



- a) Mannequins
- b) Store Ambience
- c) Lighting
- d) Music

6. The light fixture is set into a hollow opening in the ceiling with the lights focusing downwards.

- a) Track Lights
- b) Cabinet Lighting
- c) Clove Lighting
- d) Recessed Lighting

7. Customized products and services for customers and interaction to individual customers are part of

- a) Retail Management
- b) Customer Relationship Management
- c) Supply Chain Management
- d) Information System

8. First step in analysis of customer value is to

- a) Identify customers value attributes
- b) Assessing attributes importance
- c) Assessing company's performance
- d) Assessing competitors performance

9. Each different item of merchandise is called a \_\_\_\_\_

- a) SKU (Stock Keeping Unit)
- b) Variety
- c) Assortment
- d) SBU (Strategic Business unit)

10. The layout that has parallel aisles with merchandise on shelves on both sides of the aisles is \_\_\_\_\_

- a) Racetrack
- b) Standee
- c) Loop
- d) Grid

11. A store that stocks particular type of merchandise

- a) EBO (Exclusive Brand outlet)
- b) Department store
- c) Hypermarket
- d) Supermarket

12. Retailers that carry a broad variety and deep assortment, offer customer service and organize their stores in distinct division for displaying merchandise.

- a) EBO (Exclusive Brand outlet)
- b) Department store
- c) Hypermarket
- d) Supermarket

**PART - B**

**Answer any FOUR out of SIX**

[4x7=28]

1. What is Retail? What are the various functions of a retailer?
2. Write Short Notes on the following
  - a) RFID
  - b) Job Description and Job Specification
  - c) Retail Image
3. Explain in brief the various types of retailing
4. Write short notes on

- a) CRM in Retailing
- b) Franchising

5. Explain the Supply Chain Management in Retailing.

6. "Communication plays a very important role in retail". Explain the Retail Communication mix.

**PART - C**

**Answer any TWO out of FOUR**

[2x15=30]

1. Explain the tools used for Visual Merchandising.

2. Describe the concept Retail Life Cycle and discuss its applicability in the Indian Context.

3. "Customer service should not be a department. It should be the entire company." ... With context to the above quote explain the various strategies for servicing the retail customers and to make them spend more.

4. Ms Kritika Singh, a degree teacher, launched an entrepreneurial retail venture because she was upset that her students were coming to college in T-Shirts with negative messages on them. She saw kids wearing T-Shirts with slogans like "Spoiled Brat" or "I'm Stupid" and thought they were not "how happy kids think". Her research supported her contention. Kids preferred T-Shirts with "First grade rocks!" "Go Green". She created a business, "My Kids". In her retail business, children under 18 submitted designs for T Shirts, and customers voted on their favorites. The winners were added to her product line and received 3 percent of the profits from their designs.

Kritika Singh wanted to do more than just create a happy T-shirt retail outlet. From the beginning, her company had a charitable component. It donated part of its profits to a program called 'Free Arts for Abused Children'. As a teacher, she said, "I always stressed to my kids the idea of giving; the idea of sharing and this is how I run my business."

Questions:

- a) Analyze the above case
- b) Do you feel Kritika Singh's "My Kids" Would run successfully? State reasons.
- c) State ways to further improve "My Kids" Brand image.



**Subject : E-Commerce**

**Course : BBA**

**Full Marks : 70**

**Roll No: .....**

**Time : 3 Hours.**

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**PART - A**

**Multiple Choice Questions**

[12x1=12]

1. Which of the following is not an example for B2B e-commerce?  
a) Invoice and shopping  
b) Sending and receiving orders  
c) All of these  
d) None of these
2. Which of the following is not suitable for a B2C transaction?  
a) Clothes  
b) Flowers  
c) Airline reservation  
d) None
3. \_\_\_\_\_ e-commerce transaction has the advantage of eliminating middlemen.  
a) B2G  
b) B2B  
c) B2C  
d) B2E
4. \_\_\_\_\_ in the e-commerce may be a holder of a payment card such as credit card or debit card from an issuer  
a) Customer  
b) Issuer  
c) Merchant  
d) Acquirer
5. \_\_\_\_\_ site is created to fraudulently acquire sensitive information such as pass words and credit card details, by masquerading as a trustworthy person or business.

Increase to Rs.120 per member per annum 0.5 Increase to Rs.180 per member per annum.

