



ARKA JAIN
University
Jharkhand

NAAC
GRADE
ACCREDITED UNIVERSITY

END SEM EXAMINATION
School of Humanities

Program

Bachelor of Arts (Fashion Design Hons.)

Subject
Name

Design Software Training 1

III

Semester

Year
Nov/Dec 2024

- Start writing from 2nd page onwards; don't write on the 1st Page

Backside

- Answer all Questions of Section A (Compulsory)

- Answer Any One out of Two of Section B

- 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.

Time: 2 Hour
Max. Marks : 50

Section A (Each question Carry 02 Marks from Q1- i to x) – 20 Marks

Q. N1	QUESTIONS	Marks	COs
i	Shortcut key to activate crop tool - a) P b) C c) R d) T	2	CO2
ii	How to draw a line in photoshop? a) Use Line Tool b) Use Pen Tool c) Use Brush Tool d) All of the above	2	CO2
iii	Which of the masks can be created in Photoshop? a) Layer b) Vector c) Both A and B d) None of the above	2	CO3
iv	Shortcut key to cancel completely - a) Delete b) Backspace c) Esc d) Tab	2	CO1
v	The ____ effect will be applied to the modified content when the layer's content is edited or moved. a) Same b) Different c) Similar d) Multiple	2	CO1
vi	In order to close all the documents that are open, use - a) Ctrl + Shift + P b) Ctrl + Alt + P c) Alt + Ctrl + P d) Shift + Alt + P	2	CO2
vii	Which tool on Photoshop helps remove the background from the image? a) Magic Wand Tool b) Magic Eraser Tool c) Both A and B d) None of the above	2	CO2

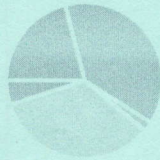
viii	Shortcut key to activate the magic wand tool - a) M b) L c) W d) C	2	CO2
ix	Non-destructive editing is provided by all of these masks, so we do not lose the original ____ data of the image when editing the mask. a) Ctrl Size b) Alt Pixel c) Data d) None	2	CO3
x	Non-destructive editing relies on the ____. a) Type layer b) Layer style c) Layer mask d) None	2	CO3
Section B (Answer any ONE out of Two) – 30 Marks (Each question Carry 15+15 Marks) (Practical + Explanation)			
Q. No.	QUESTIONS	Marks	COs
2	Design a poster for the picnic of the New Year party 2025 & explain the steps in writing.	15+1 5	CO3
3	Trace the given image and color it according to need. Explain the step in writing.	15+1 5	CO4

 ARKA JAIN University Jharkhand		NAAC GRADE A ACCREDITED UNIVERSITY	END SEM EXAMINATION School of Humanities
Program	Bachelor of Arts (Fashion Design Hons.)		
Subject Name	Fashion Illustration II		III
		Semester	Year
			Nov/Dec 2024
• Answer Any One out of Two of Section B • 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>			
Time: 2 Hour Max. Marks : 50			

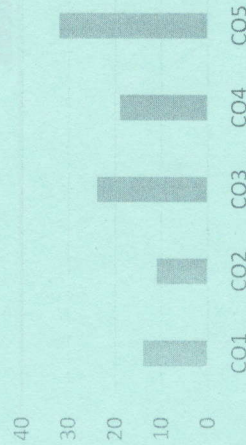
Section A- 20 Marks			
Q. N 1	QUESTIONS	Marks	COs
1.	Draw a woman wearing leather skirt and calf length boots by using pencil colours.	20	CO3
Section B (Draw any ONE out of Two) – 30 Marks			
Q. No.	QUESTIONS	Marks	COs
2.	Illustrate a men's outfit that has a beautiful combination of black and white Or Illustrate a women's outfit that has a beautiful combination of complimentary colours.	30	CO4

CO- Course Outcomes,		KL- Knowledge Level,	PO – Program Outcome
Course Outcomes	CO1	Build the students' confidence and to enhance competitiveness by projecting a strong personality.	
	CO2	Improve their listening & speaking abilities.	
	CO3	Work on their ability to write error free while improvising vocabulary & grammar	
	CO4	Deliver an effective oral business presentation	
	CO5	Demonstrate his verbal and non-verbal communication ability through presentations.	
GRAPHICAL REPRESENTATION			

