



Subject : Consumer Behaviour

Course: MBA / PGDM

Full Marks : 70

Pass Marks: 28

Time : 3 Hours

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part - C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART – A

Q.1) All questions are compulsory

[A] Multiple choice question:-

(10*1=10)

- A) Disappointment because the purchase did not match up to expectations is called:
- Consumerism.
 - Post purchase evaluation.
 - Cognitive dissonance.
 - Purchaser.
- B) Marketers are always trying to spot in order to discover new products that might be wanted.
- Cultural shifts
 - Attitudes
 - Dissonance
 - Groups
- C) Problem recognition is part of:
- The decision process.
 - Personal influence.
 - The marketing mix.
 - None of these.
- D) Describes changes in an individual's behavior arising from experience.
- Learning.
 - Aggressiveness.
 - Cognitive dissonance.
 - Perception.
- E) A group which one does not want to join is called:
- An inspirational group.
 - A membership group.
 - A dissociative group.
 - Purchaser.

F) Which of the following is not part of Maslow's Hierarchy of need?

- i) Safety needs.
- ii) Esteem needs.
- iii) Customer needs.
- iv) All of the above.

G) All of the following make up a person's lifestyle except

- i) Work.
- ii) A10 dimensions.
- iii) Dissonance – reducing buying behavior.
- iv) Opinions.

H) Controls a strategic point in the communication flow:

- i) Gate keeper.
- ii) Downward.
- iii) Upward.
- iv) Isolates.

I) Who categorized motives into cognitive and affective motives?

- i) McClelland.
- ii) Jamal.
- iii) McNulty.
- iv) McGuire.

J) The ultimate aim of customer relationship management is to produce

- i) Customer equity.
- ii) Market share.
- iii) Sales volume.
- iv) A reliable database.

[B] Very short question:-

- a) Who are impulse buyers?
- b) What is Brand Loyalty?
- c) Define VALS.
- d) What is cross cultural marketing?
- e) Define an industrial consumer.

(5*2=10)

PART – B

Q.2) Answer any four:

(4*5=20)

- i) What are stages of buying decision?
- ii) "Family shapes the behavior of a person", how?
- iii) What is cross cultural marketing?
- iv) What is Freud's theory of personality?
- v) How does learning model of consumer behavior works?
- vi) How consumer behavior is useful in market – segmentation?

PART – C

Answer any three:

(3*10=30)

- Q.3) "Consumer Behavior is based on the principles of other disciplines". Elaborate this statement.
- Q.4) What is the segmentation? Explain the various types of segmentation.
- Q.5) How social class affects the consumers buying behavior? Explain.
- Q.6) Explain the various learning theories.
- Q.7) What is opinion leadership? How can it be formed?
- Q.8) What do you mean by group Dynamics? What do groups come into existence?



Jain Institute Of Management and Entrepreneurship

2nd Semester Final Examination – 2017-18

Subject: Corporate Finance & Accounting

Course: PGDM / *MBA*

Full Marks: 70

Pass Marks: 28

Time: 3 Hours

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts –A, B & C**
- **Part-A** is compulsory. It contains **FIFTEEN** questions.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part- C** contains **FIVE** questions out of which **TWO** questions are to be answered

PART A

Q1.) All questions are compulsory:-

A) Choose the correct answer / Fill in the blanks:

(5x1=5)

- Which of the following is not a method of capital budgeting?
i) PBP ii) EVA iii) ARR iv) NPV
- When contribution exceeds Fixed Cost, there is _____ ?
- Formulae for Margin of Safety (in Rs.) is _____ ?
- Formulae for Debtors Turnover Ratio is _____ ?
- Liquid Ratio is also known as _____ ?

B) Expand / Interpret the below and write briefly about each:

(5x1=5)

- RHP
- ASBA
- FPO
- KdBT
- Current Assets / Current Liabilities

C) Very Short answer question:

(5x2= 10)

- What is underwriting?
- What is Break Even analysis?
- Mention two advantages of Management accounting?
- What are Public Deposits?
- What are Cumulative Preference shares?