Suggest the best course of action considering the 1st year.

3. Amul has a breakdown in the production of cone ice-creams. To restore production, they can either buy a new cone maker or repair the existing one. If they go repairs it will cost Rs 200,000 and there is a chance of 20% it will perform OK (Revenue=Rs. 12,00,000) and it will be partially restored (Revenue=Rs. 3,00,000). For new machine they can either buy a imported machine costing Rs 5,00,000 which would perform OK at 100% chance or a local one Rs. 3,00,000. But if they buy a local machine then there is a 70% chance it will perform OK (Revenue=Rs. 12,00,000 and 30% chance of partial restoration (Revenue=Rs 6,00,000)

What should be the correct course of action?

4. Explain in detail about the Transplanted Real-World Business Models and Native Internet Business Models.

- a) Dynamic website  
b) Static Website  
c) Phish site  
d) None of these
6. Electronic Exchange of business documents in a standard format is known as \_\_\_\_\_  
a) E-commerce  
b) E-Business  
c) EDI  
d) None of these
7. \_\_\_\_\_ is concerned with the buying and selling information, products and services over computer communication networks  
a) E-Commerce  
b) Commerce  
c) E-Business  
d) None of these

8. ....are special type of software meant for limiting the risks of being hit by computer viruses  
a) Network firewall  
b) Antivirus  
c) Both of these  
d) None of these
9. Public key system is useful because  
a) It uses two keys.  
b) There is no key distribution problem as public key can be kept in a commonly accessible database.  
c) Private key can be kept secret.  
d) It is a symmetric key system
10. B2C commerce  
a) Includes services such as legal advice  
b) Means only shopping for physical goods  
c) Means only customers should approach customers to sell  
d) Means only customers should approach business to buy

11. Certification of Digital signature by an independent authority is needed because  
a) It is safe  
b) It gives confidence to a business  
c) The authority checks and assures customers that the public key indeed belongs to the business which claims its ownership  
d) Private key claimed by a sender may not be actually his
12. In public key encryption if A wants to send an encrypted message  
a) A encrypts message using his private key  
b) A encrypts message using B's private key  
c) A encrypts message using B's public key  
d) A encrypts message using his public key

PART - B

[4x7=28]

Answer any FOUR out of SIX

1. Explain the characteristics, objectives and architecture of EDI.
2. Explain in brief about the different kinds of online payment services.
3. Write short notes on: A) Digital certificate B) SSL C) EDI.
4. Explain the different kinds of cyber-crimes.
5. Write short notes on: A) E-Shop B) E-Visibility C) Security concerns of E-Commerce
6. Explain the various models of E-Commerce along with their flowcharts and examples.

PART - C

Answer any TWO out of FOUR

[2x15=30]

1. Elucidate in brief and give a graphical description of e-commerce workflow. Benefits and impact of e-commerce.
2. Gym Bunnies (GB) is a health club. It currently has 6,000 members, with each member paying a subscription fee of Rs.720 per annum. The club is comprised of a gym, a swimming pool and a small exercise studio. A competitor company is opening a new gym in GB's local area, and this is expected to cause a fall in GB's membership numbers, unless GB can improve its own facilities. Consequently, GB is considering whether or not to expand its exercise studio in a hope to improve its membership numbers. Any improvements are expected to last for three years.  
Option 1 No expansion. In this case, membership numbers would be expected to fall to Rs.5,250 per annum for the next three years. Operational costs would stay at their current level of Rs.80 per member per annum. Option 2 Expand the exercise studio. The capital cost of this would be Rs.360,000. The expected effect on membership numbers for the next three years is as follows: Probability Effect on membership numbers  
0.4 Remain at their current level of 6,000 members per annum  
0.6 Increase to 6,500 members per annum  
The effect on operational costs for the next three years is expected to be: Probability Effect on operational costs  
0.5



**ARKAJAIN**  
**University**  
Jharkhand

**4<sup>th</sup> Semester End Term Examination: 2021-22.**

**Subject : Strategic Management**      **Roll No: .....**  
**Course : BBA**  
**Full Marks : 70**      **Time : 3 Hours.**

**Instructions to the Candidates:**

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**PART - A**

**Multiple Choice Questions**

[12x1=12]

