


ARKA JAIN University
Jharkhand



NAAC GRADE A
ACCREDITED UNIVERSITY

END SEM EXAMINATION
School of Commerce and Management

Program	Bachelor of Business Administration	
Subject Name	Production and Operation Management	Semester V
		Year Nov/Dec 2024
Time: 3 Hour Max. Marks: 70	<ul style="list-style-type: none"> 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. 	

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

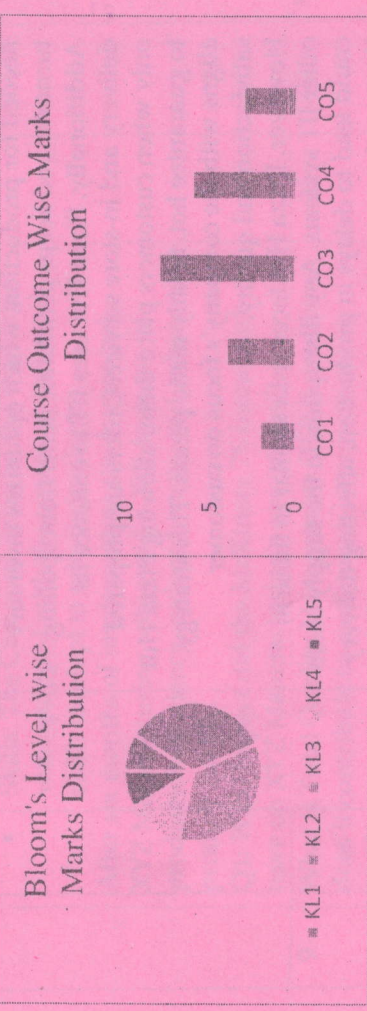
Q. N1	QUESTIONS	Marks	COs	KL
i	What is the primary goal of Just-in-Time (JIT) production? a) Reducing production time b) Minimizing inventory levels c) Increasing product variety d) Expanding production facilities*	1	CO3	K1
ii	What is advantage of holding inventory? a) Improved quality b) Reduced Obsolescence c) Reduced material handling d) Greater availability	1	CO1	K3
iii	Which of the following functions of Production Planning and Control is related to the timetable of activities? a) Scheduling b) Expediting c) Dispatching d) Routing	1	CO4	K3
iv	Which of the following processes is not a part of the Production Planning and Control system? a) Integration of processes b) Expediting and follow up c) Routing d) All of the above	1	CO5	K4
V	The correct sequence of operations in the Production Planning and Control process is _____. a) Routing – Scheduling – Follow up – Dispatching b) Scheduling – Follow up – Dispatching – Routing c) Routing – Scheduling – Dispatching – Follow up d) Dispatching – Routing – Scheduling – Follow up	1	CO4	K6

CO- Course Outcomes, KL- Knowledge Level, PO – Program Outcome

CO1	Acquire the necessary knowledge and experience in order to recognize the production management and planning problems
CO2	Analyse and select the most appropriate methods and tools for the solution of problems related to production planning, shop floor scheduling and inventory control.
CO3	Explain the evolutionary course of operations management and correlate it with contextual Industry 4.0.
CO4	Understand and take operational decisions as and when applicable.
CO5	Implement various tools of increasing productivity

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



vi	_____ is concerned with the time required to perform each activity under the Production Planning and Control process. a) Loading b) Sequencing c) Routing d) Scheduling.	1	CO2	K5
vii	The process of Production Planning and Control starts with _____. a) Expediting b) Scheduling c) Estimating d) Routing	1	CO3	K1
viii	The process of dealing with production orders to initiate operations under the Production Planning and Control starts with _____. a) Dispatching b) Routing c) Expediting d) Estimating	1	CO1	K3
ix	Which of the following techniques is used in forecasting demand? a) Break-even analysis b) Linear programming c) Time-series analysis d) Gantt charts	1	CO4	K3
x	Which of the following is a type of production process layout? a) Supply Chain Layout b) Product Layout c) Distribution Layout d) Vendor Layout	1	CO3	K1
Xi	The key focus of Six Sigma is: a) Reducing lead times b) Improving product quality by minimizing variation c) Increasing production capacity d) Enhancing workforce management	1	CO1	K3
Xii	Which inventory management technique categorizes items based on their importance? a) FIFO c) ABC analysis b) JIT d) EOQ	1	CO4	K3

Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KI.
2	Explain the 5 strategic area of Total Quality Management in Production and operation Management?	7	CO3	K1
3	What are different between production management and operation management?	7	CO1	K3
4	Discuss the factors influencing the facility layout.	7	CO4	K3
5	Write a short note on ensuring quality and benefits of quality control.	7	CO3	K1
6	What are the key functions of operations management?	7	CO1	K3
7	Define the term "capacity planning" in operations management.	7	CO4	K3
Section C (Answer any TWO out of FOUR) – 30Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Case Study: McKinsey's Strategy Framework in Production and Operation Management Background: McKinsey & Company, a renowned global management consulting firm, developed a strategy framework widely used in production and operations management. The McKinsey 7S framework emphasizes the alignment of seven elements to ensure operational efficiency: Strategy, Structure, Systems, Shared Values, Style, Staff, and Skills. These components form the foundation of an organization's internal and external operations. Case Scenario: XYZ Manufacturing, a medium-sized automobile parts manufacturer, was struggling with inefficiencies in production. The company faced bottlenecks in its assembly line, missed deadlines, and declining quality standards. To address these challenges, the leadership team decided to implement McKinsey's 7S framework. XYZ Manufacturing assessed each of the seven elements: <ul style="list-style-type: none"> Strategy: The Company revamped its production strategies by adopting lean manufacturing principles. 	15	CO3	K1

9	<ul style="list-style-type: none"> Structure: Teams were restructured into cross-functional units to improve coordination between departments. Systems: New automated systems were integrated to monitor real-time production performance. Shared Values: The management focused on cultivating a culture of continuous improvement and quality. Style: Leadership became more collaborative, promoting employee involvement in decision-making. Staff: Training programs were introduced to upskill workers, particularly in the use of new systems. Skills: The Company ensured the workforce was equipped with the necessary technical skills to adapt to new technologies. <p>After six months of implementing the framework, XYZ Manufacturing witnessed a 20% increase in production efficiency, reduced waste, and enhanced product quality.</p> <p>Q1: What impact did the McKinsey 7S framework have on XYZ Manufacturing's operations?</p>	15	CO1	K3
10	<p>Discuss the role of Production and Operations Management in achieving organizational goals. How do POM activities contribute to a company's overall competitive advantage?</p>	15	CO1	K3

