CCTV camera
- c) Park Avenue grooming Kit
- d) Sporting goods store
- e) Mineral Water

2. You have been asked to advise a fashion accessories manufacturer as to how to segment the market on basis of consumer social class. Use one of the typologies for measurement of social class and help him segment the market. The company manufactures both formal and casual fashion accessories and has a stylish, up market range.

3. Explain the concept of Family Life Cycle? Recommend how companies can position their product/ services with respect to different stages of FLC?

4. Suppose you are planning to buy a new Car. Analyse the entire process of purchasing the Car and recommend few important insights for marketers.



5th Semester End Term Examination: Dec - 2022.

Subject : International Finance
Course : B. Com (Hons.)
Full Marks : 70

Roll No:
Time : 3 Hours.

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PART - A

Multiple Choice Questions

[12x1=12]

1. i) Suppose you are a member of export import policy committee: you would _____ the money supply to revive the country's trade
- a) Restrict
 - b) Release
 - c) Double
 - d) None of these
- ii) David Ricardo gave the theory of
- a) Mercantilism
 - b) Absolute advantage
 - c) Comparative advantage
 - d) None of them
- iii) Modern day international trade policy follows
- a) Mercantilism
 - b) High import tariff policy
 - c) Less exports
 - d) None of these
- iv) Contractionary policy restricts the money flow as usual in the economy
- a) True
 - b) False

- v) HO theory states that
- Country should produce the goods it has less in quantity
 - Product or commodity that a country has in abundance or at advantage
- c) Should follow closed economy
- vi) Free trade policy advocates
- No taxes
 - No import duties
- vii) Closed trade policy restricts the cargo and goods flow as usual in the economy
- True
 - False
- viii) HO theory also known as
- Factor proportion theory
 - Freight policy movement
- c) Foreign policy theory
- d) Free market policy
- ix) Leontiff paradox is related to HO theory
- True
 - False
- c) Both of them
- x) Theory of absolute advantage focuses on
- Product or commodity that a country has in abundance or at advantage
 - Product or commodity that a country has less in volume.
- c) No bars on trade and tariffs d) None of these
- xi) International trade promotes
- Economic growth of countries
 - Contributes in GDP
- c) Fosters long term relationships
- d) All of these
- xii) Historically high trade tariffs and taxes discourages
- Imports
 - Exports
- c) Both of the above
- d) None of the above

PART - B

Answer any FOUR out of SIX

[4x7=28]

- List down the benefits of working with international teams.
- What do you understand by the term hedging
- List down the disadvantages of working with multinational teams.
- Explain Mercantilism & Theory of absolute advantage with examples.
- What do you mean by Bid price & Ask price? Give the working formulae of Bid-Ask spread
- What do you understand by equity financing? Give your views if it is the best source of financing.

PART - C

Answer any TWO out of FOUR

[2x15=30]

- What are the factors/risks involved in working with international teams? Explain in detail by giving five valid points
- Write a brief account on World Bank. List down its functions.
- What is the expected rate of return, if risk free return of an asset is 4.5% , market return for the investment is 11% and value of beta is 1.25%. Also list down three assumptions of CAPM.
- Find the value of "Beta" from the following given information:
Expected return-18%
Market return- 12.5% &
Risk free return- 6.5%



21/12/22

5th Semester End Term Examination: Dec - 2022.

Subject : Training and Development
Course : B.COM. (Hons.)
Full Marks : 70
Roll No:
Time : 3 Hours.

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PART - A

Multiple Choice Questions

[12x1=12]

1. i) _____ refers to the learning opportunities designed to help employees grow.
- a) Training
 - b) Development
 - c) Education
 - d) All of the above
- ii) How does training and development offer competitive advantage to an organisation?
- a) Removing performance Decencies
 - b) Deficiency is caused by a lack of ability
 - c) Individuals have the aptitude and motivation to learn
 - d) None of the above
- iii) Which of the following is a benefit of employee training?
- a) Improves morale
 - b) Helps people identify with organisational goals
 - c) Provides a good climate for learning, growth and co - ordination
 - d) None of the above

- x) Competencies that you want your team to achieve should be carefully -
- Identified
 - Verified
 - Made public in advance
 - Scanned
- Codes
- i & ii
 - i, ii and iii
 - i and iii
 - i, ii and iv
- xi) Which of the following type of training needs assessment programme is the characteristics of fewer people involved and short term focus?
- Outside the organisation
 - In-depth
 - Mini assessment
 - Within the organisation
- xii) _____ refers to the learning opportunities designed to help employees grow.
- Training
 - Education
 - Development
 - All of the above

PART - B

Answer any FOUR out of SIX

[4x7=28]

- Elaborate on different training methods.
- Mention the various steps involved in identifying training needs.
- Mention the organizational factors influencing training.
- Discuss the various considerations in designing effective training program.
- What are the various factors affecting training design?
- Mention the various beneficiaries of training.