1. Which of the following is not included in the Porter's Five Forces Model?
  - a) Potential development of substitute product
  - b) Bargaining power of stockholders
  - c) Bargaining power of suppliers
  - d) Rivalry among the competitors
2. Micro-environment is \_\_\_ to the company.
  - a) Internal
  - b) Human
  - c) External
  - d) Working
3. Strategic Intent includes:
  - a) Mission & Vision
  - b) Values
  - c) Philosophy
  - d) All the above
4. Fast changing technology can prove to be \_\_\_ for an organization:
  - a) Strength
  - b) Opportunity
  - c) Threat
  - d) None of the above
5. Which of these is something that has to do with war & ways to win over enemy ?
  - a) Strategy
  - b) Management
  - c) Execution
  - d) Monitoring

PART - C

Answer any TWO out of FOUR

[2x15=30]

1. What is meant by Corporate level, Business unit level and Functional level strategy?
2. An organization can choose from a wide variety of Grand strategies, such as Stability strategy, Growth strategy, Retrenchment Strategy and Combination strategy. Explain these and highlight under which each one is the most appropriate.
3. Discuss the following:
  - a. Functions of Strategic Management
  - b. Pitfalls of Strategic Management
4. What are the 'five competitive forces', as per Michael Porter, that would determine profitability? Write short notes on each.

6. Strategic management audit is known as \_\_\_\_\_.
  - a. Environmental scanning
  - b. Strategy formulation
  - c. Strategy control
  - d. Strategy evaluation
7. The vision & mission of a company can be found in \_\_\_\_\_.
  - a) The annual report
  - b) On supplier's invoices
  - c) On customer receipts
  - d) None of the above
8. Which of the following is not a stage of strategy formulation ?
  - a) Formulation framework
  - b) Decision stage
  - c) Matching stage
  - d) Evaluation stage
9. Internal analysis enables a firm to determine what a firm \_\_\_\_\_.
  - a) Can do
  - b) Actually does
  - c) Will not be able to do
  - d) Should do
10. To find out what an organization actually does one should \_\_\_\_\_.
  - a) Read the mission statement
  - b) Look at what strategy the organization has formed
  - c) Read the strategic plan
  - d) Conduct an analysis
11. Suppliers are powerful when \_\_\_\_\_.
  - a) Satisfactory substitutes are available
  - b) They function in a highly fragmented market
  - c) They sell a commodity product
  - d) They offer a threat of backward integration
12. In SWOT Analysis, strength is a \_\_\_\_\_ internal factor:
  - a) Important
  - b) Positive
  - c) Negative
  - d) None of the above

PART - B

Answer any FOUR out of SIX

[4x7=28]

1. Write Short Notes on:
  - a. Strategic Management Process
  - b. GAP Analysis
2. Differentiate between Red Ocean vs Blue Ocean Strategy.
3. What is BCG Matrix? Explain the pitfalls of BCG Matrix in detail.
4. What are the steps in PEST Analysis?
5. Explain the SWOT Analysis of any company of your choice.
6. Define 'Merger'. What are the basic motives behind Merger activities?



**ARKAJAIN**  
**University**  
Jharkhand

**4<sup>th</sup> Semester End Term Examination: 2021-22.**

**Subject : Taxation**

**Course : BBA**

**Full Marks : 70**

**Roll No: .....**

**Time : 3 Hours.**

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**PART - A**

**Multiple Choice Questions**

[12x1=12]

1. Capital Asset includes?  
a) Land  
b) Jewellery  
c) Shares  
d) All of the above
2. Unlisted shares are treated as long term capital asset if they are held for more than \_\_\_\_\_ months preceding the date of its transfer?  
a) 12  
b) 24  
c) 36  
d) 48
3. Choose the correct formula for calculation of Short Term Capital Gain?  
a) Sale Value + Improvement Benefits - Cost of Acquisition - Transfer Expenses  
b) Sale Value - Cost of Acquisition - Improvement Cost - Transfer Expenses  
c) Sale Value + Improvement Benefits - Cost of Acquisition + Transfer Benefits  
d) Sale Value + Improvement Benefits + Cost of Acquisition - Transfer Expenses

4. M/s Vishakha receives Rs. 60,000 from Ms. B his sister as cash gift during his marriage. Determine the tax implication?

