

**ARKAJAIN**  
**University**  
Jharkhand

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

**Subject : Business Ethics**

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

**Course : BBA**

**Full Marks : 70**

**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]**

1. If manager is focusing on end result only which ethical theory does the manager focusing upon  
a) Deontological  
b) Teleological  
c) Virtue Based  
d) None of the above
2. To be successful, business ethics training programs need to:  
a) Focus on personal opinions of employees  
b) Be limited to upper executives.  
c) Educate employees on formal ethical frameworks  
d) Promote the use of emotions and models of ethical decision making in making tough ethical decisions
3. 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
4. \_\_\_\_\_ refers struggling to make a decision with no clear right decision available.  
This is an example of.  
a) A no-win situation  
b) An ethical dilemma

3. With proper reference to real world explain "Consequentialism".
4. Being ethical is a moral responsibility and a duty to serve. Elaborate

5. The Practices of a corporate for which it is accountable in relation to other parties is called \_\_\_\_\_
  - a) Social responsibility
  - b) Code of Ethics
  - c) Values
  - d) Culture
6. Which of the following as a consideration in meeting the minimal standard for a firm to be considered an ethical business?
  - a) Meeting the requirement of the public disclosure Test.
  - b) Considering the legality of a decision when choosing the Means of solution.
  - c) Meeting the requirements of deontology.
  - d) Meeting the requirements of utilitarianism.
7. The only social responsibility of any corporate is to focus on how business decisions affect their company operations.
  - a) False
  - b) True
8. Which of the following is the application of ethics to special problems and opportunities experienced by those in business?
  - a) Business utilitarianism
  - b) Business ethics
  - c) Situational ethics
  - d) None of these
9. Which of the following is the study and practice of decision about what is good, or right?
  - a) Business
  - b) Consequences
  - c) Law
  - d) Ethics
10. Stakeholders of the company includes:
  - a) Supplier
  - b) Customer
  - c) Shareholder
  - d) All of the above
11. What does BE stands for
  - a) Business Ethics
  - b) Business Environment
  - c) Business Eligibility
  - d) None of these
12. Which moral philosophy seeks the greatest good for the greatest number of people?
  - a) Consequentialism
  - b) Psychographics
  - c) Egoism
  - d) Ethical formalism

PART - B

Answer any FOUR out of SIX

[4x7=28]

1. What do you understand by Ethical dilemma? Write a note with proper examples.
2. Write a short note on "Utilitarianism".
3. What do you understand by Value? How does it create one's personality?
4. List down the importance of business ethics.
5. What is the importance of trusteeship in modern business?
6. 'Ethics is greater than Law'. Elaborate

PART - C

Answer any TWO out of FOUR

[2x15=30]

1. Give a brief description on "Whistleblowing" with proper references.
2. Write a brief note on 'Ethics in Information Technology Mgmt'.



ARKAJAIN  
University  
Jharkhand

Block 3 403 82

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

**Subject : Banking Concepts & Practices**

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

**Course : BBA**

**Full Marks : 70**

**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]**

1. The concept of banking originated from this culture:  
a) Macedonia  
b) Babylon  
c) Rome  
d) Argentina
2. The word "banco" in Latin means:  
a) Bench  
b) Branch  
c) Brunch  
d) None of the above
3. The Banking Regulation Act as enforced in this year:  
a) 1925  
b) 1935  
c) 1949  
d) 1960
4. This bank is not identified as a presidency Bank:  
a) Bank of Bombay  
b) Bank of Bengal  
c) Indian Bank  
d) Bank of Madras
5. Primary Agricultural Credit Societies are a part of:  
a) Urban Co-operative Banks  
b) State Co-operative Banks  
c) Rural Co-operative Credit Institutions  
d) Central Co-operative Banks
6. The following is not a type of Nationalized Bank:  
a) Axis Bank  
b) Bank of Baroda  
c) Dena Bank  
d) Allahabad Bank

7. This is one of the newly introduced services of Private Banks
  - a) Offering Debit Cards to customers
  - b) Online KYC
  - c) 24 hours online banking
  - d) Loans
8. Since this year Regional Rural Banks have come into existence:
  - a) 1970
  - b) 1985
  - c) 1990
  - d) 2000
9. This is not a feature of Banks:
  - a) Providing Advances
  - b) Acceptance of Deposits
  - c) Alternative Dispute Resolution
  - d) Credit Creation
10. SWIFT was conceptualized in this country:
  - a) Belgium
  - b) Spain
  - c) France
  - d) Indonesia
11. Current Account holders are privileged with this type of facility
  - a) Interest
  - b) Cash Credit
  - c) Loans
  - d) None of the above
12. Banks generally do not offer to discount these types of bills:
  - a) Financial Bills
  - b) Treasury Bills
  - c) Accommodation Bills
  - d) Money Bills