11	<p>Case Study: Just-In-Time (JIT) and Pizza Hut's Strategy</p> <p>Pizza Hut, one of the largest global pizza chains, adopted the Just-In-Time (JIT) strategy to improve operational efficiency and meet customer demands swiftly. JIT, a system originally developed for manufacturing, was adapted by Pizza Hut to ensure fresh ingredients and faster delivery times without holding large stockpiles of raw materials. In Pizza Hut's JIT strategy, ingredients such as dough, cheese, vegetables, and sauces are delivered to stores frequently and in precise quantities based on real-time customer demand. This method reduces waste, ensures fresher products, and lowers storage costs. Pizza Hut only orders ingredients when needed for production, which optimizes inventory turnover and keeps perishable items from spoiling. Additionally, Pizza Hut uses JIT to enhance its delivery and in-store service. Orders are prepared only when customers place them, allowing Pizza Hut to guarantee hot, freshly made pizzas. This strategy aligns with the company's focus on customer satisfaction and quality.</p> <p>However, Pizza Hut faces risks similar to those in other JIT systems. Any disruption in the supply chain could lead to delays in production, affecting delivery times and customer satisfaction.</p> <p>Q1: How does Pizza Hut benefit from JIT in terms of ingredient management?</p> <p>Q2: What impact does JIT have on Pizza Hut's customer service?</p>	15	CO4	K3
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Section C (Answer any TWO out of FOUR) – 30Marks
(Each question Carry 15 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
8	Briefly explain the investing philosophy of Warren Buffet & George Soros	15	CO3	K5
9	What are derivatives contract? With reference to Call & Put Option explain ITM, ATM & OTM.	15	CO5	K4
10	Discuss the importance of Fundamental analysis (with reference to any company) and its implication in creating long term wealth. Also give various Do's & Don't's before Investing	15	CO4	K2
11	A trader wants to evaluate whether a stock index futures contract is overvalued or undervalued using the cost of carry model. The details of the situation are as follows: Current Spot Price of the Index: ₹12,500 Annual Risk-Free Interest Rate: 6% per annum (continuously compounded) Dividend Yield on the Index: 2% per annum (continuously compounded) Time to Expiry of the Futures Contract: 6 months (0.5 years) Futures Price quoted in the market: ₹13,000 Transaction Costs: ₹1000 $e^{0.01} \approx 1.01005$ $e^{0.03} \approx 1.03045$ $e^{0.02} \approx 1.02020$ $e^{0.04} \approx 1.04081$ Based on the cost of carry model, determine if the futures contract is overvalued or undervalued.	15	CO2	K3

JGI	ARKA JAIN University Jharkhand	NAAC GRADE A ACCREDITED UNIVERSITY	END SEM EXAMINATION School of Commerce & Management
Program		Bachelor of Business Administration	
Subject Name		Principles of Investment Management	
Time: 3 Hour Max. Marks : 70		Semester	V
		Year	Nov/Dec, 2024
<ul style="list-style-type: none"> 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 Three out of Five of Section C 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 in the Cancellation of the Papers.</u> 			
Knowledge Level (KL)		K1 : Remembering	K3 : Applying
		K2 : Understanding	K4 : Analysing
		K5 : Evaluating	K6 : Creating

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

Q. N	QUESTIONS	Marks	COs	KL
i	What is the current inflation rate of India? a) 3-5% b) 7-9% c) 9-11% d) 13-16%	1	CO1	K1
ii	Which of the following is a characteristic of a bull market? a) Declining stock prices b) Pessimism among investors c) Increasing stock prices d) Low trading volumes	1	CO2	K4
iii	Which of the following best defines an investment? a) Spending money for daily expenses b) Saving money in a piggy bank c) Allocating money in an asset with the expectation of future gains d) Keeping cash at home for emergencies	1	CO3	K1
iv	Which regulatory body oversees the mutual fund industry in India? a) Association of Mutual Funds of India b) NABARD c) RBI d) SEBI	1	CO3	K2

v	Which candlestick pattern is characterized by a small real body at the top of the trading range with a long lower shadow, indicating a potential bullish reversal? a) Shooting Star c) Doji	1	CO2	K3
vi	Fundamental analysis focuses primarily on which of the following? a) Historical price patterns b) Company financials, economic indicators, and industry conditions c) Market psychology and sentiment d) Moving averages and oscillators	1	CO4	K1
vii	What is the key feature of a call option? a) Obligation to buy an asset at a specified price b) Right to buy an asset at a specified price c) Obligation to sell an asset at a specified price d) Right to sell an asset at a specified price	1	CO4	K3
viii	Which of the following patterns is typically found at the top of an uptrend and signals a bearish reversal? a) Morning Star c) Evening Star	1	CO3	K1
ix	Quantum Fund was managed by the legendary investor a) Warren Buffet c) Jim Rogers	1	CO2	K2
x	What does a Shooting Star pattern indicate in technical analysis? a) A bullish continuation b) A bearish reversal at the top of an uptrend c) Indecision in the market d) A trend continuation at the bottom of a downtrend	1	CO4	K3
xi	Which attribute refers to the ease of converting an investment into cash? a) Risk c) Return	1	CO2	K3
xii	Sensex and Nifty are associated with which market? a) Money market c) Foreign exchange market	1	CO5	K2
Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	What do you understand by Dow Theory? Discuss the importance in modern market scenario.	7	CO1	K3