PART B

Q2.)

Answer any four questions

(4x5=20)

- i. Discuss Liquidity Ratios in detail with example and formulae for each ratio.
- ii. Discuss various types of shares.
- iii. Differentiate between Comparative and Common Size statement.
- iv. The following information has been taken from ABC Ltd:

Particulars	(in Rs.)
Bills Payable	: 30,000
Sales	: 5,30,000
Purchases	: 3,40,000
Purchase Return	: 7,500
Cash	: 2,50,000
Debtors (net)	: 1,20,000
Inventory	: 80,000
Prepaid expenses	: 20,000
Creditors	: 1,20,000

Calculate the following ratios:

- a. Working Capital Ratio
 - b. Acid Test Ratio
 - c. Inventory Turnover Ratio
 - d. Payable Turnover Ratio
 - e. Average Payable period
- v. TGS Ltd. wishes to issue 8%, 1,000 redeemable debentures of Rs. 100/- each which are redeemable after 5 years at par for which the company will be required to incur the following expenses:

- i) Underwriting commission @ 3.5%
- ii) Brokerage @ 1.5%

Calculate the cost of debt (Kd) before tax assuming that debentures are issued:

- a) at par b) at 10% premium c) 10% discount

vi. The following information is given for a business entity who is engaged in manufacturing activity.

Fixed Costs for the year:	Rs. 1,60,000
Variable Cost p.u:	Rs. 10
Sales for the year:	Rs. 4,00,000
Selling Price p.u:	Rs. 25

You are required to find the following:

- a) Contribution (in Rs.) b) B.E.P. (in units) & (in Rs.) c) Margin of Safety (in units) & (in Rs.)

PART C

Answer any two questions

(2x15=30)

Q.3): From the following information, prepare Comparative Income statement:

Particulars	2014-15 (in Rs.)	2013-14 (in Rs.)
Revenue from Operations	8,20,347	7,09,868
Other Income:		
Interest and Dividend	2,620	3,795
Discount	3,792	4,250
Income from sale of land	Nil	3,000
TOTAL REVENUE	8,26,759	7,20,913
Less: Expenses		
Cost of goods sold	4,83,899	4,63,250
Admin Expenses	54,137	46,531
Selling expenses	1,15,632	91,823
Finance cost – interest	3,500	4,275
Loss on sale of assets	350	1,254
TOTAL EXPENSES	6,57,518	6,07,133
Profit before tax	1,69,241	1,13,780
Less: Tax	80,390	43,038
PROFIT AFTER TAX	88,851	70,742

Q.4) : Two Projects A & B are before consideration of the management of Ajanta Ltd. The particulars available are:

Particulars	Project A	Project B
Cost (initial)	20,000	20,000
Economic Life	4 years	5 years
Earnings before Depreciation		
Year		
1	8,000	2,000
2	6,000	5,000
3	6,000	8,000
4	4,000	10,000
5	-----	10,000

Which Project should be preferred? Advise with reasons using:

- Rate of Return on Initial Investment method
- Rate of Return on Average Investment method

Q.5) : From the following information, prepare a common size balance sheet:

Particulars	2013 (in Rs.)	2012 (in Rs.)
I. EQUITY & LIABILITIES		
1. <i>Shareholder's Funds:</i>		
Share Capital	67,500	60,000
Statement of P/L	34,500	22,500
2. <i>Current Liabilities:</i>		
Trade Payables (Creditors)	22,500	15,000
Outstanding Expenses	7,500	4,500
Income Received in Advance	1,500	3,000
TOTAL	1,33,500	1,05,000
II. ASSETS		
1. <i>Non Current Assets:</i>		
Fixed Assets	42,000	30,000
<i>Other Non-current Assets:</i>		
Deferred Expenses	1,500	3,000
2. <i>Current Assets:</i>		
Inventory	10,500	15,000
Trade Receivables	67,500	45,000
Prepaid Expenses	9,000	7,500
Cash & Cash equivalents	3,000	4,500
TOTAL	1,33,500	1,05,000

Q.6) : The following is the fund structure of a company which is into retail business.

