



**ARKA JAIN**  
**University**  
Jharkhand



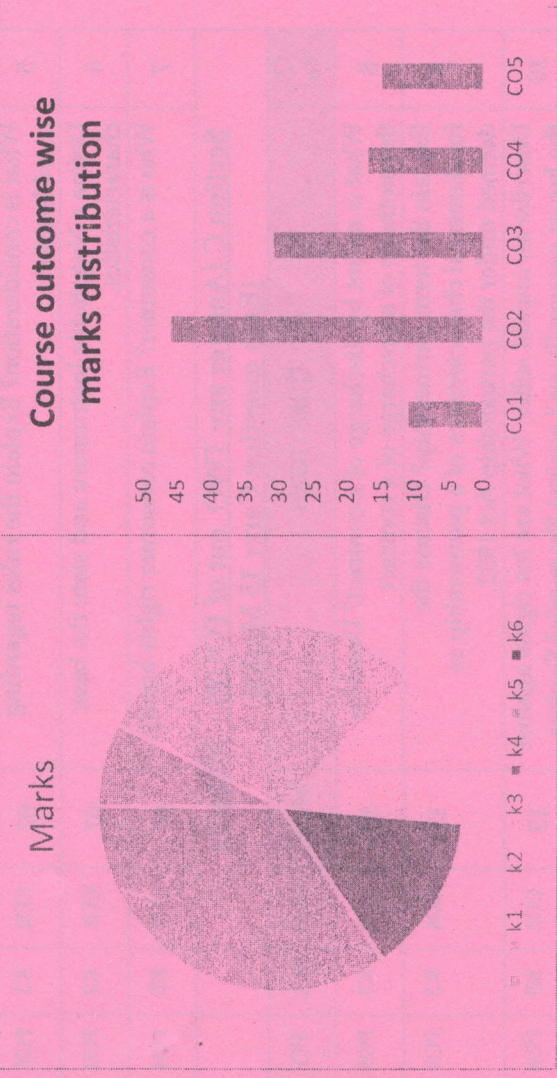
**NAAC**  
**GRADE A**  
ACCREDITED UNIVERSITY

**END SEM EXAMINATION**  
School of Commerce & Management

<b>Program</b>	<b>Bachelor of Business Administration</b>		
<b>Subject Name</b>	<b>Business Law</b>	<b>Semester</b>	<b>IV</b>
		<b>Year</b>	<b>April 2024</b>
<b>Time: 3 Hour</b>	<ul style="list-style-type: none"> <li>• Start writing from 2nd page onwards; don't write on the 1st Page Backside</li> <li>• Answer all Questions of Section A (Compulsory)</li> <li>• Answer Any Four out of Six of Section B</li> <li>• Answer Any Two out of Four of Section C</li> <li>• Possession of <u>Mobile Phones</u> or any kind of <u>Written Material, Arguments with the Invigilator or Discussing with Co-Student</u> will come under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers</u>.</li> </ul>		
<b>Max. Marks: 70</b>	<b>K1 : Remembering</b>	<b>K3 : Applying</b>	<b>K5 : Evaluating</b>
	<b>K2 : Understanding</b>	<b>K4 : Analysing</b>	<b>K6 : Creating</b>
<b>Knowledge Level (KL)</b>			

Q. N1	QUESTIONS	Marks	COs	KL	PO
i	A contract without free consent is: a) Voidable b) Illegal c) Legal d) Void	01	CO1	K1	PO1
ii	Unintentional false statement is: a) Undue influence b) Fraud c) Misrepresentation d) Coercion	01	CO1	K1	PO3
iii	Sale without consideration is: a) Bailment b) Gift c) Agreement to sell d) None of these	01	CO3	K1	PO1
iv	Actionable claims and money are: a) Not goods b) Goods c) Article d) All of these	01	CO3	K2	PO1
V	For wrongful acts of a partner against a third party liable is: a) Partner	01	CO4	K2	PO4

CO- Course Outcomes,	KL- Knowledge Level,	PO – Program Outcome
CO1	Interpret the legal terms and understand the contracts.	
CO2	Understand the difference between agreements and contracts and how these are made.	
CO3	Understand how a contract of sale is made and its key essentials.	
CO4	Gain knowledge about the formation and functioning of partnership.	
CO5	Learn about the basic functions, features and types of companies and the day to day functioning of corporate.	



**Section B (Answer any FOUR out of SIX) - 28 Marks**  
(Each question Carry 7 Marks)



Q. No.	QUESTIONS	Marks	COs	KL	PO
2	Define the term Goods. Discuss the different types of goods? Explain.	07	CO3	K3	PO2
3	Distinguish between Coercion and Undue influence.	07	CO1	K5	PO3
4	What is a Contract? Explain the characteristics of a valid contract.	07	CO2	K3	PO2
5	What is consideration? Explain the rules regarding consideration.	07	CO2	K2	PO1
6	Define a Negotiable Instrument and state the basic characteristics.	07	CO5	K2	PO2
7	Who is a consumer? Explain consumer rights briefly.	07	CO3	K5	PO4