#### PART - B

**Answer any FOUR out of SIX**

**[4x7=28]**

1. Explain in brief the evolution of banking in the West.
2. Describe the Structure of Indian Banking System.
3. Differentiate between Agency and Utility Functions of a Bank.
4. Explain the concept of Multinational Banking.
5. Mention the concept of Time Deposits in brief.
6. What is your understanding about the importance of housing finance in India?

#### PART - C

**Answer any TWO out of FOUR**

**[2x15=30]**

1. Mention in detail the evolution of banking in India.
2. Explain about the different types of account holders in a bank.
3. Explain in detail the method of remittances.
4. Describe in detail the concept of mutual funds, its types and importance.



**ARKAJAIN**  
**University**  
Jharkhand

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

**Subject : Training and Development**  
**Course : BBA**  
**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 comes under **Unfair Means** and will **Result** in the **Cancellation of the Papers.**

**PART - A**

**Multiple Choice Questions**

**[12x1=12]**

- \_\_\_\_\_ is the formal and systematic modification of behavior through learning  
a) Training  
b) Education  
c) Instruction  
d) None of the above
- \_\_\_\_\_ is any learning activity, which is directed towards future needs rather than present needs  
a) Training  
b) Education  
c) Instruction  
d) Development
- The following is vertical expansion of the job  
a) Job Rotation  
b) Job Enrichment  
c) Management by objectives (MBO)  
d) All of the above
- \_\_\_\_\_ is widely used for human relations and leadership training  
a) Business Games  
b) Role Playing  
c) Case study method  
d) Job Rotation
- The following is not an on the job training method  
a) Understudies  
b) Job Rotation  
c) Job Instruction Training  
d) Case Study Method
- The following method is used to give to trainees the important information is permanent form for immediate of future use

- a) Training within the industry (TWI)  
 b) Conference  
 c) Written instructional method  
 d) Lecture Methods
7. The following training is a statutory training required under law in India  
 a) Demonstration  
 b) On the job training  
 c) Apprenticeship  
 d) All of the above
8. The following is (are) the benefit(s) of training  
 a) Increased Productivity  
 b) Reduced Accidents  
 c) Reduced Supervision  
 d) All of the above
9. Evaluation of Training helps determine the extent to which \_\_\_\_\_ have been achieved  
 a) Efficiency  
 b) Profit  
 c) Training Objectives  
 d) Employee Satisfaction
10. Evaluation gives insights for \_\_\_\_\_ the training  
 a) Reviewing  
 b) Adjusting  
 c) Revising  
 d) All of the above
11. Training refers to the process of imparting \_\_\_\_\_ skills  
 a) Specific  
 b) General  
 c) Important  
 d) Over All
12. Which of the following is method of on the job training  
 a) Group Discussion  
 b) Job Instruction  
 c) Role Play  
 d) Case Study

#### PART - B

Answer any FOUR out of SIX

[4x7=28]

1. Differentiate between Training & Development.
2. Mention the importance of Training
3. Write Short notes on Training need Identification
4. Mention and explain any two On-the-Job Training Methods
5. Mention and explain any two Off-the-Job Training Methods
6. Mention briefly the steps involved in the Training Process.

#### PART - C

Answer any TWO out of FOUR

[2x15=30]

1. Explain the various methods of Training.
2. Explain all the criteria for Training need Assessment.
3. While budgeting of Training Programme what costs have to be taken into account?
4. Explain the CIRO Model of Training Evaluation.