3	Praveen is a recent graduate looking to invest his savings. He is interested in both equity shares and bonds but is unsure about the differences in risk and return. John has a high-risk tolerance, but he is also interested in liquidity since he might need to access his funds within the next two years. Based on these factors: • What type of investment should John prioritize? • Discuss the risk and return attributes of equity shares vs. bonds in relation to John's situation.	7	CO5	K5																				
4	Prepare OHLC Bar for first two dataset and candlestick for last two in the given scenario: <table border="1" style="margin-left: 20px;"> <tr> <th>Open</th> <th>High</th> <th>Low</th> <th>Close</th> </tr> <tr> <td>200</td> <td>220</td> <td>195</td> <td>215</td> </tr> <tr> <td>150</td> <td>165</td> <td>145</td> <td>140</td> </tr> <tr> <td>300</td> <td>350</td> <td>290</td> <td>310</td> </tr> <tr> <td>500</td> <td>530</td> <td>480</td> <td>490</td> </tr> </table>	Open	High	Low	Close	200	220	195	215	150	165	145	140	300	350	290	310	500	530	480	490	7	CO2	K5
Open	High	Low	Close																					
200	220	195	215																					
150	165	145	140																					
300	350	290	310																					
500	530	480	490																					
5	Write short note on: Doji, Hammer and MACD	7	CO5	K6																				
6	Mr. Swamy, a 40-year-old professional, has approached a financial advisor to plan his investment portfolio. He has a moderate risk tolerance and a time horizon of 15 years before retirement. His primary goal is to accumulate enough wealth for a comfortable retirement, and he is also interested in funding his child's education, which will require a lump sum in about 8 years. Mr. Sharma's current portfolio consists of: 60% in equity mutual funds 20% in government bonds 20% in a fixed deposit account He's concerned about the volatility of equity markets but also knows that equities provide higher long-term growth. He seeks advice on how to balance his portfolio to ensure growth while minimizing risk, especially given his dual goals of retirement and education funding. Discuss the role of 'strategic asset allocation' in Mr. Sharma's case, and how it can help him achieve his financial objectives.	7	CO3	K6																				
7	Write short notes on Efficient Market Hypothesis. Discuss its relevance in context with Indian Market Scenario.	7	CO3	K1																				

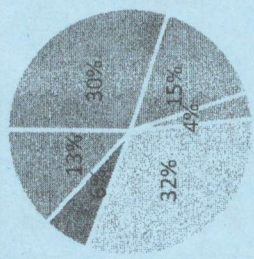
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CO- Course Outcomes, KL- Knowledge Level, PO - Program Outcome

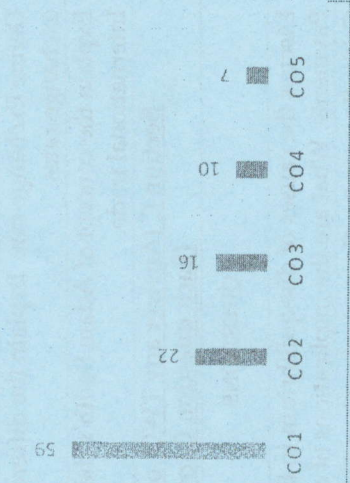
CO1	Gain deep knowledge about the various theories involved in International Trade.
CO2	Gain an insight into the exchange rate determination.
CO3	Understand the concept of balance of payment in detail
CO4	Increase awareness about the various international organizations.
CO5	Gain a clear picture of international trade relations of India with other nations.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