**Section C (Answer any TWO out of FOUR) - 30 Marks**  
(Each question Carry 15 Marks)

Q. No.	QUESTIONS	Marks	COs	KL	PO
8	What is meant by discharge of a contract? Describe the methods of a discharge of a contract.	15	CO2	K5	PO5
9	Explain the term partnership? Discuss the fundamental characteristics of a partnership as defined under the partnership Act 1932.	15	CO4	K2	PO3
10	Describe an unpaid seller. What are his rights against the buyer personally and against the goods? Explain.	15	CO3	K5	PO6
11	Explain the term Pledge. What are the rights and duties of the Pawnor and Pawnee under the Indian Contract Act?	15	CO2	K4	PO2

vi	b) Firm c) Nobody d) None of these Parties in a bill of exchange are: a) 5 b) 4 c) 3 d) 2	01	CO1	K1	PO3
vii	An agreement against public policy is: a) Void b) Voidable c) Illegal d) Valid	01	CO1	K2	PO5
viii	The position of a finder of lost goods is that of a: a) Creditor b) Debtor c) Pawnee d) Bailee	01	CO2	K3	PO1
ix	A contingent contract is: a) Void b) Valid c) Voidable d) Illegal	01	CO2	K1	PO6
x	The Limited Liability Partnership Act was enacted in the year: a) 1932 b) 1956 c) 2008 d) 2013	01	CO4	K1	PO2
xi	The Consumer Protection Act 1986 was enacted in: a) 24th OCT 1986 b) 24th Aug 1986 c) 15th June 1986 d) 20th Sept 1986	01	CO1	K1	PO3
xii	In a contract of Indemnity, the number of parties: a) 2 b) 3 c) 4 d) 5	01	CO1	K1	PO2

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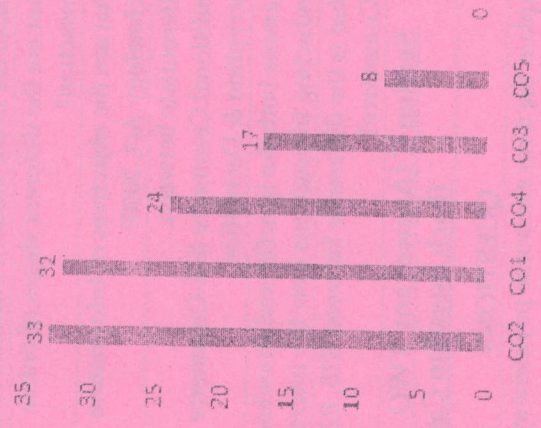
	<b>ARKA JAIN University</b> Jharkhand		<b>END SEM EXAMINATION</b> School of Commerce & Management
Program <b>Bachelor of Business Administration</b>		Semester <b>IV</b>	
Subject Name <b>E-Commerce</b>		Year <b>April 2024</b>	
<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; don't write on the 1st Page Backside</li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Two out of Four of Section C</li> <li>Possession of Mobile Phones or any kind of Written Material, Arguments with the Invigilator or Discussing with Co-Student will come under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers</u>.</li> </ul>			
Time: 3 Hour Max. Marks : 70			
Knowledge Level (KL)	K1 : Remembering		K5 : Evaluating
	K2 : Understanding		K6 : Creating

Section A (Each question Carry 01 Marks from Q1-i to xii - 12 Marks		QUESTIONS	Marks	COs	KL	PO
Q.N1	I	_____describes e-commerce.	01	CO1	K1	PO1
		<ul style="list-style-type: none"> <li>a) Doing business offline</li> <li>b) Doing business electronically</li> <li>c) Surfing online</li> <li>d) D. Both A &amp; B</li> </ul>				
	ii	Companies like Flipkart, Shopclues and Myntra belongs to the _____Ecommerce (EC) segment.	01	CO2	K2	PO1
	iii	This E-Commerce business model mainly focuses on selling products or services online.	01	CO1	K2	PO8
	iv	<ul style="list-style-type: none"> <li>a) Indirect Marketing</li> <li>b) Marketplace</li> <li>c) Online Direct Marketing</li> <li>d) Brick &amp; Mortar</li> </ul>				
		What are the plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored	01	CO2	K2	PO1

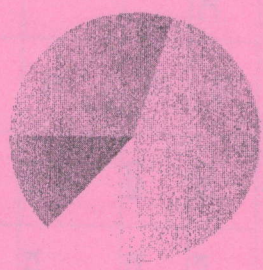
CO1	The students will be able to understand the basic concepts of E-Commerce.
CO2	The students will get to know the key components of e-commerce business models.
CO3	The students will get to know about the unique features of e-commerce technology and their business significance.
CO4	The students will learn to recognize business models in other emerging areas of e-commerce.
CO5	The students will get to understand key business concepts and strategies applicable to e-commerce.