**ARKAJAIN**  
**University**  
Jharkhand

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

**Subject : Sales & Distribution Management**      **Roll No: .....**  
**Course : BBA**  
**Full Marks : 70**      **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 comes under **Unfair Means** and will **Result** in the **Cancellation of the Papers.**

**PART - A**

**Multiple Choice Questions**

**[12x1=12]**

1. Avon, Amway & tupperware use which of the following forms of channel distribution  
a) Direct Channel      b) Indirect Channel  
c) Forward Channel      d) None of these
2. Transporting & storing goods is part of which of the following marketing channel function?  
a) Physical Distribution      b) Contact  
c) Matching      d) Negotiation
3. With respect to a distribution channel, the number of intermediary levels within the channel indicates the \_\_\_\_\_ of the channel.  
a) Width      b) Depth  
c) Length      d) Similarity
4. The difference between transactional selling and relationship selling is  
a) In transaction, selling buyers must pay cash      b) In relationship selling, buyers and sellers must be related  
c) In transaction selling, sellers provide greater service      d) In relationship selling, sellers work to provide values to their customers

5. The most important objectives of \_\_\_\_\_ is to convince customer to make a purchase.
  - a) Direct Marketing
  - b) Personal Selling
  - c) Advertising
  - d) Publicity
6. Target return objective that sets a specific level of profit is \_\_\_\_\_.
  - a) Sales Oriented
  - b) Status-Quo
  - c) Quota Oriented
  - d) None of these
7. \_\_\_\_\_ is the skill of persuading people to buy things.
  - a) Selling
  - b) Physical Distribution
  - c) Salesmanship
  - d) None of these
8. \_\_\_\_\_ is the most realistic type of sales quota approach
  - a) Bottom up approach
  - b) Top down approach
  - c) Both a & b
  - d) None of the above
9. To determine which customer accounts to call on, a firm need to evaluate \_\_\_\_\_.
  - a) Territory Allocation
  - b) Commission Schedule
  - c) Geographic proximity to other accounts
  - d) Reference Checks
10. To maximize performance to their field sales force, companies must \_\_\_\_\_.
  - a) Review staff expense account
  - b) Re-train staff is sales technique
  - c) Develop a strong marketing plan
  - d) Develop a strong advertising plan
11. McDonald's and KFC are good examples of \_\_\_\_\_.
  - a) Distributors
  - b) Franchising
  - c) Merchants
  - d) Retailers
12. Target return objective that sets a specific level of profit is \_\_\_\_\_.
  - a) Sales Oriented
  - b) Status-quo
  - c) Quota oriented
  - d) None of these

#### PART - B

**Answer any FOUR out of SIX**

[4x7=28]

1. What are the major factors to be considered to before selecting a dealer?
2. State the process of sales forecasting?
3. Why is it important to motivate the sales force?
4. Write short note on importance of sales analysis
5. State the difference between acculturation & enculturation.
6. What are the different types of distribution network?

#### PART - C

**Answer any TWO out of FOUR**

[2x15=30]

1. Explain the process of designing a sales territory.
2. What do you understand by Distribution Channels? Explain its types and components.
3. Explain Sales Forecasting and its techniques.
4. 'Sales Audit is the detailed analysis of a company's sales process.' Explain the statement with its advantages and disadvantages.





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

**Subject : Retail Management**  
**Course : BBA**  
**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]

1. In a \_\_\_\_\_, a retailer sells to consumers through multiple retail formats, such as websites, physical stores.  
a) Multi-channel Retailing  
b) Retail Management  
c) Counter selling  
d) Retail strategy
2. Small grocery stores that are run by individuals or families and cater to their immediate neighborhood or locality.  
a) Mom and pop stores  
b) Brick and mortar stores  
c) Kirana stores  
d) Department stores
3. What is not easy to change in Retail Management?  
a) Promotion  
b) Location  
c) Price  
d) Merchandise Mix
4. The layout that has parallel aisles with merchandise on shelves on both sides of the aisles is \_\_\_\_\_.  
a) Racetrack  
b) Standee  
c) Grid  
d) Loop
5. Free standing sites are located at \_\_\_\_\_.  
a) Traffic signals at highways  
b) High pedestrian traffic area  
c) Remote locations  
d) Low pedestrian traffic area