PART - C

Answer any TWO out of FOUR

[2x15=30]

- Explain the operational design for on-the-job and off-the-job training.
- Explain the concept of Learning Curve along with its principles.
- Elaborate on system model of organizing training department.
- Elaborate on transitional model of organizing training department.

- iv) Choose which of the following is a benefit to the individual while receiving training?
- Creates an appropriate climate for growth, communication
 - Aids in increasing productivity and/ or quality of work
 - Satisfies a personal needs of the trainer
 - None of the above
- v) Which of this is a step in training process?
- KSA deficiency
 - Provide proper feedback
 - Obstacles in the system
 - Use of evaluation models
- vi) Rearrange the steps in training programme.
- What should be the level of training
 - What principles of learning
 - Who are the trainees?
 - What methods and techniques?
 - Where to conduct the programme?
 - Who are the trainers?
- Codes
- ABCDEF
 - DECAFB
 - CADFBE
 - CFDABE
- vii) Match the following techniques of training with their correct description.
- Tag Teams ----- A. Games to get team members know each other
 - Outward - bound training ----- B. Games to test ability to plan ahead
 - Mirroring ----- C. Training with an external perspective
 - Strategic planners ----- D. Adventure sports for teams
 - Ice breakers ----- E. one role played alternately by two participants
- Codes
- 1-E,2-D,3-C,4-B,5-A
 - 1-A,2-D,3-E,4-C,5-B
 - 1-D,2-A,3-C,4-E,5-B
 - 1-C,2-D,3-B,4-A,5-E
- viii) _____ is widely used for human relations and leadership training
- Business games
 - Role playing
 - Case study method
 - Job rotation
- ix) In _____ Survey, all employee of a department are given a questionnaire that lists the tasks and asks them to rate each task depending upon its importance & their interest in getting some more training on it.
- Appraisal
 - Job
 - Staff
 - Training



5th Semester End Term Examination: Dec 2022.

Subject : Advertising and Brand Management (Marketing)

Course : BCOM (Hons.)

Full Marks : 70

Roll No:

Time : 3 Hours.

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PART - A

Multiple Choice Questions

[12x1=12]

1. i) _____ is a strategic activity and is used to differentiate and distinguish a brand, so that a consumer understands the brand, not just remembers it.
- a) Brand heritage
 - b) Brand anatomy
 - c) Brand positioning
 - d) Brand extension
- ii) _____ describes the extrinsic properties of the product (the color, the packaging, the product consistency, associations) and level to which these satisfy customers' psychological or social needs.
- a) Brand repositioning
 - b) Brand stretching
 - c) Brand imagery
 - d) Brand equity
- iii) Many brands are deliberately imbued with human characteristics, to the point that they are identified as having particular personalities. This is referred to as:
- a) Brand Personalities
 - b) Brand Names
 - c) Brand Value
 - d) Branding Pyramid

iv) _____ Relates to consumers ability to identify the brand under a variety of circumstances

- a) Brand performance
- b) Free associations
- c) Brand image
- d) Brand Recall

v) _____ occurs when two or more existing brands are combined into a joint product.

- a) Joint Branding
- b) Merged branding
- c) Co-Branding
- d) Acquired Branding

vi) A marketer needs to understand that some general traits of brand name are

- a) Easy to recognize
- b) Easy to pronounce
- c) Easy to recall
- d) All of the above

vii) AIDA stands for:

- a) Attention, Interest, Desire and Action
- b) Approach, Intelligence, Demand and Assurance
- c) Attitude, Interest, Desire and Action
- d) Assurance, Interest, Desire and Action

viii) Selection of most appropriate cost-effective medium in advertisement is

- a) Media Buying
- b) Media Scheduling
- c) Media Purchasing
- d) Media Selection

ix) Which of the following is more of personal medium of advertisement?