- a) Rs. 60,000 is taxable under income from other sources
- b) Rs. 10,000 is taxable under income from other sources
- c) Rs. 60,000 is taxable under income from capital gains
- d) Rs. 60,000 is exempt from tax

5. Which of the following is not eligible as deduction under section 80C of the Income Tax Act?

- a) Expenses on Medical Treatment of Disabled Dependent
- b) Employee contribution to recognised provident fund
- c) Subscription to National Savings Certificate
- d) Life Insurance Premium

6. Which of the following is not a part of Goods and Services Tax (GST) Act?

- a) State Goods and Services Tax (SGST)
- b) Union Territory Goods and Services Tax (UTGST)
- c) District Goods and Services Tax (DGST)
- d) Integrated Goods and Services Tax (IGST)

7. Goods and Services Tax (GST) Act has replaced which of the following taxes?

- a) Value Added Tax
- b) Entertainment Tax
- c) Service Tax
- d) All of the above

8. Income Tax is charged in -

- a) Financial Year
- b) Assessment Year
- c) Previous Year
- d) Accounting Year

9. Income from subletting of house property is taxable under the head

- a) Income from House Property
- b) Income from Other Sources
- c) Profits & Gains of Business or Profession
- d) Capital Gains

10. Income from investment in Paris is taxable in India in the case of:

- a) For ordinarily resident only
- b) For both ordinarily resident and not ordinarily resident
- c) For both ordinarily resident and non resident
- d) For all ordinarily resident, not ordinarily resident and non resident.

11. Dr. Nikita who was and brought up in India went for further studies to U.K. on 1st march 2016 and came back to india on 1st October 2017 early in the morning. Find out her residential status for the Assessment year 2018-19.

- a) Ordinarily resident
- b) Not Ordinarily resident
- c) Non Resident
- d) None

12. In case of non-residents engaged in shipping business in India income earned during the financial year is

- a) Taxable in India the same financial year
- b) Taxable in India the relevant assessment year
- c) Not taxable in India in the same financial year
- d) Not taxable in India.

### PART - B

#### Answer any FOUR out of SIX

[4x7=28]

1. Distinguish between "tax planning and tax evasion".
2. What is gross total income? Explain in details.
3. What do you mean by "Transfer of capital assets"? Kindly divide the capital assets on their holding period.

4. From the following information compute the taxable value of the house:

Municipal value	1,50,000 p.a
Fair Rent	1,80,000 p.a
Standard Rent	1,60,000 p.a
Actual Rent	20,000 p.m

Municipal tax paid by the owner 20% of M.V

Interest on loan 30,000

Unrealised rent 40,000. Conditions of rule 4 are satisfied.

5. Mr. Pathak Purchased a house in Jamshedpur in 2001 for rs. 3,00,000. He added two bath rooms at a cost of rs. 54500 in may 2003. Mr. Pathak sells the house on 1st July 2017 for rs. 30,00,000 and had incurred rs. 5,25,000 as advertisement expenses, 4,75,000 as registration fees and selling commission. Find out the capital gain. The cost of inflation indices in 2001-02 = 100, 2003-04 = 109, 2017-18 = 272.

6. Mr. Ranjan an ordinarily resident in India earned the following incomes during the Financial Year 2017-2018:

Director's fees	2000
Income from agricultural land in Pakistan	5000
Ground rent for land in Pathankot	10,000
Interest on postal savings bank account	100
Interest on deposits with Industrial Finance Corporation of India	500
Dividend from foreign company	700
Rent from sub-letting a house	26,250
Rent payable by Mr. Ranjan for sub-let house	12,000
Other expenses incurred on this sub-let house	1,000
Winning from race - course	12,300
Interest on securities	4,000



**PART - C**

**Answer any TWO out of FOUR**

[2x15=30]

1. What are the different categories into which the assessee are divided with regards to residence? Give a brief account of each of them.
2. From the following information find out the income from salary of Mr. Nishant  

Basic pay	30,000 p.m
D.A 30% of basic pay	20000 p.a
Percent wise fixed commission	4000 p.m
Medical allowance	1000 p.m
Family allowance	400 p.m
Tiffin allowance	2000 p.a (actual exp. 600)
Uniform allowance	400 p.m (for 1 child)
Children education allowance	300 p.m
Tribal Area Allowance	500 p.m
Under ground allowance	8000 p.m
H.R.A	10,000 p.m
Rent paid by Mr. Nishant	

(Kindly show the working properly)