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



	ARKA JAIN University Jharkhand				END SEM EXAMINATION School of Humanities	
Program	Bachelor of Arts (JMC/FD/ENG Hons.)				Semester	III
Subject Name	Business Communication				Year	Nov/Dec 2024
Time: 3 Hour Max. Marks : 70	• 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 comes under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers</u>.					
Knowledge Level (KL)	K1 : Remembering		K3 : Applying		K5 : Evaluating	
	K2 : Understanding		K4 : Analysing		K6 : Creating	

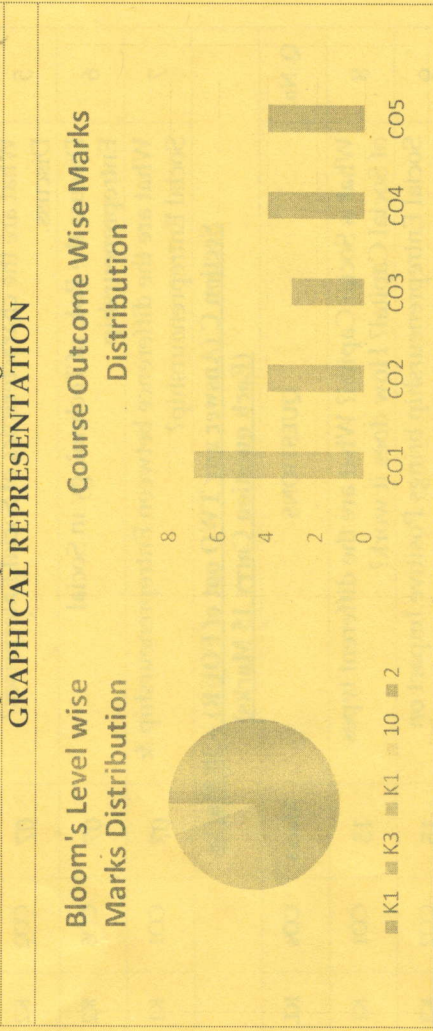
Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks

Q. N1	QUESTIONS	Marks	COs	KL
i	Which of the following is the primary purpose of business communication? a) Entertainment b) Persuasion c) Information exchange d) Conflict resolution	01	CO1	KL5
ii	What is the most important part of effective communication in a business setting? a) Using technical jargon b) Clarity c) Length of the message d) All of these	01	CO2	KL2
iii	Which communication barrier occurs when the receiver doesn't understand the message due to technical terms? a) Psychological barrier b) Semantic barrier c) Cultural barrier d) Physical barrier	01	CO2	KL2
iv	Which of the following is NOT a common communication channel in business? a) Reports b) Emails c) Meetings d) Music	01	CO4	KL4
v	Which of the following is a formal channel of communication? a) Water cooler talk b) Official emails c) Informal group discussions d) Office gossip	01	CO3	KL1

vi	Which element of communication involves translating thoughts into a message? a) Decoding b) Feedback c) Encoding d) Noise	01	CO5	KL3
vii	Choose the odd one out: a) Writing an email b) Sending a report c) Hand gestures d) Attending a webinar	01	CO4	KL3
viii	Which communication barrier arises due to differences in cultural backgrounds? a) Emotional barrier b) Semantic barrier c) Cultural barrier d) Physical barrier	01	CO2	KL6
ix	Which of the following is a characteristic of effective business writing? a) Use of complex language b) Clarity and conciseness c) Lengthy paragraphs d) Informal tone	01	CO2	KL2
x	What type of communication occurs when a company spokesperson delivers a press conference? a) Interpersonal communication b) Intrapersonal communication c) Public communication d) Group communication	01	CO4	KL1
xi	Choose the odd one: a) Technical b) Organisational c) Language d) None of these	01	CO2	KL3
xii	Which type of communication occurs between individuals at the same level in an organization? a) Vertical b) Horizontal c) Diagonal d) None of these	01	CO3	KL2
Section B (Answer any FOUR out of SIX) - 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	What are barriers in communication? Explain in brief.	07	CO2	KL2
3	Briefly explain the advantages of formal communication.	07	CO3	KL1
4	What is formal communication? Explain in brief.	07	CO2	KL1
5	Briefly explain any five ways to improve listening skills.	07	CO5	KL6
6	Briefly explain the characteristics of a good speaker	07	CO4	KL5

7	Explain the basic principles of communication.	07	CO2	KL3
Section C (Answer any TWO out of FOUR) - 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the significance of body language in effective communication.	15	CO3	KL5
9	Prepare a résumé using the following details : Post: Trainee – Entry level. Qualification: Graduation. Work Exp. – 0 years	15	CO4	KL4
10	Develop a creative write up on “How to overcome stress during examinations”.	15	CO4	KL2
11	Explain the different types of business reports in detail.	15	CO3	KL1