**GRAFICAL REPRESENTATION**

Course Outcome Wise Distribution of Marks



Blooms's Level Wise Marks Distribution



v	a) Customer relationship management systems cards b) E-government identity cards c) FEDI cards d) Smart cards Which of the following is a useful security mechanism when considering business strategy and IT? a) Encryption b) Decryption c) Firewall d) All the above	01	CO2	K2	PO8
vi	When hackers flood a web site with useless traffic to overwhelm the network, it is called ____ a) Phishing b) Pharming c) A Denial of service (Dos) attack d) Spoofing	01	CO3	K2	PO8
vii	Secure Sockets Layers does which of the following? a) creates a secure, private connection to a web server b) encrypts information c) sends information over the internet d) All of the above	01	CO4	K4	PO1
viii	Which is not a function of ERP? a) warehousing b) sales c) scheduling d) None of the above	01	CO4	K1	PO1
ix	_____ means converting plain text to cipher text. a) Encryption b) Decryption c) Conversion d) De-conversion	01	CO3	K2	PO1
x	E-money is a ..... medium for making payments a) Digital b) Electronic c) Both (a) and (b) d) None of the above	01	CO1	K1	PO8
xi	Electronic payment is a financial transaction made ..... the use of paper documents a) With	01	CO5	K1	PO1

xii	b) Without c) Both (a) and (b) d) None of the above .....cards directly transfer funds from consumers bank account to the merchant's a) Debit b) Credit c) Both (a) and (b) d) None of the above	01	CO2	K1	PO1
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**Section B (Answer any FOUR out of SIX) – 28 Marks**  
(Each question Carry 7 Marks)

Q. N1	QUESTIONS	Marks	COs	KL	PO
2	Define E-Commerce. Ascertain the need for E-Commerce in the modern business environment.	07	CO1	K4	PO8
3	What are the different stages of online transaction?	07	CO2	K2	PO1
4	What are the objectives of Information Technology Act, 2000?	07	CO5	K1	PO1
5	Differentiate between: Traditional Commerce & E-Commerce Encryption & Decryption	07	CO1	K1	PO8
6	Examine both the benefits and drawbacks of conducting transactions over the internet.	07	CO4	K2	PO4
7	What is the difference between B2B, B2C and C2C E-Commerce?	07	CO2	K4	PO8

**Section C (Answer any TWO out of FOUR) – 30Marks**  
(Each question Carry 15 Marks)

Q. N1	QUESTIONS	Marks	COs	KL	PO
8	Explain the term electronic payment system. Also explain the benefits of electronic payments	15	CO3	K2	PO8
9	Explain advantages of e-commerce to customer, business & for the society. Explain it's limitations.	15	CO4	K1	PO4
10	Define E-payment? What are the risks involved in e-payment system?	15	CO1	K5	PO3
11	Differentiate between In-house web development & outsourcing web development? What are the disadvantages of using outsourced web development?	15	CO2	K2	PO1

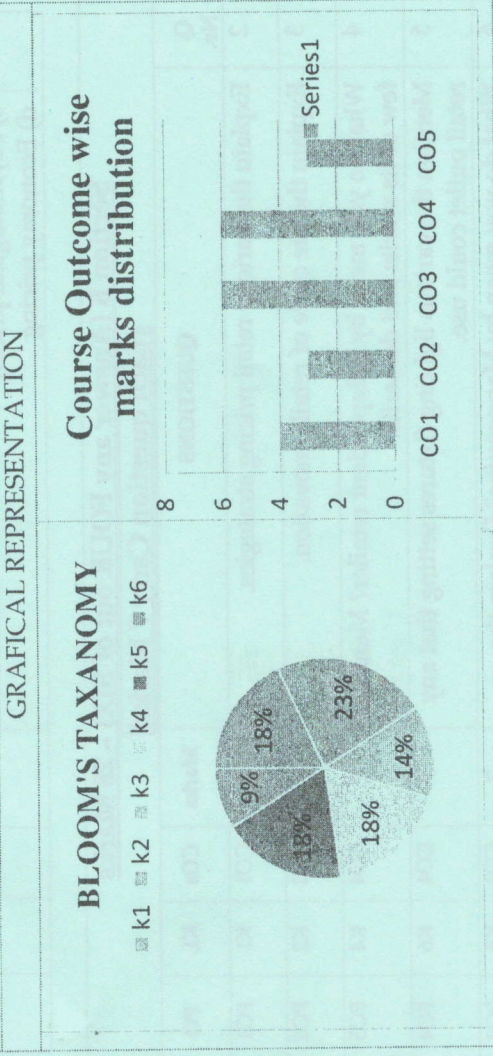
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Program	Bachelor of Business Administration	
Subject Name	Retail Management	Semester Year IV April 2024
Time: 3 Hour Max. Marks: 70	<ul style="list-style-type: none"> <li>Start writing from 2nd page onwards; don't write on the 1st Page Backside</li> <li>Answer all Questions of Section A (Compulsory)</li> <li>Answer Any Four out of Six of Section B</li> <li>Answer Any Two out of Four of Section C</li> <li>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.</li> </ul>	
Knowledge Level (KL)	K1 : Remembering K2 : Understanding	K3 : Applying K4 : Analysing K5 : Evaluating K6 : Creating