3. The following is the profit & loss account of Mrs. Poonam for the year ending 31 March 2022.

Particulars	Amt.	Particulars	Amt.
Rent	3870	Gross Profit	5,00,000
Staff Salaries	8620	Discount	20,000
General charges	3780	Interest of govt. securities	30,000
Interest on capital	1800	Profit from sale of furniture	5,000
Audit Fee	1045	Profit on Smuggling business	10,000
Bad debt	7000	Dividend received	8,000
Reserve for bad debts	9000		
Income tax	12,000		
Law charges	5000		
Charity	14,000		
Donation	16,000		
Depreciation	25,000		
Provision for depreciation	16,000		
Net Profit	4,49,885		
Total	5,73,000	Total	5,73,000

You are required to calculate 'Income from other sources' of Mr. Ranjan for the Assessment year 2018-2019.

Additional Information:-

Depreciation 20,000

Staff salaries include 12000 related personal expenses.

4. The following are the incomes of Gunjan for the previous year 2021-22

Income from agriculture in Pakistan	30,000
Salary received in India but the services were rendered in Iraq	12,000
Income from a business carried on in India	12,000
Dividend from domestic company	2,000
Income earned and received in Bangladesh from bank deposite there	6,000
Income from business in Ceylon but controlled from India and remitted to India	14,000
Profit from business in Sri Lanka deposited in a bank there	15,000
Untaxed income of previous year, bought in India during the previous year	4,0000
Royalty from govt. of India	24,000
Profit from sale of machinery in India, received in Nepal	10,000
Income from business in Pakistan controlled from India	20,000
Income from agriculture in England	5000
Income from house property in Canada	10,000
Agriculture income from land situated in Kanpur	23,000
Salary from Indian company	1,20,000

From the above particulars ascertain the taxable income of Gunjan for the Assessment year 2021-22 if Gunjan is:

A resident

A not ordinarily resident

A non -resident.



**4<sup>th</sup> Semester End Term Examination: 2021-22.**

**Subject : Business Law**

**Roll No: .....**

**Course : BBA**

**Full Marks : 70**

**Time : 3 Hours.**

**PART - C**

**Answer any TWO out of FOUR**

[2x15=30]

1. What is a contract? Explain the essentials of a Valid Contract.
2. Rights and Duties of a partner
3. Short Notes on: A) Bills of Exchange (with specimen)  
B) Promissory Note (with specimen)  
C) Kinds of Agents  
D) Kinds of Partners
4. Meaning and concept of Free Consent. Explain in detail the factors affecting free consent. Mention the effect and the burden of proof of each factor. Provide clear distinction between each of them.

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**PART - A**

**Multiple Choice Questions**

[12x1=12]

1. Ram offered to pay Rs 70,000 to any person who would swim a hundred yards on Bombay's Sea coast on the New Year's Day. A fisherman was accidentally thrown overboard by the rough sea waves and he swam this distance to save his life. He claimed this award. Will he succeed ?
  - a) Yes, because it's an general offer anyone can accept.
  - b) No, the fisherman cannot claim the money because he swam the distance without knowing about th offer.
  - c) No, because he is a fisherman and they are exceptions to swimming competitions.
  - d) Can't say, not enough information
2. 'A' proposes, by a letter sent by post to sell his car to B at a certain price. B accepts the proposal by a letter sent by post. B sends an email next day revoking his acceptance and this email received by 'A' before the letter of acceptance. Is revocation of acceptance valid?