CO1	Able to acquire the right attitudes towards social entrepreneurship
CO2	Able to Improve their entrepreneurial skills
CO3	Sensitized towards the need and importance of social entrepreneurship and its sustainability
CO4	Able to develop the holistic vision towards contribution to the society by building a sustainable business in the social sector
CO5	They will understand and mitigate the essence of social entrepreneurship as a moral obligation



JGI	ARKA JAIN University Jharkhand	NAAC GRADE A ACCREDITED UNIVERSITY	END SEM EXAMINATION School of Humanities
Program	Bachelor of Arts (JMC/FD/ENG Hons.)		
Subject Name	Social Entrepreneurship	Semester	III
		Year	Nov/Dec 2024
Time: 3 Hour Max. Marks : 70	- Start writing from 2nd page onwards; <u>don't Write on the 1st Page Backside</u> - 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 <u>Written Material</u>, <u>Arguments with the Invigilator</u> or <u>Discussing with Co-Student</u> will comes under <u>Unfair Means</u> and will <u>Result</u> in the <u>Cancellation of the Papers.</u>		
Knowledge Level (KL)	K1 : Remembering	K3 : Applying	K5 : Evaluating
	K2 : Understanding	K4 : Analysing	K6 : Creating

Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks					
Q. N1	QUESTIONS	Marks	COs	KL	
i	A Social Enterprise has potential to solve a) Social Problem c) Community Based Problem * d) Economic Problem	01	CO4	K3	
ii	The success of Social Enterprise are determined by a) Social change/improvement b) Social & Ecological change c) Social and Community behaviour changes d) All of these	01	CO5	K4	
iii	A social economy creates dual benefit as a) Social Innovation and resolve social issue b) It brings new form of business c) It creates an environment for better business d) None of these	01	CO1	K1	
iv	Social Enterprise can be taken as a) Business for Society at present b) A Business for making Profit c) of the future with social responsibility d) All of these	01	CO3	K5	
v	Mobile Innovations has helped which section of society the most? a) Rich and Affluent b) Stylish and Lavish	01	CO4	K4	

vi	b) Weaker & Poor Section d) None of these Name the Factor that effects Social Innovation- a) Lack of Funds b) Insufficient Stake holders engagement c) Capacity & Skills Gaps d) All of these	01	CO4	K3
vii	Gramin Bank falls under one of the following a) Creating Commercial b) Social Innovation enterprise c) Creating a Bank in rural d) Bank for Customers area	01	CO2	K1
viii	The Modus Operandi for Social Enterprises is a) Amount earned over and above the investment is supposed to be reinvested back in for scaling the business and for improvement b) Expansion here is aimed at reaching out to more number of people or to improvise the quality of services c) Those working with the business as its employees will get a fair compensation, which is in accordance with the industry benchmark d) All of the above	01	CO5	K1
ix	One of these is not skill of Social Entrepreneur a) Leadership b) Creativity & Innovation c) Driving Skills d) Grit	01	CO1	K1
x	The term "Social Capital" refers to a) Positive product of human interaction b) Capital generated with the help of society c) Capital generated for working on social benefits d) None of these	01	CO3	K4
xi	The term "scaling impact" in social entrepreneurship refers to: a) Increasing the size of the business operations b) Reducing operational costs c) Expanding the reach of a social solution to benefit more people d) Developing a new product line	01	CO1	K1
xii	One of these is not the characteristics of Social Entrepreneur- a) Ambitious b) Resourceful c) Docile d) Result-Oriented	01	CO1	K1

Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	K
2	What is a social enterprise? What are their Primary Goal?	07	CO1	K1
3	What role does innovation play in social entrepreneurship?	07	CO1	K4
4	Who is Social Entrepreneur? Give some examples.	07	CO3	K3
5	What are the characteristics of Social Enterprises? Discuss.	07	CO2	K2
6	Discuss the Role of Technology in Social Entrepreneurship.	07	CO5	K2
7	What are the difference between Entrepreneurship & Social Entrepreneurship?	07	CO1	K1
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	What is Social Capital? What are the different types of Social Capital? How does it work?	15	CO1	K1
9	Social Entrepreneurship brings Positive Impact on society" – discuss with example.	15	CO2	K3
10	What are the characteristics of Social Entrepreneurs? Explain in Detail.	15	CO2	K1
11	"Social networking sites (SNS) have a significant impact on social capital" – Explain.	15	CO5	K4