Q. No.	QUESTIONS	Marks	COs	KL	PO
1	Which of the following best describes consumerism? a) A movement advocating for the protection of consumer rights b) The theory that consumer spending is the key driver of economic growth c) A philosophy promoting excessive acquisition and consumption of goods and services d) The practice of reducing waste and promoting sustainable consumption habits	1	CO3	K4	PO2
ii	Which factor contributed significantly to the emergence of young retail in India? a) Government subsidies for traditional retailers b) Increased demand for traditional handicrafts c) Growth of the internet and e-commerce platforms d) Decline in urban population	1	CO3	K2	PO2
iii	Which of the following is a primary function of retailing? a) Product manufacturing b) Wholesale distribution c) Advertising and marketing d) Selling goods and services directly to consumers	1	CO4	K1	PO2

11	Define consumerism and various causes of consumerism. Also, write a short note on Consumer Protection Act, 1986.	15	CO1	K1	PO1
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CO- Course Outcomes,	KL- Knowledge Level,	PO – Program Outcome
CO1	Identify the components of an automobile with their working	
CO2	Explain the concepts of cooling and lubricating systems.	
CO3	Identify different suspension systems and their applications.	
CO4	Explain the concepts of Ignition and Transmission and steering systems.	
CO5	Differentiate the special vehicles according to the usage.	



iv	Which financial aspect is crucial for effective retail management? a) Inventory management b) Human resource allocation c) Brand promotion d) Supply chain optimization	1	CO4	K5	PO5
v	Which statement best describes visual merchandising? a) It involves financial management within a retail store. b) It focuses on employee training and development. c) It is the art of presenting products in an attractive and enticing manner. d) It primarily deals with inventory tracking and management.	1	CO5	K3	PO4
vi	Which element is NOT typically part of the retail communication mix? a) Advertising b) Personal selling c) Public relations d) Product pricing	1	CO3	K4	PO1
vii	Which of the following is an example of an ethical issue in retail? a) Offering discounts to loyal customers b) Providing excellent customer service c) Misleading advertising practices d) Implementing fair return policies	1	CO1	K1	PO3
viii	Which of the following is a component of CRM? a) Product development b) Employee training c) Customer segmentation d) Financial auditing	1	CO5	K6	PO2
ix	Which component is essential to a Retail Information System? a) Employee scheduling b) Inventory tracking c) Customer loyalty programs d) Exterior store design	1	CO4	K2	PO1
x	Which factor has been a significant driver of retail change in India? a) Traditional market dominance b) Decrease in consumer spending c) Liberalization of foreign investment	1	CO3	K3	PO3

	regulations				
xi	d) Reliance on cash transactions This type of store layout is usually seen in high end stores boutiques. a) Free Flow Layout b) Grid Layout c) Spine Layout d) Loop Layout	1	CO3	K3	PO1
xii	Which pricing strategy involves setting a high initial price to convey exclusivity and luxury? a) Premium pricing b) Penetration pricing c) Psychological pricing d) Economy pricing	1	CO2	K5	PO2

**Section B (Answer any FOUR out of SIX) – 28 Marks**

(Each question Carry 7 Marks)

Q. No.	QUESTIONS	Marks	COs	KL	PO
2	Explain the various retail pricing strategies.	7	CO1	K1	PO1
3	Explain the life cycle of retail innovation.	7	CO2	K2	PO2
4	What do you mean by independent retailer? Mention few of its merits and demerits.	7	CO4	K4	PO5
5	Mention the various lighting fixtures setting that any retail outlet could use.	7	CO4	K6	PO4
6	What do you mean by Mannequins? Explain the different types of Mannequins commonly used.	7	CO3	K5	PO3
7	Define marketing communication. Mention the components of Integrated marketing communication.	7	CO5	K4	PO2

**Section C (Answer any TWO out of FOUR) – 30Marks**

(Each question Carry 15 Marks)

Q. No.	QUESTIONS	Marks	COs	KL	PO
8	What do you mean by Retail store design. How is identification of proper "Retail Store Location" and "Site Location" crucial for business.	15	CO1	K5	PO1
9	Explain Non-Store retailing. What are the different types of Non-Store Retailing? Give examples.	15	CO2	K2	PO3
10	What do you mean by merchandise procurement. Explain the method of merchandise procurement in detail.	15	CO4	K2	PO5



**Bachelor of Business Administration**

Program	Semester	
	IV	Year
Subject Name	April 2024	

**Taxation**

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- Answer Any Four out of Six of Section B
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Time: 3 Hour  
Max. Marks: 70

Knowledge Level (KL)	K1: Remembering	K3: Applying	K5: Evaluating
	K2: Understanding	K4: Analysing	K6: Creating

**Section A (Each question Carry 01 Marks from Q1-i to xii) - 12 Marks**

Q. N1	QUESTIONS	Marks	COs	KL	PO
i	Deductions under Section 80C include investment in: a) Medical insurance premium b) Educational expenses c) Life insurance premium d) House rent	01	CO4	K1	PO1
ii	Income from bank interest is taxable under which head of income? a) Income from Salary b) Income from House Property c) PGBP d) Income from Other Sources	01	CO4	K1	PO1
iii	Which of the following allowances is fully taxable? a) House Rent Allowance b) Children Education Allowance c) Transport Allowance d) Hostel Expenditure Allowance	01	CO2	K1	PO8
iv	The concept of Goods and Service Tax (GST) aims to replace which of the following indirect taxes? a) Income Tax b) VAT, Service Tax, and Excise Duty c) Wealth Tax d) Corporate Tax	01	CO5	K2	PO1