- a) No, Acceptor cannot revoke after accepting once.  
 b) Yes, If 'A' agrees  
 c) Yes, B's revocation is valid because acceptor can revoke before acceptance reaches offeror  
 d) Can't say, not enough information.
3. Tushar gave an advertisement in the newspapers that he would sell his household goods by auction on January 20, 2022 at his residence at New Delhi. Priyanka from Bombay, reached New Delhi on the appointed date and time, but Tushar cancelled the auction sale. Priyanka wants to sue Tushar for the same. Will she succeed?  
 a) No, because it was not an offer but only an invitation to offer.  
 b) Yes, because an offer was made and then rescinded by Tushar without intimation.  
 c) Yes, only for damage for claims i.e., travel expenses from Delhi to Bombay  
 d) No, cancellation of an auction sale is not a crime.
4. Raushan offered to sell his plot to Raja for Rs. 50 lakh Raja accepts the offer enclosing a cheque for Rs. 20 Lakh. With a promise to pay the balance in two installments. Is there a contract?  
 a) Yes, there is a valid offer and a valid acceptance  
 b) No, Raushan is an unpaid seller  
 c) No, this is a conditional acceptance  
 d) Can't be said, inadequate information
5. True test of partnership is?  
 a) Sharing of profits and losses equally  
 b) Sharing of profits only  
 c) Mutual agency  
 d) Mutual trust between partners
6. A invites B for his son's wedding. B accepts the invitation. In this case there is an agreement but no contract, since:  
 a) There is no consideration  
 b) There is no written document  
 c) There is no intention to create the offer  
 d) There is no formal acceptance of the offer
7. A travel agency operates buses from Jaipur to Agra. The bus standing at its bus terminals is with a view to taking the passengers. There is \_\_\_\_\_ to take passengers  
 a) Internal offer  
 b) Implied offer  
 c) External offer  
 d) Express offer
8. In relation to a contract the term "Consensus-ad-idem" under the Indian Contract act 1872 means:

- a) Reaching an agreement  
 b) Reaching of Contract  
 c) General Consensus  
 d) Meeting of minds upon the same thing in the same sense.
9. G paid Rs.1,00,000 to H to influence the head of the Government Organization in order to provide him some employment. On his failure to provide the job, G sued H for recovery of the amount. Which of the following is correct?  
 a) The contract is valid and G can recover the amount from H.  
 b) The contract is void as it is opposed to public policy and G cannot recover.  
 c) G can recover the amount with interest.  
 d) G can recover the amount of Rs.1,00,000 and damages.
10. Rights of an unpaid seller include \_\_\_\_\_  
 a) Right of Lien  
 b) Right of stoppage in transit  
 c) Right of re-sale  
 d) All of the above
11. X agrees to sell Y, all crops of wheat to be grown in X farm. In this case.  
 a) It is a contract of sale of present goods.  
 b) There is no contract of sale  
 c) It is an agreement to sell of future goods  
 d) None of the above.
12. A is a dancer. She contracts with B to dance in a programme. But before due date of programme, A dies. This contract is performed by :  
 a) By A's legal heir  
 b) By A's close joined  
 c) By B himself  
 d) None of the above

## PART - B

### Answer any FOUR out of SIX

[4x7=28]

- Explain in brief the objectives and features of consumer protection act, 1986.
- Definition and characteristics of Indian partnership act, 1932. Also list out the elements of a partnership deed.
- Explain the following terms with examples  
 A) Implied Offer B) Cross Offer C) Counter Offer D) Invitation to Offer  
 E) General Offer
- Define Condition and Warranty. Differentiate between the two with examples.
- Explain the doctrine of 'Caveat Emptor'. Also state out the exceptions of the same.
- Explain in brief about the legal rules of Valid Offer.



5. In Coefficient of correlation lies between:  
 a) 0 and +1  
 b) 0 and -1  
 c) -1 and +1  
 d) -1 and infinity

6. The following table gives the marks obtained by some students. Calculate the median marks obtained by the students

Marks	0-5	5-10	10-15	15-20	20-25	25-30	30-35	35-40	40-45
Number of student	6	12	17	30	10	10	8	5	2

- a) 18.5  
 b) 16.5  
 c) 19.8  
 d) 17.5

7. The following frequency distribution

Classes	10-20	20-30	30-40	40-50	50-60
Frequency	2	4	6	4	2

is classified as:

- a) Exclusive classification  
 b) Inclusive classification  
 c) Two-way classification  
 d) Geographical classification
8. If The sum of squares of the deviations is minimum, when deviations are taken from:

- a) Mean  
 b) Mode  
 c) Median  
 d) Zero

9. Laspeyre's index = 110, Paasche's index = 108, then Fisher's Ideal index is equal to:

- a) 110  
 b) 108  
 c) 100  
 d) 109

10. The mode and mean is given by 7 and 8, respectively. Then the median is:

- a) 23/3  
 b) 24/3  
 c) 27/5  
 d) 34/5

11. Which measure is based on only the central fifty percent of the observations?

- a) Standard Deviation  
 b) Mean Deviation  
 c) Quartile Deviation  
 d) Range

12. A bag has 5 white marbles, 8 red marbles and 4 purple marbles. If we take a marble randomly, then what is the probability of not getting purple marble?