Sources of capital funds	Book Values (in Rs.)	Market Values (in Rs.)	Specific cost (%)
Equity Share capital	4,00,000	12,00,000	10
Retained Earnings	2,00,000		5
Preference share capital	5,00,000	8,00,000	8
Debentures	3,00,000	5,00,000	12

You are required to compute the Weighted Average cost of capital using:

- Book Value Weights
- Market Value Weights

Q.7): Discuss in detail any four techniques used in Capital Budgeting using appropriate numerical examples.



ARKA JAIN University, Jharkhand

2nd Semester Final Examination – 2017-18

Subject : Human Resource Management

Course: MBA
Full Marks : 70
Pass Marks: 28

Time : 3 Hours

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into Four Parts –A, B, C & D
- Part-A & D are compulsory.
- Part- B contains SIX questions out of which FOUR questions are to be answered.
- Part - C contains SIX questions out of which THREE questions are to be answered.

PART A

Q.1) ALL QUESTIONS ARE COMPULSORY

[A] MULTIPLE CHOICE QUESTIONS/CHOOSE THE CORRECT OPTIONS (5 X 1 = 5)

- i) Employing Judgments of Knowledgeable Management team to predict future manpower needs is called :
- a) Trend Analysis b) Skill inventories c) Replacement charts d) Expert forecast
- ii) Job Analysis helps in formulating
- a) Job description b) Job Specification c) both d) None of the above
- iii) Job evaluation is the basis for determining :
- a) Contents of the job b) Work environment
c) Wage & Salary d) None of the above
- iv) A systematic way of assessing the relative worth of a job is called
- a) Job evaluation b) Performance appraisal c) Work sampling d) Job Analysis
- v) Files of personnel education, experience, interests, skills etc that allow managers to quickly match job openings with employee backgrounds is called :
- a) Skill inventory b) Recruitment c) Job evaluation d) Job Analysis

[B] VERY SHORT QUESTIONS

(5 X 2 = 10)

- i). Differentiate between recruitment and selection.
- ii). Differentiate between Job evaluation and Performance Appraisal.
- iii). Explain the terms APPRAISEE, APPRAISER, REVIEWER.
- iv). Who are the parties to Industrial Relations ? (Only mention)
- v) Mention any two Off-the-Job methods of Training.

PART B

Q.2) ANSWER ANY FOUR

(4 X 5=20)

- i. Describe the Critical Incident Method of Performance Appraisal.
- ii. What do you understand by Job Analysis? What are its uses.
- iii. Discuss the SMART principle applied during Performance Target Setting.
- iv. Write short notes on importance of Training.
- v. Discuss various sources of recruitment.
- vi. Differentiate between Promotion and Transfer.

PART C

(ANSWER ANY THREE)

(3 X 10=30)

- Q.3) Draw the Organizational Structure of the HR Department in an Organization.
- Q.4) What do you understand by Human Resource Management. Discuss the various Challenges emerging in the field of HRM.
- Q.5) What do you understand by MBO? Explain the process.
- Q.6) Describe the Process of Collective Bargaining.
- Q.7) Discuss the various sources of Recruitment.
- Q.8) What are the various methods of Training?

PART D

Q.9) CASE ANALYSIS

(1 X 5 = 5)

Study the case given below and answer the Question that follow:

Berkely Investments is a reputed finance company having 15 branches in different part of the country. In the home office there are more than 200 employees. This company has a performance rating under which the employees are rated at six months intervals by a committee of two executives. Graphic scales have been used as means of appraisal. The qualities considered are responsibility, initiative, and interest in work, leadership potential, co-operative attitude and community activity. After the performance is evaluated, the ratings are discussed with the concerned employees by their immediate boss who counsels them. The ratings are used to influence promotions and salary adjustments of the employees and also as a criterion for assigning further rating to them.