9	spent on the education of children in London Rs. 7000 O Past untaxed foreign income brought into India during the previous year Rs.20000 From the above particulars ascertain the taxable income of Mr. Pathak if Mr. Pathak is (1) a resident (2) a not ordinarily resident (3) a non-resident	15	CO1	K1	PO4
10	Write Short Notes on:- Deemed Assessee 80 D and 80 TTA Deduction under section 80(C)	15	CO4	K3	PO3
11	From the following information find out the income from salary of Mr. Sharma:- Basic pay 40,000 p.m D.A 30% of basic pay Percent wise fixed commission 20000 p.a Medical allowance 5000 p.m Family allowance 1000 p.m Tiffin allowance 400 p.m Uniform allowance 2000 p.a (actual exp. 600) Children education allowance 400 p.m (for 1 child) Tribal Area Allowance 300 p.m Under ground allowance 500 p.m H.R.A 8000 p.m Rent paid by Mr. Sharma 10,000 p.m (Kindly show the working properly)	15	CO2	K5	PO4

V	What is the maximum limit for deduction under Section 80C for an individual taxpayer? a) Rs. 1 lakh b) Rs. 1.5 lakhs c) Rs. 2 lakhs d) Rs. 2.5 lakhs	01	CO4	K2	PO1
vi	How many heads of income are there to compute Gross Total Income of an assessee? a) Three b) Four c) Five d) Six	01	CO1	K3	PO8
vii	Capital Assets includes? a) Land b) Jewellery c) Shares d) All the above	01	CO3	K1	PO2
viii	Income from subletting of house property is taxable under the head a) Income from H.P b) Income from other sources c) Income from Capital Gain d) Income from Salary	01	CO4	K4	PO1
ix	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	01	CO3	K1	PO1
x	According to the Income tax act how many sub heads are included under person? a) 7 b) 6 c) 5 d) 4	01	CO1	K1	PO1
xi	Every year the residential status of an assessee. a) May change b) Will certainly change c) Will not change d) None of these	01	CO1	K1	PO1
xii	What is the maximum amount eligible for deduction under Section 80TTA for interest earned on savings bank accounts? a) Rs. 10,000 b) Rs. 20,000 c) Rs. 30,000 d) Rs. 40,000	01	CO4	K3	PO5
<b>Section B (Answer any FOUR out of SIX) - 28 Marks</b> (Each question Carry 7 Marks)					
Q. No.	QUESTIONS	Marks	COs	KL	PO
2	Discuss the five heads of income under the Income Tax Act, providing examples of income items that fall under each head.	07	CO1	K5	PO1
3	Distinguish between "tax planning and tax evasion".	07	CO1	K2	PO1

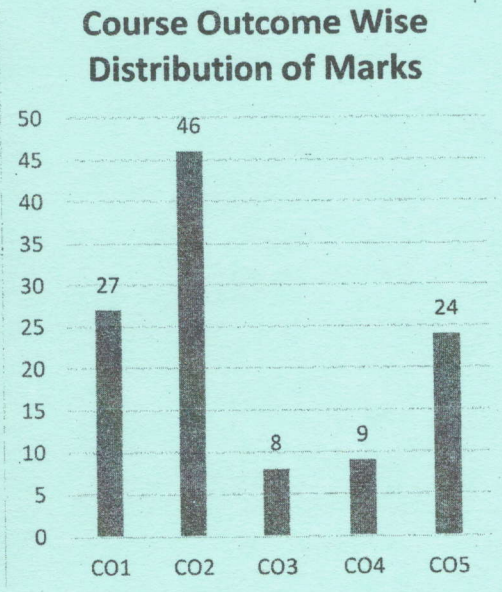
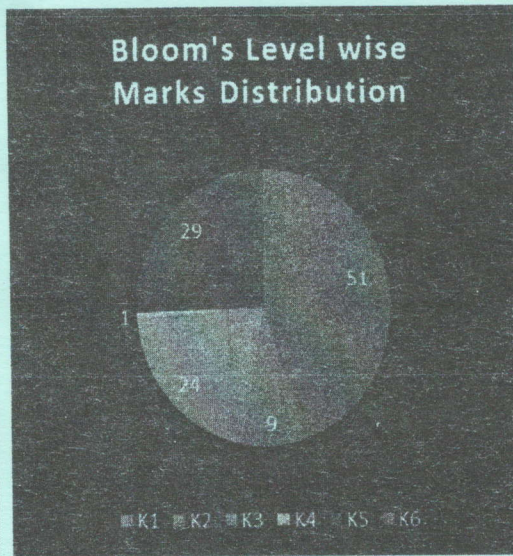
4	What constitutes a 'Transfer of capital assets,' and how are capital assets classified based on their holding period?	07	CO3	K1	PO1
5	Mr. Ranjan sold a house property on 30th November 2021 for Rs. 9,50,000. He had acquired this property from Mr. Nishant under a will on 01.06.1999 and spent Rs. 39800 on its improvement in 2002-03. Compute Mr. Ranjan's income under the head 'capital gain' for the assessment year 2022-23. Fair market value on 01.04.2001 was Rs. 40000 and Ranjan spent Rs. 20,000 during the same year on its improvement. The cost inflation index are as under: 2001-02---100, 2002-03---105, 2021-22---317.	07	CO4	K5	PO8
6	From the following information compute the taxable value of the house: Municipal value 2,50,000 p.a Fair Rent 2,80,000 p.a Standard Rent 2,60,000 p.a Actual Rent 30,000 p.m Municipal tax paid by the owner 20% of M.V Interest on loan 40,000 Unrealised rent 60,000. Conditions of rule-4 are satisfied	07	CO2	K1	PO1
7	What is GST? Explain in details.	07	CO5	K3	PO3
<b>Section C (Answer any TWO out of FOUR) - 30Marks</b> (Each question Carry 15 Marks)					
Q. No.	QUESTIONS	Marks	COs	KL	
8	The following are the incomes of Mr. Pathak for the previous year 2022-2023. O Profit from business in Iran received in India Rs. 8000 O Income from house property in Iran received in India 4000 O Income from house property in Pakistan deposited in a bank there Rs.3000 O Profit of business established in Pakistan deposited in a bank there Rs. 20000 (out of Rs. 20000 a sum of Rs. 10000 is brought into India) this business is controlled from India. O Accrued in India but received in England Rs.4000 O Profit earned from business in Kanpur Rs.5000 O Income from agriculture in England - it is all	15	CO2	K1	PO4