- a) Internet Advertisement
- b) Broadcast Media
- c) Direct Mail Advertising
- d) Print Media

x) Promotion mix includes Sales Promotion, Personal Selling, Advertising and

- a) Marketing
- b) Sales
- c) Publicity
- d) None of these

xi) The most popular form of advertising and it reaches to masses.

- a) Social media
- b) Email
- c) Television
- d) Print

xii) In a _____ advertising schedule, advertising is used during every period of the campaign, but the amount of advertising varies considerably from period to period.

- a) Flighting
- b) Continuous
- c) Plotted
- d) Pulsing

PART - B

Answer any FOUR out of SIX

[4x7=28]

2. What is creativity in advertising? Explain the various creative processes in detail.
3. Brand is the most enduring asset of Organization. "Elaborate this statement with reference to 'Brand Equity'"
4. Define the term advertising. Discuss the different Advertising Appeals
5. Write short notes on:
 - a) Brand Image
 - b) Brand personality
6. Discuss the advantages and disadvantages of celebrity endorsement for a brand.
7. "A brand does affect customers' feelings." Justifying the above statement discuss the types and strategies for building brand portfolio.

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. What is advertising effectiveness? State and explain the pre testing and post testing methods of evaluating advertising effectiveness.
9. What is media planning? Discuss the various factors that are to be considered for the selection of a suitable media
10. Company X has a dominant share in the Indian sauce market and also owns a successful brand in the category. Research showed the company that there was a need for a sauce with a unique taste which could be taken with Indian as well as western snack foods. The company introduced 'Tom Imlif', a tomato sauce with tamarind and tangy spices. The product is targeted at children in the age group of 8-14 years.
 - a) In this situation, what are the products which you think would compete with this new product?
 - b) Suggest a suitable positioning basis for this new product.
 - c) Give your comment on the name 'Tom Imlif'. If you were asked to suggest an alternate brand name, what would you suggest and why?
 - d) Discuss the importance of packaging for above product
11. What do you understand by Positioning? What are the key considerations while designing positioning strategy for a product? Discuss the alternative bases for positioning that you can apply for:
 - a) Toothpaste
 - b) Cornflakes



5th Semester End Term Examination: Dec - 2022.

Subject : Principles of Investment Mgmt.

Course : B.Com (Hons.)

Full Marks : 70

Roll No:

Time : 3 Hours.

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PART - A

Multiple Choice Questions

[12x1=12]

1. i) EMH stands for
- a) Effective market hypothesis
 - b) Emerging Market hypothesis
 - c) Efficient market hypothesis
 - d) None of the above
- ii) Investment is done for
- a) Specific goals
 - b) Retirement purposes
 - c) Long term corpus creation
 - d) None of the above
- iii) Equity Shares always have a fixed return
- a) True
 - b) False
 - c) Can't say
 - d) None of the above
- iv) Risk involves
- a) Political risk
 - b) Interest rate risk
 - c) Economic risk.
 - d) All of the above.
- v) EMH is being divided in _____ ways
- a) 2
 - b) 3
 - c) 4
 - d) 5

vi) Option derivatives are categorized namely

- a) Call option
- c) Both of them

vii) Spot Price in derivative market refers to

- a) Current market price
 - c) Predicted Price
- viii) Currency Risk is defined as
- a) Fluctuation in International currency rate
 - b) Fluctuation in Inflation rate

c) Fluctuation in Interest rate

ix) If a derivative trader is buying Put option; he is _____ towards the market

- a) Bullish
- c) Confused

x) Future contracts are more standardized contracts than Forward Contracts

- a) True
- c) Both of them

xi) ITM option is abbreviated as

- a) In the money option
- c) In term money option

xii) Derivative Contract derives its value from

- a) Share market
- c) Bank nifty

PART - B

Answer any FOUR out of SIX

[4x7=28]

2. Explain the terms: Investment, IPO, Risk, and Return
3. What do you understand by the term Derivatives? Give the basic difference between forward and futures contract.
4. Explain the difference between Fundamental analysis and technical analysis with proper examples.
5. Give an account on MACD analysis. Illustrate with proper diagram.
6. Draw candlestick for the following data:
 - i) Open price-250, close price-375, Day High- 415 & Day low- 175
 - ii) Open price-220, close price-175, Day High- 305 & Day low- 85
7. List down various factors that a investor should consider before investing.