- a) 0.5  
 b) 0.66  
 c) 0.08  
 d) 0.77

**PART - B**

**Answer any FOUR out of SIX**

[4x7=28]

1. In how many ways can the letters of the word "MANAGEMENT" be arranged?

2. If a card is drawn from a pack of cards at random. What is the probability that the card drawn is either a king or a red card?  
 3. What do you mean by Seasonal Variation?  
 4. If 6th term of an A. P. is 121, then find the sum of the first twenty one terms?  
 5. What do you mean by Secular trend? Give examples.  
 6. In a simultaneous throw of two dice, what is the probability of getting a total of 8?

**PART - C**

**Answer any TWO out of FOUR**

[2x15=30]

1. A bag contains 6 White, 7 red and 5 black balls. Two ball is drawn-out of it at random. What is the probability that both were of the same colour ball?  
 2. Three consecutive numbers of an A. P. whose sum is 21 and the product of last two terms is 63. Determine the numbers in A. P.  
 3. From 5 boys and 3 girls, 5 are to be selected for admission for a particular course. In how many ways can this be done if there must be at least two girls?  
 4. Fit a straight line trend by the method of least squares of the following data: (Plot a graph also)

Year (X)	2001	2002	2003	2004	2005	2006
Price (in Rs.) Y	214	220	228	224	230	226



**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]

1. Marks of the Students: 15, 18, 17, 25, 20, 35, 55, 45. Find out the Range?  
a) 40  
b) 25  
c) 35  
d) 55
2. Temperatures measured on the Kelvin Scale.  
a) Ordinal Scale  
b) Ratio Scale  
c) Nominal Scale  
d) Interval Scale
3. Which of the following is not a data collection method  
a) Postal Survey Questionnaire  
b) Research Questions  
c) Unstructured Interview  
d) Participant Observation
4. Which comes first, research or theory?  
a) Theory, because otherwise you are working in the dark  
b) Research, because that's the only way you can develop a theory  
c) It depends on your point of view  
d) The question is meaningless, because you can't have one without the other

4. What do you mean by Nominal Scale, Ordinal Scale, Interval Scale and Ratio Scale?
5. Explain Type I and Type II Errors?
6. Explain Dependent, Independent and Extraneous Variables?

PART - C

Answer any TWO out of FOUR

[2x15=30]

1. Write a note on:
  - a. Ex Post Facto Research
  - b. Research and Scientific Method
  - c. Criteria of a good Research
2. "Processing of Data implies editing, coding, classification and tabulation." Describe in brief these four operations pointing out the significance of each in context of research study.
3. What is Hypothesis? Explain its characteristics and types?
4. Write a note on:
  - a. Likert Scale
  - b. Verbal Frequency Scale
  - c. Semantic Differential Scale

5. A study on influence of price on the demand of Televisions has Price as:

- a) Dependent Variable
- b) Independent Variable
- c) Both a & b
- d) None of the Above

6. \_\_\_\_\_ is known as the blue print of Research work:

- a) Research Problem
- b) Research Design
- c) Research Tools
- d) Research Methods

7. Which of the following is not a type of sampling used in structured observation?

- a) Focal sampling
- b) Scan sampling
- c) Emotional sampling
- d) Behavior sampling

8. A Data Flow Diagram (DFD) is composed of which elements?

- a) Data sources and destinations
- b) Data flows
- c) Transformation processes
- d) All of the above

9. When each member of a population has an equal chance of being selected, this is called:

- a) A snowball sample
- b) A stratified sample
- c) A random probability sample
- d) A non-random sample

10. A review of the literature prior to formulating research questions allows the researcher to:

- a) Provide an up-to-date understanding of the subject, its significance, and structure
- b) Guide the development of research questions
- c) Present the kinds of research methodologies used in previous studies
- d) All of the above

11. Assigning numbers to volleyball players in order to identify them, comes under:

- a) Ordinal Scale
- b) Nominal Scale
- c) Interval Scale
- d) Ratio Scale

12. Which of the following is not a type of Research Question

- a) A hypothesis
- b) Predicting an outcome
- c) Evaluating a phenomenon
- d) Developing good practice

PART - B

Answer any FOUR out of SIX

[4x7=28]

1. Define Research Methodology in detail.
2. Write the difference between Primary and Secondary Data.
3. What do you understand by Probability and Non Probability Sampling? Name its techniques.