Recently three employees of the company called on the company's president to express their dissatisfaction with the ratings they had received. Their scores and composite ratings had been discussed with them. Because their ratings were comparatively low, they had been denied annual increments in salary. Approximately, two thirds of all the employees received such increments. The aggrieved employees argued that their ratings did not accurately represent their qualifications or performance. They insisted that "community activity" was not actually a part of their job and that what they do off the job is none of the company's business. They expressed their opinion that employees should organize union and insist that salary increase be automatic.

The threat of a union caused concern to the officers of the company. This particular experience convinced the top officers that ratings may represent a serious hazard to satisfactory relationship with employees. Even the chief executive finds that performance appraisal is a dangerous source of friction and its hazards outweigh its values; so it should be discontinued altogether.

Question:. How far do you agree with the management that performance appraisal should be discontinued?



ARKA JAIN University, Jharkhand

2nd Semester Final Examination – 2017-18

Subject : International Business –

Time : 3 Hours

Course: MBA
Full Marks : 70
Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Three Parts – A, B & C**
- **Part-A** is compulsory.
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PART A

All questions are compulsory

I) Multiple Choice Questions:-

- A) Which one is not an international organization (10*1=)
- SAARC.
 - ASEM.
 - ASEAN.
 - CBDT.
- B) The main objective of International Monetary Fund (IMF) was to
- Promote International trade.
 - Help economically backward countries.
 - Maintain stable exchange rates.
 - Promote international liquidity.
- C) Interest payments on loans borrowed abroad are recorded in
- Capital Account.
 - Current Accounts.
 - Errors and Omission Section.
 - Official Reserve Account.
- D) The world bank is known as
- IMF.
 - IDA.
 - IBRD.
 - Both (b) & (c).
- E) Which one is not the form of FDI
- Purchase of existing assets in foreign currency.
 - New Investment in property, plant and equipment.
 - Making investment in the mutual funds.
 - Transfer of many type of asset.
- F) BRICS includes.
- Bhutan, Romania, Indonesia, Chile and South Korea.
 - Brazil, Russia, Indonesia, China and Sudan.
 - Brazil, Russia, India, China and South Africa.
 - Britain, Russia, India, Czechoslovakia, Srilanka.

- G) When custom duty is levied according to weight of goods it is known as
- Excise duty.
 - Ad-valorem duty.
 - Revenue duty.
 - Specific duty.
- H) International trade theory was the contribution of
- Bertie Ohlin
 - Arthur Okum
 - Adam smith
 - None of the above.
- I) Foreign Exchange and Foreign currencies in India are governed by
- RBI.
 - Banking Regulation Act.
 - FEMA Act.
 - SEBI Act.
- J) EPCG denotes
- Export potential and credit guarantee
 - Earning promotion and credit guarantee
 - Export promotion and credit guarantee
 - Export potential and credit goods.
- 2) Write short note on the following :-
- ASEAN.
 - Globalization.
 - MNCs.
 - Turnkey operations.
 - Contract manufacturing.
- (5*2=10)

PART - B

- 3) Answer any four :-
- What are the factors causing conflict in international business?
 - Enumerate various international agencies and its role in conflict resolution.
 - Write a short note on GATT and WTO?
 - Explain geocentricism.
 - What do you mean by balance of trade?
 - Write a short note on Licensing and franchising.
- (4*5=20)

PART - C

- 4) Answer any three :-
- Explain the theory of absolute advantage.
 - What are the various modes of international market entry? Explain.
 - Write a note on ethical issues in international business.
 - Discuss the nature and scope of international business.
 - Write a note on Multinational Corporation with examples.
 - Write a note on Global Supply chain Management.
- (3*10=30)



ARKA JAIN University, Jharkhand

2nd Semester Final Examination – 2017-18

Subject : Managerial Economics - II

Time : 3 Hours

Course: MBA
Full Marks : 70
Pass Marks: 28

- Candidates are required to give their answers in their own words as far as practicable.
- Question Paper is divided into **Four Parts –A, B, C & D**
- **Part-A & D** are compulsory.
- **Part- B** contains **SIX** questions out of which **FOUR** questions are to be answered.
- **Part - C** contains **SIX** questions out of which **THREE** questions are to be answered.