COURSE OUTCOME WISE MARKS DISTRIBUTION



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6



Program	Bachelor of Business Administration	
Subject Name	International Economics	
Time: 3 Hour	Semester	V
Max. Marks : 70	Year	Nov/Dec 2024
Knowledge Level (KL)	K1 : Remembering	K3 : Applying
	K2 : Understanding	K4 : Analysing
		K5 : Evaluating
		K6 : Creating

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Q. N	QUESTIONS	Marks	COs	KL
1				
i	The theory of Comparative Advantage was presented by: a) Adam Smith b) Ricardo c) Hicks d) Keynes	01	CO1	KL1
ii	IMF came into existence in which year? a) 1945 b) 1946 c) 1947 d) 1948	01	CO1	KL1
iii	Equilibrium in Balance of Payments occurs when: a) Imports equals Exports b) Capital inflows exceed Capital outflows c) There is a trade deficit d) Foreign exchange reserves are depleted	01	CO3	KL3
iv	Which of the following is also known as International Bank for Reconstruction and Development? a) Asian Development Bank b) World Bank c) Reverse Bank of India d) International Monetary Fund	01	CO4	KL1

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

v	Trade between two countries can be useful if cost ratios of goods are: a) Equal b) Different c) Undetermined d) Decreasing	01	CO1	KL2
vi	Purchasing Power Theory (PPP) is associated with determination of: a) Exchange rate b) Money value c) Tariffs d) Quotas	01	CO1	KL3
vii	Which of the following is not the objective of IMF? a) To promote international monetary co-operation b) To ensure balance international trade c) To ensure exchange rate stability d) To provide loan to the private sector	01	CO4	KL3
viii	What is the primary objective of India's Foreign Trade Policy? a) To encourage imports and discourage exports b) To promote trade with neighbouring countries c) To achieve self-sufficiency in all goods d) To promote exports and boost economic growth	01	CO4	KL3
ix	International trade and domestic trade differ because of a) Different government policies b) Immobility of factors c) Trade restrictions d) All of the above	01	CO1	KL2
x	Government policy about exports and imports is called : a) Commercial policy b) Fiscal policy c) Monetary policy d) Finance policy	01	CO1	KL1
xi	Market in which currencies buy and sell and their prices settled is called : a) International bond market b) International capital market c) Foreign exchange market d) Euro currency market	01	CO2	KL1
xii	Which of the following is International trade: a) Trade between countries b) Trade between regions c) Trade between provinces d) Both (b) and (c)	01	CO1	KL2

Section B (Answer any FOUR out of SIX) – 28 Marks
(Each question Carry 07 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	Briefly explain about the following organisations : (a) International Bank for Reconstruction & Development (IBRD) (b) Asian Development Bank (ADB)	07	CO4	KL2
3	Give arguments against Fixed Exchange Rate System.	07	CO2	KL5
4	Explain the importance of International trade in today's global world.	07	CO1	KL1
5	Discuss the trends and features of India's foreign trade.	07	CO5	KL4
6	Define Exchange rate. Explain the different types of exchange rates.	07	CO2	KL1
7	Explain the concept of Adam Smith's theory of International trade.	07	CO2	KL2

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

Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss the causes of disequilibrium in Balance of Payments. What are the implications of disequilibrium.	15	CO3	KL4
9	Critically examine Comparative Cost Theory of International trade.	15	CO1	KL6
10	What are the main features of Heckscher-Ohlin theory of trade? Discuss its assumptions and limitations.	15	CO1	KL1
11	What is International trade. Differentiate between International trade and Inter-regional trade.	15	CO1	KL4

CO- Course Outcomes, KL- Knowledge Level, PO - Program Outcome

CO1	Clarify concept about the basics of Industrial Relations.
CO2	Learn about various provisions and implications of Labor Laws.
CO3	Understand and Develop Skills as a Negotiator by developing better understanding of Industrial Disputes and their settlement by making use of various techniques.
CO4	Develop better understanding of Trade Unions and their contribution in Industrial Relations.
CO5	Understand the next level of I.R. i.e. Employee Relations.