6. Free flow layout indicates that merchandise is arranged \_\_\_\_\_.  
 a) In a symmetrical manner  
 b) In circles  
 c) In an asymmetrical manner  
 d) None of the above
7. A retailer's \_\_\_\_\_ is the key to its ability to attract customers.  
 a) Location  
 b) Promotion System  
 c) Pricing System  
 d) Store Personnel
8. A store that stocks particular type of merchandise  
 a) Convenience  
 b) Specialty  
 c) Departmental  
 d) Non Store
9. \_\_\_\_\_ offers various incentives and rewards to customers on the basis of cumulative purchases from a given provider, be it a store, a service, or a manufacturer  
 a) Point of sales  
 b) Frequent Shopper Program  
 c) Campaign  
 d) Customer Retention
10. \_\_\_\_\_ provides the way to gather lead contact information, house it, use it for communication purposes and run reports on the data researches have collected.  
 a) Point of sales  
 b) Customer Analytics  
 c) Campaign  
 d) CRM
11. The word Retail is derived from the \_\_\_\_\_ word.  
 a) Latin  
 b) French  
 c) English  
 d) German
12. \_\_\_\_\_ activities performed by the retailers.  
 a) Assortment of offerings  
 b) Holding Stock  
 c) Extending Services  
 d) All of these

**PART - B**

**Answer any FOUR out of SIX**

[4x7=28]

1. What do you understand by store location in retail? What are the factors to be considered before selecting a location for a retail store?
2. Describe briefly the concept of merchandizing planning.
3. What is a departmental store? Discuss the features of a departmental store.
4. Write a short note on organized retailing in India.
5. Explain retail communication mix.
6. What is Supply Chain Management in Retail?

**PART - C**

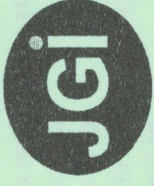
**Answer any TWO out of FOUR**

[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. Why is managing a store a complex activity? Discuss. What are some of the activities that take place during trading hours?
4. Whole Foods Market is a supermarket chain with less than two-hundred stores selling healthy, gourmet products such as organic vegetables, free-range poultry, foods without artificial ingredients or hydrogenated fats, and many environment-friendly products such as non-polluting detergents and chlorine free diapers. The

company began in the 1970s as a natural-food stores that catered to hippies. Through the purchase of small health food stores in major cities, the company gained more exposure and access distribution channels for natural foods. During the late 1980s and the 1990s, the company's growth was fuelled by the by the upsurge's in Americans' desire for healthy living and their interest in gourmet cooking. Whole Foods does very little advertisements but receives constant free media exposure because it is often mentioned in popular TV series, praised by celebrities on talk shows, and featured in newspapers and magazines as a business success story. The company educates consumers about foods, provides recipes, and even arranges trips where consumers meet with local fishermen. Its supermarket cashiers and stock personnel receive education about foods and earn above average-wages. Whole Foods' prices are significantly higher than products in traditional supermarkets because the keys to its profitability and higher profit margins for products that traditionally yield slim margins, and much larger than per-square-foot sales than that of conventional supermarkets. But as the company's CEO pointed out, Americans spend far less of their income on food than other nations and that's why most of it doesn't taste very good; if they want to eat higher-quality foods, they have to pay for them. In 2005, Whole Foods stated its numbers to double the number of its stores by 2015.

- a. Discuss the Positioning of Whole Foods.
- b. Do you think doubling the number of stores is a sound strategy when "Americans spend far less of their income on food than other nations". Explain your point of view



**ARKAJAIN**  
**University**  
Jharkhand

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

**Subject : Brand Management**  
**Course : BBA**  
**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**

**[12x1=12]**

**Multiple Choice Questions**

1. The offering of all brands and the brand lines by a particular company is considered as:  
a) Company Portfolio  
b) Brand Portfolio  
c) Brand Portfolio  
d) Corporate Portfolio
2. Distribution channels are categorized by number of intermediaries among manufacturers and?  
a) Employees  
b) Customers  
c) Employers  
d) Producers
3. Which of the following car brand no longer exists?  
a) Maruti Suzuki  
b) Tesla  
c) BMW  
d) Hummer
4. Buying goods and services for further processing or for use in the production process refers to which of the following markets?  
a) Consumer Markets  
b) Government Markets  
c) Business Markets  
d) International Markets
5. Brand which is result of extension in brand or sub-brand is classified as  
a) Brand Extension  
b) Sub-Brand