PART A

Q.1) All questions are compulsory

A) Multiple Choice Questions:

(5x1=5)

- a) Which of the following is the instrument of fiscal policy
- Taxation
 - Subsidies
 - Government Expenditure
 - All of the above
- b) Which of the following are the components of aggregate supply
- Consumer goods
 - Capital goods
 - Public goods
 - All of the above
- c) $GNP = GDP +$ _____
- NFIA
 - Depreciation
 - Net Indirect Taxes
 - None of the above
- d) According to Kenyes, money is demanded for _____ purpose
- Transaction Purpose
 - Speculative Purpose
 - Precautionary Purpose
 - All of the above
- e) When a bank grants loans and advances, it, instead of giving cash to the borrower, opens a deposit account in his name. This is known as _____
- Primary Deposit
 - Secondary Deposit
 - Passive Deposit
 - None of the above

B] Very Short question

(5x2=10)

- a) What is fiscal policy?
- b) What is Cash Reserve Ratio?
- c) What is structural unemployment?
- d) What is public expenditure?
- e) What is exchange rate?

PART B

Q.2) Answer any four:

(4x5=20)

- i) Distinguish between micro and macro economics.
- ii) What are the primary functions of money?
- iii) What are the instruments of monetary policy?
- iv) What are the sources of public revenue?
- v) Differentiate between Internal Debt and External Debt.
- vi) What is Net Barter Terms of Trade and Gross Barter Terms of Trade?

PART C

Answer any three:

(3x10=30)

Q.3) Explain in detail any one method of measuring national income of a country.

Q.4) 'Central bank is the national bank that operates to establish monetary and fiscal policy and to control the money supply and interest rate'. In the context of above statement, explain the functions of Central Bank.

Q.5) According to Keynes, "A trade cycle is composed of periods of good trade characterized by rising prices and low unemployment percentages altering with periods of bad trade characterized by falling prices and high unemployment percentages". In the context of above statement, explain the different phases of trade cycle.

Q.6) What is public finance? What is its scope?

Q.7) What is unemployment? What are the different types of unemployment?

Q.8) Explain any one theory of International Trade in detail.

Q. 9) Case Study:

What is causing Inflation? Inflation is the rise in prices which occurs when the demand for goods and services exceeds their available supply. In simpler terms, inflation is a situation where too much money chases too few goods. In India, the wholesale price index (WPI), which was the main measure of the inflation rate consisted of three main components - primary articles, which included food articles, constituting 22% of the index; fuel, constituting 14% of the index; and manufactured goods, which accounted for the remaining 64% of the index. For purposes of analysis and to measure more accurately the price levels for different sections of society and as well for different regions, the RBI also kept track of consumer price indices. The average annual GDP growth in the 2000s was about 6% and during the second quarter (July-September) of fiscal 2006-2007, the growth rate was as high as 9.2%. All this growth was bound to lead to higher demand for goods. However, the growth in the supply of goods, especially food articles such as wheat and pulses, did not keep pace with the growth in demand. As a result, the prices of food articles increased. According to Subir Gokarn, Executive Director and Chief Economist, CRISIL, "The inflationary pressures have been particularly acute this time due to supply side constraints [of food articles] which are a combination of temporary and structural factors."

In late 2006 and early 2007, the RBI announced some measures to control inflation. These measures included increasing repo rates, the Cash Reserve Ratio (CRR) and reducing the rate of interest on cash deposited by banks with the RBI. With the increase in the repo rates and bank rates, banks had to pay a higher interest rate for the money they borrowed from the RBI. Consequently, the banks increased the rate at which they lent to their customers. The increase in the CRR reduced the money supply in the system because banks now had to keep more money as reserves. On December 08, 2006, the RBI again increased the CRR by 50 basis points to 5.5%. On January 31, 2007, the RBI increased the repo rate by 25 basis points to 7.5%...

The RBI's and the government's response to the inflation witnessed in 2006-07 was said to be based on 'traditional' anti-inflation measures. However, some economists argued that the steps taken by the government to control inflation were not enough...