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Course Outcomes	[CO1]	Students will get to know about various terminologies of tax and they are able to find residential status of individuals
	[CO2]	Students will learn how to calculate taxable income from salary
	[CO3]	Students will learn how to calculate income from house property. And how to calculate income from business and profession
	[CO4]	Students will understand the basic concept capital gain, income from other sources, deduction and rebate. And learn how to calculate taxable income of capital gain and income from other sources. They will be able to calculate how to compute gross total income of individuals
	[CO5]	Students will learn about GST. And also know the different prospective of GST. And also learn how GST is different from other taxes

GRAFICAL REPRESENTATION

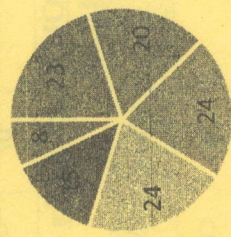


<b>JGI</b>	<b>Program</b>	<b>Bachelor of Business Administration</b>
	<b>Subject Name</b>	<b>Research Methodology</b>
		<b>Semester</b> Year
		<b>IV</b> <b>April 2024</b>
	<b>Time: 3 Hour</b> <b>Max. Marks : 70</b>	
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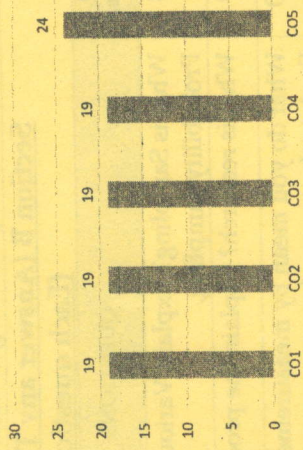
<b>O- Course Outcomes,</b>	<b>KL- Knowledge Level,</b>	<b>PO - Program Outcome</b>
CO1	Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.	
CO2	Gain basic knowledge on qualitative research techniques.	
CO3	Acquire adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis.	
CO4	Develop capability amongst students to identify and select appropriate research topics.	
CO5	Imbibe basic awareness of data analysis-and hypothesis testing procedures.	

**GRAPHICAL REPRESENTATION**

**Bloom's Level Wise Marks Distribution**



**Course Outcome Wise Marks Distribution**



<b>Section A (Each question Carry 01 Marks from Q1-i to xii - 12 Marks</b>			
Q. N	QUESTIONS	Marks	COs
1			KL
i	The first step of research is: a) Selecting a problem b) Searching a problem c) Finding a problem d) Identifying a problem	01	CO1 K1
ii	Research can be classified as: a) Basic, Applied and Action Research b) Philosophical, Historical, Survey and Experimental Research c) Quantitative and Qualitative Research d) All the above	01	CO3 K2
iii	The study in which the investigators attempt to trace an effect is known as: a) Survey Research b) Summative Research c) Historical Research d) 'Ex-post Facto' Research	01	CO2 K3
iv	Generalized conclusion on the basis of a sample is technically known as: a) Data analysis and interpretation b) Parameter inference c) Statistical inference d) All of the above	01	CO5 K2
V	Research is a) Searching again and again b) Finding a solution to any problem c) Working in a scientific way to search for the truth of any problem	01	CO4 K2