PART - C

Answer any TWO out of FOUR

[2x15=30]

8. What do you understand by efficient market hypothesis? Also elaborate its different types.
9. Discuss some of the investment strategies as suggested by legendary investors for long term investing.
10. What do you understand by value and growth investing? Cite atleast three examples to validate your answer.
11. Explain in detail: Hammer candlestick, Doji candlestick & hanging man.



5th Semester End Term Examination: Dec - 2022.

Subject : Recruitment & Selection

Course : B.Com (Hons.)

Full Marks : 70

Roll No:

Time : 3 Hours.

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- 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]

1. i) The process of searching for the employees and stimulating them to apply for the jobs in the organization is known as:
a) Selection
b) Job Specification
c) Job Description
d) Recruitment
- ii) The part of Job Analysis which describes various information from the point of view of candidate is known as:
a) Job Description
b) Job Specification
c) Both
d) None
- iii) The behavioral factors affecting Job design does not include:
a) Autonomy
b) Culture
c) Feedback
d) Diversity
- iv) The process to electronically monitor the performance of an employee based on latest machines and technologies leads to
a) Machine Stress
b) Electronic Stress
c) Techno Stress
d) None of the above

- v) When two or more individuals share a particular job based on their needs it is termed as:
 - a) Job Sharing
 - b) Alternative work pattern
 - c) Flexi hours
 - d) References
- vi) The technique/s of Job Design includes:
 - a) Job Enlargement
 - b) Job Enrichment
 - c) Job Simplification
 - d) All of the above
- vii) Which among the following is an internal source of recruitment:
 - a) Recommendations
 - b) Advertisement
 - c) Retirement
 - d) Consultancies
- viii) The test to measure the applicant's capacity & potential to develop and learn in the organization is:
 - a) Intelligence Test
 - b) Aptitude Test
 - c) Proficiency Test
 - d) Interest Test
- ix) The interview where a topic is given and the applicants are allowed to speak on it is known as:
 - a) Stress Interview
 - b) Group Discussion
 - c) Structured Interview
 - d) None of the above
- x) The tips to be considered for an interview by an interviewer involves:
 - a) 4 phases
 - b) 3 phases
 - c) 2 phases
 - d) No phases
- xi) Rejection of candidates at each step to choose the most appropriate candidate is known as:
 - a) Recruitment
 - b) Selection
 - c) Negotiation
 - d) None of the above
- xii) The method/s of Job Analysis includes:
 - a) Observations
 - b) Questionnaire
 - c) Logs/Diaries
 - d) All of the above

PART - B

Answer any FOUR out of SIX

[4x7=28]

- 2. Discuss the steps to develop selection criteria?
- 3. What are the different types of Induction programs?
- 4. Explain different types of etiquettes.
- 5. What is Exit Interview also mention the questions generally asked in this interview.

6. Mention the steps involved in creating effective induction program for new employees and also design a feedback form for the evaluation of Induction program.

7. Job Description at Red Lobster Red Lobster operates over 670 casual-dining seafood restaurants in the US and Canada, employing more than 63,000 people. When Red Lobster developed a new business strategy to focus on value and improve its image, it established a new vision, mission, and goals for the company. The restaurant chain simplified its menu with the highest-quality seafood it could offer at mid-range prices, traded its restaurants' tropical themes for a crisp, clean look with white-shirt-and-black-pants uniforms for its employees, and added Northeastern coastal imagery to its menu and Web-site. Executing the new mission and differentiation strategy required hiring fun, hospitality-minded people who shared its values. Although Red Lobster had not had any problem with hiring restaurant managers, the company felt that the managers it hired did not always reflect Red Lobster's strategy, vision and values. The company also realized that their old job descriptions did not reflect the passion its new strategy needed from its employees.

Question: Red Lobster asks your opinion of what it should do in writing its job descriptions to improve the fit between its new management hires and its new business strategy.

PART - C

Answer any TWO out of FOUR

[2x15=30]

- 8. What are the different steps involved in the recruitment and selection process.
- 9. Explain Negotiation along with different skills required for it.
- 10. What is recruitment? Mention its different internal and external sources along with its advantages and disadvantages.
- 11. Mention the mistakes to be avoided when quitting a job.