6. \_\_\_\_\_ includes two aspects of a brand-its associations and its personality.
- Brand Attitude
  - Brand Positioning
  - Brand Relationship
  - Brand Image
7. A marketer needs to understand that some 'general trails' of a brand name are:
- Easy to recognize
  - Easy to memorize or recall
  - Easy to pronounce
  - Easy to recognize, pronounce, recalls
8. Marketers often use the term \_\_\_\_\_ to cover various groupings of customers
- Buying power
  - Demographic segment
  - People
  - Market
9. \_\_\_\_\_ reflects the sum of the perceived tangible & intangible benefits & costs to customers.
- Customer Satisfaction
  - Customer Value
  - Customer Delight
  - None of the above
10. Testing before launching a product launching a product is known as \_\_\_\_\_.
- Acid Test
  - Concept Testing
  - Market Test
  - Test Marketing
11. \_\_\_\_\_ defines what the brand thinks about the consumer, as per the consumer.
- Brand Attitude
  - Brand Positioning
  - Brand Relationship
  - Brand Image
12. \_\_\_\_\_ is a way of describing audience based on the life style, Attitudes, aspirations, habits etc.
- Demographics
  - Psychographics
  - Socio-Economic
  - Infographics

#### PART - B

#### Answer any FOUR out of SIX

[4x7=28]

- Describe the brand elements of the following:
  - Coke.
  - Pears.
- Brand is built in the minds of people. Do you agree? Explain this in context to "Asian Paints".
- What do you understand by Brand Extension? Discuss various advantages and disadvantages of Brand Extension.
- Write a short note on Aaker Model of Brand Equity.
- Discuss the concept of branding. What is the significance of branding for firms?
- "Branding is all about creating differences". Explain.

#### PART - C

#### Answer any TWO out of FOUR

[2x15=30]

- A leading hair oil company plans to enter into the antiseptic skin cream business in competition with the market leader Boroline. Discuss the positioning and Brand building strategies that the company can use.
- Write short notes on the following:
  - Nano as a brand
  - Co-branding

#### 3. Write short notes on the following:

- Brand extension.
  - Concept of Brand equity.
4. Vaibhav and Rajan are two enterprising youth. They have passed out from a premier management institute. They decided instead of doing a job, they will launch fresh vegetables in Indian Marketing. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Vaibhav and Rajan fundraising was a serious handicap for Mass Production. However, the first trial batch of mushrooms that they produced was bought by star hotel in Pune. Further, the hotel placed orders for supply of 20kgs every day. Vaibhav and Rajan want to sell mushrooms in a very big way all over India. How will you guide Vaibhav and Rajan in
- Brand Positioning.
  - Brand Strategies.



**ARKAJAIN**  
**University**  
Jharkhand

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

**Subject : Environmental Science**

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

**Course : BBA**

**Full Marks : 70**

**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 comes under **Unfair Means** and will **Result** in the **Cancellation of the Papers.**

**PART - A**

**Multiple Choice Questions**

**[12x1=12]**

1. Which of the following is not a pollutant as per Air Act?  
a) Smoke  
b) Nitrogen Gas  
c) Ozone  
d) Nitrogen Oxide
2. CPCB stands for: -  
a) Control Pollution Control Board  
b) Central Pollution Central Board  
c) Control Pollution Central Board  
d) Central Pollution Control Board
3. The Environmental (Protection) Act was enacted in the year:  
a) 1986  
b) 1992  
c) 1984  
d) 1974
4. Variety of different species, genetic variability among individuals within each species and variety of ecosystems constitute the so called  
a) Species diversity  
b) Genetic diversity  
c) Biological diversity  
d) Ecological diversity
5. Factor contributes to global warming  
a) Hydrogen gas released in animal waste  
b) Deforestation  
c) Burning of coal & Petroleum Products  
d) Decrease in cattle production

6. In an ecosystem, the energy flow is always
- |                          |                            |
|--------------------------|----------------------------|
| a) Always unidirectional | b) Always bidirectional    |
| c) In any direction      | d) Always down directional |
7. Which one of the following is a result of overpopulation?
- |   |                                    |
|---|------------------------------------|
| a) Adequate storage of natural resources        | b) Increasing the amount of forest |
| c) Pressure on land & other renewable resources | d) Decrease the shortage of water  |
8. The word 'Sustainable Development' came into existence in the year?
- |         |         |
|---------|---------|
| a) 1992 | b) 1978 |
| c) 1980 | d) 1987 |
9. What is the most expensive component of solid waste handling?
- |               |               |
|---------------|---------------|
| a) Collection | b) Storage    |
| c) Treatment  | d) Separation |
10. Rise of atmospheric temperature because of high concentration of carbon dioxide is known as
- |                      |                      |
|----------------------|----------------------|
| a) Greenhouse effect | b) Bio magnification |
| c) Pollution         | d) Ecotone           |
11. Resources that take long geological time for their formation are called:
- |                        |                            |
|------------------------|----------------------------|
| a) Renewable Resources | b) Reserve                 |
| c) Community Resources | d) Non-renewable resources |
12. Chlorofluorocarbon is used in
- |                  |                     |
|------------------|---------------------|
| a) Refrigerators | b) Air conditioners |
| c) Perfumes      | d) All              |