	d) None of the above				
vi	A common test in research demands much priority on a) Reliability b) Usability c) Objectivity d) All of the above	01	CO2	K4	
vii	Which correlation coefficient best explains the relationship between creativity and intelligence? a) 1.00 b) 0.6 c) 0.5 d) 0.3	01	CO1	K5	
viii	A null hypothesis is a) When there is no difference between the variables b) The same as research hypothesis c) Subjective in nature d) When there is difference between the variables	01	CO2	K4	
ix	When a research problem is related to heterogeneous population, the most suitable sampling method is: a) Cluster Sampling b) Stratified Sampling c) Convenient Sampling d) Lottery Method	01	CO3	K6	
x	Which one is called non-probability sampling? a) Cluster sampling b) Quota sampling c) Systematic sampling d) Stratified random sampling	01	CO4	K2	
xi	What is the purpose of formulating a research problem in operational terms? a) To narrow down the scope of the problem b) To make the problem more complex c) To make the problem less specific d) To discriminate relevant data from irrelevant ones	01	CO5	K3	
xii	What is a dependent variable in a research study? a) A variable that is manipulated by the researcher b) A variable that is not affected by other variables c) A variable that is measured or observed in response to the independent variable d) A variable that is controlled by the research participants	01	CO1	K2	

**Section B (Answer any FOUR out of SIX) - 28 Marks**

(Each question Carry 7 Marks)


Q. No.	QUESTIONS	Marks	Cos	KL
2	What are the differences between primary and secondary data?	07	CO4	K3

3	What is research design? Explain the features of a good research design?	07	CO1	K1														
4	What do you mean by bivariate data? Explain briefly the statistics which are used in bivariate data.	07	CO2	K5														
5	What is hypothesis? Also Explain various types of it.	07	CO5	K4														
6	Calculate variance from the following data: <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>Marks</th> <th>No. Of Students</th> </tr> </thead> <tbody> <tr> <td>0-10</td> <td>8</td> </tr> <tr> <td>10-20</td> <td>12</td> </tr> <tr> <td>20-30</td> <td>10</td> </tr> <tr> <td>30-40</td> <td>7</td> </tr> <tr> <td>40-50</td> <td>13</td> </tr> <tr> <td>Total</td> <td>50</td> </tr> </tbody> </table>	Marks	No. Of Students	0-10	8	10-20	12	20-30	10	30-40	7	40-50	13	Total	50	07	CO3	K6
Marks	No. Of Students																	
0-10	8																	
10-20	12																	
20-30	10																	
30-40	7																	
40-50	13																	
Total	50																	
7	What is editing of data? Why it is needed? How is it different with processing of data?	07	CO3	K5														


**Section B (Answer any TWO out of FOUR) - 28 Marks**

(Each question Carry 15 Marks)

Q. No.	QUESTIONS	Marks	COs	KL														
8	What is Sampling? Explain Various types of Probability sampling.	15	CO3	K1														
9	What is research? Explain the process of research.	15	CO5	K3														
10	What do you mean by measurement in research? Explain the types of measurement. Also explain important of scaling in research.	15	CO4	K2														
11	Calculate mean, median and mode from the following data: <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>Age (Less than)</th> <th>No. of persons</th> </tr> </thead> <tbody> <tr> <td>10</td> <td>9</td> </tr> <tr> <td>20</td> <td>8</td> </tr> <tr> <td>30</td> <td>4</td> </tr> <tr> <td>40</td> <td>12</td> </tr> <tr> <td>50</td> <td>8</td> </tr> <tr> <td>60</td> <td>9</td> </tr> </tbody> </table>	Age (Less than)	No. of persons	10	9	20	8	30	4	40	12	50	8	60	9	15	CO2	K4
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10	9																	
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**ARKA JAIN University**  
Jharkhand



**NAAC GRADE A**  
ACCREDITED UNIVERSITY

**END TERM EXAMINATION**  
School of Commerce & Management

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**Program** Bachelor of Business Administration

**Subject Name** Strategic Management

**Time:** 3 Hour  
**Max. Marks :** 70

**Semester** IV  
**Year** April 2024

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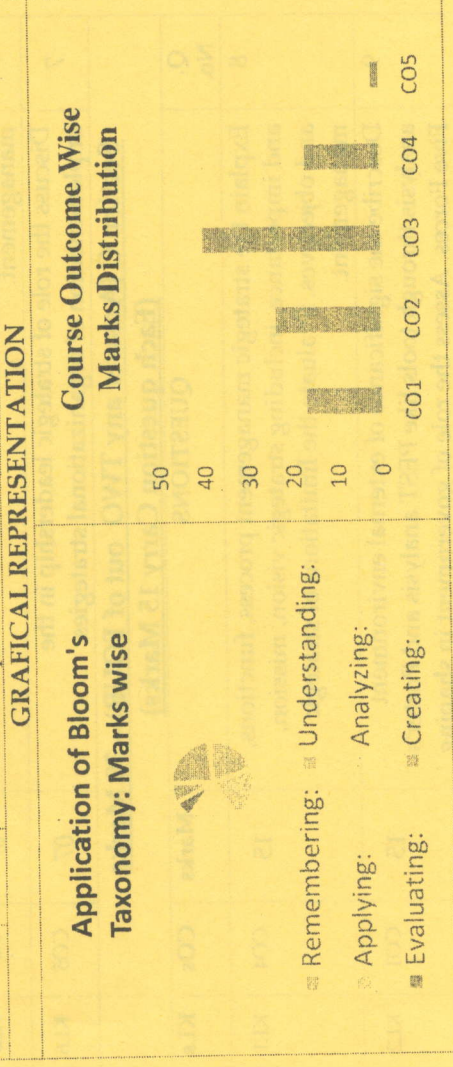
**Start writing from 2nd page onwards; don't Write on the 1st Page Backside**

- Answer all Questions of Section A (Compulsory)
- Answer Any Four out of Six of Section B
- Answer Any Two out of Four of Section C
- 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.