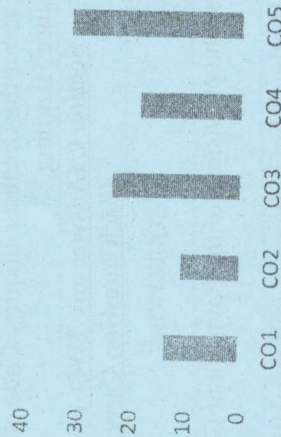
GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome Wise Marks Distribution





ARKA JAIN University
Jharkhand



END SEM EXAMINATION
School of Commerce and Management

Program	Bachelor of Business Administration	
Subject Name	Industrial Relations and Labor Laws	
Time: 3 Hour	Semester	V
Max. Marks: 70	Year	Nov/Dec 2024
Knowledge Level (KL)	K1 : Remembering K2 : Understanding	K3 : Applying K4 : Analysing K5 : Evaluating K6 : Creating

Section A (Each question Carry 01 Mark from Q1-i to xii) - 12 Marks			
Q. N	QUESTIONS	Marks	COs
i	Industrial relations is primarily concerned with: a) The relationship between employers and employees b) The relationship between employees and the government c) The relationship between the government and employers d) All of the above	01	CO1 K2
ii	The primary cause of industrial conflicts in India is: a) Economic factors b) Social factors c) Political factors d) All of the above	01	CO3 K2
iii	Gratuity is a: a) Statutory benefit b) Voluntary benefit c) Welfare measure d) None of the above	01	CO2 K2
iv	The Employee's (Workmen's) Compensation Act, 1923 provides for: a) Rehabilitation expenses b) Vocational training c) Both A and B d) Neither A nor B	01	CO2 K2

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v	The Payment of Wages Act, 1936, protects attachment of wages for: a) Debts incurred by the employee b) Debts incurred by the employee's family c) Court orders d) All of the above	01	CO2	K2
vi	The ESI Act is administered by: a) The government b) The Employees' State Insurance Corporation (ESIC) c) The trade unions d) None of the above	01	CO2	K2
vii	The Maternity Benefit Act, 1961 provides for: a) Maternity leave of 26 weeks b) Maternity leave of 12 weeks c) Maternity leave of 6 weeks d) No maternity leave	01	CO2	K2
viii	The concept of employee welfare includes: a) Providing basic amenities b) Promoting employee well-being c) Both A and B d) Neither A nor B	01	CO3	K2
ix	The concept of collective bargaining is associated with: a) Trade unions b) Employers c) The government d) All of the above	01	CO4	K2
x	The grievance handling procedure typically involves: a) Informal resolution b) Formal resolution c) Both A and B d) Neither A nor B	01	CO3	K2
xi	Occupational hazards include: a) Physical hazards b) Chemical hazards c) Biological hazards d) All of the above	01	CO3	K4
xii	The Contract Labour (Regulation and Abolition) Act, 1970 requires employers to register with: a) The government b) The labour commissioner c) The trade union d) None of the above	01	CO2	K2

Section B (Answer any FOUR out of SIX) – 28 Marks
(Each question Carry 07 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	Evaluate the role of the government in regulating industrial relations in India.	07	CO4	K2
3	How do bonus payments impact employee morale and productivity?	07	CO5	K2
4	How does the EPF contribute to the financial security of Indian workers, and what are its key benefits?	07	CO2	K4
5	Explain the labour welfare schemes in India.	07	CO2	K2
6	How is the minimum wage determined in India, and what factors influence its level?	07	CO3	K4
7	Write about the Domestic Enquiry Code of Discipline and Grievance Handling.	07	CO5	K2