**PART - B**

**Answer any FOUR out of SIX**

**[4x7=28]**

1. What is the concept of Sustainable Development?
2. What are the causes of Land Degradation?
3. What do you understand by Renewable and Non- Renewable Resources?
4. Give the difference between Point and Non-Point Sources of Water Pollution.
5. What is the role of Indian Judiciary in Environmental Protection?
6. What are the methods of Water Conservation and Management?

**PART - C**

**Answer any TWO out of FOUR**

**[2x15=30]**

1. Explain in detail the concept of Ecosystem.
2. What do you understand by Resources? Explain its types.
3. Explain Hydrological Cycle.
4. Write a note on:
  - a. Forest Conservation Act, 1980
  - b. Water (prevention and control of pollution) Act 1974
  - c. Man-made Resources



**ARKAJAIN**  
**University**  
Jharkhand

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

**Subject : Performance Management & Appraisal System Roll No: .....**  
**Course : BBA**  
**Full Marks : 70** **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 comes under **Unfair Means** and will **Result** in the **Cancellation of the Papers.**

**PART - A**

**Multiple Choice Questions**

**[12x1=12]**

1. Which of the Following is not a Performance Appraisal Bias?  
a) Halo Effect  
b) Central Tendency  
c) Personal Biases  
d) Wrong Survey
2. Which is the biggest challenge faced while conducting performance appraisal?  
a) Evaluating performance of self-managed teams  
b) Presence of a formal appeal process  
c) Appraisals based on traits are to be avoided  
d) None of the above
3. The focuses of psychological appraisals are on \_\_\_\_\_.  
a) Future Potential  
b) Actual Performance  
c) Past Performance  
d) None of the above
4. Which performance appraisal methods consumes a lot of time?  
a) Essay Method  
b) Rating Scales  
c) Critical Incident  
d) Tests and Observation
5. What do behaviourally anchored scales represent?  
a) The scales are anchored by descriptions of actual job behaviour  
b) Superior would feel comfortable to give feedback  
c) A range of descriptive statements of behaviour varying from the least to the most effective  
d) None of the above

6. \_\_\_\_\_ is defined as the record of outcomes produced on a specific job function or activity during a specific time period: -
- a) Performance  
b) Work Function  
c) Evaluation  
d) None of these
7. \_\_\_\_\_ is the personnel activity by means of which the enterprise determines the extent to which the employee is performing the job effectively: -
- a) Job Evaluation  
b) Work Evaluation  
c) Performance Evaluation  
d) None of these
8. The following system combines the superior and self-evaluation systems: -
- a) Graphic Rating Scale  
b) Forced Choice  
c) Essay Evaluation  
d) Management by Objective
9. The multiple - input approach to performance feedback is sometimes called \_\_\_\_\_ degree assessment: -
- a) 90  
b) 180  
c) 270  
d) 360
10. A/an \_\_\_\_\_ is a plan or programme to motivate individual or group performance:-
- a) Incentive Scheme  
b) Promotion Scheme  
c) Reward  
d) None of these
11. What is linked with performance appraisal?
- a) Job Design  
b) Development  
c) Job Analysis  
d) None of these
12. The ratter is forced to answer the ready-made statements, about the employees' in terms of true or false. This method of performance appraisal is known as: -
- a) Forced distribution  
b) Rating choice  
c) Checklist  
d) Forced choice

**PART - B**

**Answer any FOUR out of SIX**

[4x7=28]

1. What is Feedback? Discuss its role.
2. Discuss the arguments for and against performance management.
3. Discuss the components of a feedback system.
4. What are the dimensions of Performance Management? Explain.
5. Discuss the steps involved in giving a constructive feedback to the employees.
6. Enumerate and briefly discuss the traditional methods of Performance Management and Appraisal System.

**PART - C**

**Answer any TWO out of FOUR**

[2x15=30]

1. Linking performance management with Pay is very crucial for achieving organizational goals. Comment.
2. Enumerate the various advantages of 360-degree feedback system.
3. Elaborate the process of a 360-degree appraisal system.
4. Define the Role of managers at different levels in 360-degree appraisal system.