<b>Section A (Each question Carry 01 Marks from Q1-i to xii) – 12 Marks</b>		Marks	COs	KLS
QUESTIONS				
Q. N1				
i	What is the primary purpose of strategic management? a) Achieving short-term goals b) Maintaining day-to-day operations c) Gaining a competitive advantage d) Managing routine tasks	01	CO4	KL1
ii	Which of the following is NOT a function of strategic management? a) Strategy formulation b) Strategy implementation c) Routine tasks management d) Strategy evaluation	01	CO1	KL2
iii	Which model is commonly used to analyze the external environment of a business? a) SWOT analysis b) Porter's Five Forces model c) BCG matrix d) GAP analysis	01	CO4	KL1
iv	PEST analysis is used to assess which aspect of the external environment? a) Political, economic, social, and technological factors b) Product, environment, social, and technological factors c) Price, economic, supply, and technological factors d) Political, environmental, social, and trade factors	01	CO4	KL1

11	Explore strategic options like SBUs, Porter's generic strategies, and the BCG matrix. Discuss challenges in strategy implementation, including strategic leadership and evaluation, along with contemporary practices like CSR and blue and red ocean strategies.	15	CO2	KL4
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<b>CO- Course Outcomes,</b>		<b>KL-</b> Knowledge Level,	<b>PO – Program Outcome</b>
CO1	Develop an understanding about strategic Management and its importance		
CO2	Should be able to analyze the external and internal environment.		
CO3	Critical thinking: The course will develop the student's ability to think critically and analyze the internal and external strategic environment.		
CO4	Conceptual skill: Students will be able to conceptualize the various corporate strategies.		
CO5	Decision making: Develop the student's ability to analyze the strategic environment and accordingly decide on the strategies they can best adopt.		



xii	What is the primary purpose of strategy evaluation and control? a) Identifying strengths and weaknesses b) Setting organizational objectives c) Monitoring strategy implementation d) Conducting market research	01	CO5	KL6
<b>Section B (Answer any FOUR out of SIX) – 28 Marks</b> (Each question Carry 7 Marks)				
Q. No.	QUESTIONS	Marks	COs	KLs
2	Define strategic management and briefly discuss its functions.	07	CO4	KL1
3	Explain the importance of conducting a PEST analysis in analyzing the external environment of a business.	07	CO1	KL2
4	How does Porter's value chain analysis contribute to managing strategic capability within an organization?	07	CO5	KL3
5	What are Porter's generic strategies, and how do they help businesses achieve competitive advantage?	07	CO2	KL4
6	Describe the purpose of the BCG matrix in strategic management.	07	CO3	KL5
7	Discuss the role of strategic leadership in the implementation of organizational strategies.	07	CO5	KL6
<b>Section C (Answer any TWO out of FOUR) – 30 Marks</b> (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KLs
8	Explain the strategic management process, functions, and importance, including strategic vision, mission, and objectives. Evaluate the limitations of strategic management.	15	CO4	KL1
9	Describe the significance of external environment analysis through tools like PEST analysis and Porter's Five Forces. Assess the role of government in shaping business environments.	15	CO1	KL2
10	Discuss internal analysis tools like Porter's value chain, SWOT, and GAP analysis, and their role in identifying strategic capabilities and enhancing competitive advantage.	15	CO5	KL3

V	Porter's generic strategies include all of the following EXCEPT: a) Cost leadership b) Differentiation c) Focus d) Market saturation	01	CO2	KL4
vi	What does the BCG matrix assess? a) Market segmentation b) Product life cycle c) Brand positioning d) Competitive advantage	01	CO1	KL2
vii	Which analysis tool helps in identifying an organization's strengths, weaknesses, opportunities, and threats? a) GAP analysis b) Porter's value chain analysis c) SWOT analysis d) BCG matrix	01	CO4	KL1
viii	What is the primary focus of strategy implementation? a) Formulating long-term goals b) Allocating resources effectively c) Analysing the external environment d) Assessing organizational capabilities	01	CO5	KL3
ix	Which strategy involves reducing costs and offering products/services at a lower price than competitors? a) Focus strategy b) Differentiation strategy c) Cost leadership strategy d) Integration strategy	01	CO3	KL5
x	What does CSR stand for in the context of strategic management? a) Corporate Social Responsibility b) Competitive Strategy and Resources c) Customer Service Relations d) Cost Saving and Revenue	01	CO4	KL1
xi	Which strategic approach focuses on creating new market space and making competition irrelevant? a) Blue ocean strategy b) Red ocean strategy c) Focus strategy d) Differentiation strategy	01	CO5	KL6