Several analysts were of the view that the RBI could have handled the 2006-07 inflation without tinkering with the interest rates, which according to them could slow down economic growth. Others believed that high inflation was often seen by investors as a sign of economic mismanagement and sustained high inflation would affect investor confidence in the economy. However, the inflation rate in emerging economies was usually higher than developed economies

- a) What are the causes of Inflation in India? (2 marks)
- b) What are the measures taken by the RBI to control inflation? (3 marks)



ARKA JAIN University, Jharkhand

2nd Semester Final Examination – 2017-18

Subject: Business Research Methods

Course: MBA

Time: 3 Hours

Full Marks: 70

Pass Marks: 28

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PART A

Q.1) All questions are compulsory

A) Multiple Choice Questions:

(5x1=5)

- Which of the following is not an essential element of report writing?
 - Research Methodology
 - References
 - Conclusion
 - None of these
- Testing hypothesis is a _____
 - Inferential statistics
 - Descriptive statistics
 - Data preparation
 - Data collection
 - Which of the following is non-probability sampling?
 - Convenience
 - Random
 - Cluster
 - Stratified
- Which of the following is an example of primary data
 - Book
 - Journal
 - News Paper
 - Census Report
- is the first step of Research process
 - Formulation of a problem
 - Collection of Data
 - Editing and Coding
 - Selection of a problem

B) Very Short question

Briefly explain:

(5x2=10)

- Participant Observation
- Empirical Research
- Pictorial Scale
- Demand forecasting
- Extraneous Variables

Q.2) Answer any four:

PART B

(4x5=20)

- What is a questionnaire? What are the features of a good questionnaire?
- What is the role of business research in decision making of a firm?
- What are the different types of measurement scale?
- Differentiate between quantitative research and qualitative research.
- Design the constant-sum scale for measuring the satisfaction level of customers towards service of Sonnet Hotel.
- The data on yearly sales of Televisions by Samsung is given as under:

Year	Sales (in hundred)
2001	5.3
2002	4.4
2003	5.4
2004	5.8
2005	5.6
2006	4.8
2007	5.6
2008	5.6
2009	5.4
2010	6.5
2011	5.1
2012	5.8
2013	5
2014	6.2
2015	5.6

Forecast the value of sales of 2016 using 3 yearly moving average method.

PART C

Answer any three:

(3x10=30)

- “Demand forecasting is an estimate of sales during a specified future period which is tied to a proposed marketing plan and which assumes a particular set of uncontrollable and competitive forces”. In the context of above statement, explain the different types of demand forecasting.
- Suppose you are in Research and Development department of Tata Motors. Your company is interested in launching a new car. But before that it is interested in doing a marketing research. Which data collection method it will use for doing a research and why? Also explain in detail all the data collection methods?
- Differentiate between Descriptive Research and Analytical Research. What are the different descriptive and analytical tools used while making the project report?
- Calculate the mean and median for the distribution of the weights of 150 students from the data given below:

Weight in Kg:	30-40	40-50	50-60	60-70	70-80	80-90
Frequency:	18	37	45	27	15	8

Q.7) Calculate co-efficient of correlation between advertisement cost and sales as per data given below:

Year	Cost (in crores)	Sales (in crores)
2005	39	47
2006	65	53
2007	62	58
2008	90	86
2009	82	62
2010	75	68
2011	25	60
2012	98	91
2013	36	51
2014	78	84

Q.8) Following is the height and weight of 10 students. Using a suitable measure, state which of the two series is more consistent?

Students	Height (Inches)	Weight (Lbs)
A	55	123
B	55	120
C	54	120
D	57	127
E	55	122
F	59	120
G	55	123
H	57	125
I	55	126
J	50	124

PART- D

Q.9) Using the different attitude measurement scales, prepare a questionnaire for the project titled, 'Customer Satisfaction towards Reliance JIO services.' (5 marks)



Subject: IT & Analytical Tools

Time: 3 Hours

MBA
Course: PGDM
Full Marks: 70
Pass Marks: 28

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- Question Paper is divided into **Three Parts –A, B & C**
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PART A

Q.1) Multiple Choice Questions / Very Short question

(10 x 2= 20)

- a) What is the use of LOOKUP function in Excel?
- b) What filter will you use, if you want more than two conditions or if you want to analyze the list using database function?
- c) What is the shortcut key to create a new file in Microsoft Word?
- d) What is the benefit of using formula in Excel sheet?
- e) What is the syntax of HLookup?
- f) What is the shortcut for align center ?
- g) What is IF function in Excel?
- h) Name the different types of views in PowerPoint.
- i) Differentiate between Save As and Save in Word.
- j) To move to the previous worksheet and next sheet, what keys will you press?

PART B

Q.2) Answer any Four:

(4x5=20)

- a) Explain the different types of addressing mode in MS-Excel.
- b) What are the different features and uses of MS-Word? Explain them.
- c) What are the different indentation used in MS-Word? Explain them.
- d) What are the different applications of PowerPoint ?
- e) What is the benefit of using formula in Excel sheet?
- f) Explain few useful functions in Excel.

PART C

Answer any Three question

(3 x 10=30)

Q.3) A hardware company **My Hardware**, makes pen drives. The company has a fixed cost of ₹ 65,000 and has the following Variable Costs: Material costs per unit = ₹ 87.50, Assigned indirect costs = ₹ 18.75, Labour Cost per unit = ₹ 11.00. In addition, the wholesale price (Revenue) that is charged for each ₹ 125.00 and it is assumed that the % of pen drives made that are defective and cannot be sold is 2%.

Write the step to do the following tasks:

- Create a model that will calculate Total Profit if the number of units sold is 2,000.
- Create the model with math formulas and with an influence Diagram.
- Use Goal Seek to calculate the break-even point by changing the formula input 'Revenue'
- Create a formula to calculate the break-even point at 'Units Sold' equals 1,000.
- Use the 1 Variable Data Table feature to calculate the amounts for Total Revenue, Fixed Costs, and Total Costs, Total Profit for Various Units. Calculate the amount from 0 until 5,000, using an increment of 500.

Q. 4) Write the complete steps to send an invitation letter for induction program of your organization. send it to 10 candidates of your organization using mail merge features.

Q. 5) Using power point, prepare a flow chart of general purchase procedure of a Company. Purchase procedure should involve the following activities:

- Material Requisition
- Request for Quotation
- Vendor Selection
- Purchase Order Generation
- Good Receipt Note
- Goods Inspection Note
- Credit goods to Store.

Q.6) Write formulas for the operations based on the spreadsheet given below along with the relevant cell address:

	A	B	C	D	E	F	G
1	S No	Name	Maths	Science	Computer	Total	Average
2	1	Anand	67	80	97		
3	2	Shruti	45	65	39		
4	3	Priya	45	45	59		
5	4	Anu	67	90	67		
6	5	Avinash	65	87	89		
7	Max						
8	Min						
9	Total						

- To calculate the Total Marks as sum of Science, Maths & Computers for each student and display them in column F.
- To calculate the average marks for each student and display them in column G.
- To calculate the highest marks in Computers and display it in cell E7.
- To calculate the lowest marks in Maths and display it in cell C8.
- To calculate the total number of students appearing for the Science test and display it in cell C9.

Q.7) Example the use of the following functions of excel with syntax and example:

SQRT(), AVERAGE (), MAX(), MIN(), COUNT(), SUM(), IF(), SUMIF(), UPPER(), LOWER()

Q.8) The following are the salaries of five employees

	A	B	C	D	E
1	PayRoll No	Name	Salary Rs.	Part time Rs.	Accounts
2	1011	Anand	10000	900	1800
3	1012	Ajay	14000	800	1600
4	1013	Ravi	18000	700	1700
5	1014	Sarita	15000	600	1600
6	1015	Anita	17000	500	1800

Using Conditional Formatting list out employees who got

- Less than Rs. 15000 as salary
- More than Rs. 700 as Part time
- Between Rs. 1600 and Rs. 1800 as Arrears.