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

Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss the provisions of the Payment of Gratuity Act 1972.	15	CO2	K2
9	Examine the different types of industrial disputes, such as strikes, and lockouts, and highlight their causes, consequences, and legal implications.	15	CO3	K4
10	Discuss the role of the International Labor Organization (ILO) in promoting international labor standards and protecting workers' rights.	15	CO2	K2
11	Write short note on: a) National Commission on Labour b) Trade Unionism c) Notice and Claim	15	CO4	K2

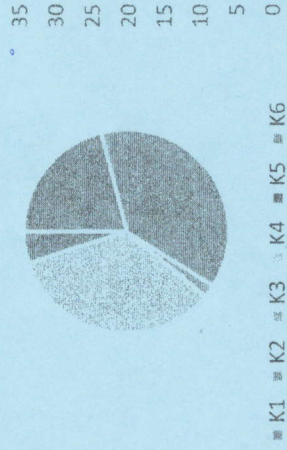
 ARKA JAIN University Jharkhand		 NAAC GRADE A ACCREDITED UNIVERSITY		END SEM EXAMINATION School of Commerce & Management	
Program Bachelor of Business Administration					
Subject Name Consumer Behaviour		Semester V		Year Nov/Dec 2024	
Time: 3 Hour Max. Marks : 70					
<ul style="list-style-type: none"> • 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 <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 in the Cancellation of the Papers.</u> 					
Knowledge Level (KL)		K1 : Remembering K2 : Understanding		K3 : Applying K4 : Analysing K5 : Evaluating K6 : Creating,	

Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks					
Q. N	QUESTIONS	Marks	COs	KL	
1					
i	Consumer behavior refers to the process of consumers selecting, purchasing, and disposing of products or services. (True/False)	01	CO1	K3	
ii	The EKB model consists of the stages of need recognition, search, evaluation, purchase, and post-purchase. (True/False)	01	CO2	K1	
iii	Perception in consumer behavior does not involve selective attention, selective distortion, or selective retention. (True/False)	01	CO3	K5	
iv	Maslow's Hierarchy of Needs includes self-actualization as the highest level of human motivation. (True/False)	01	CO1	K1	
V	In the family life cycle, consumer behavior remains unaffected by changes in family structure. (True/False)	01	CO2	K4	
vi	Acculturation is the process by which individuals learn the culture of their birth. (True/False)	01	CO3	K5	
vii	Social class has no influence on consumer buying behaviour. (True/False)	01	CO3	K2	
viii	Motivation is the process that starts with a need, which stimulates a person to satisfy that need. (True/False)	01	CO3	K1	
ix	Digital payment modes have not significantly altered consumer perception of online shopping. (True/False)	01	CO3	K4	
x	Cross-cultural consumer behaviour is the study of how cultural differences affect consumer behaviour. (True/False)	01	CO2	K5	

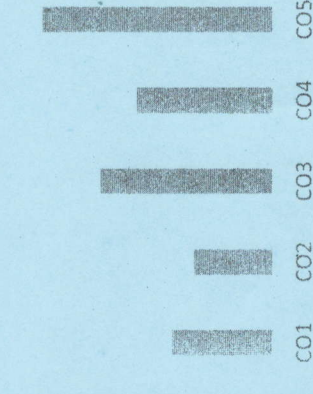
CO1	Understand the basic concepts of Consumer Behavior.
CO2	Gain knowledge the Internal and external determinants of Consumer Behaviour.
CO3	Acquire knowledge about the impact of various factors on consumer behaviour.
CO4	Learn about the Consumers Decision Making process.
CO5	Gain knowledge about the Consumer Protection act.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



xi	Opinion leadership refers to individuals who influence the opinions of others in their social circles. (True/False)	01	CO2	K1
xii	The Consumer Protection Act of 2018 has no provisions for addressing misleading advertisements. (True/False)	01	CO5	K1

Section B (Answer any FOUR out of SIX) – 28 Marks
(Each question Carry 07 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	Explain how Maslow's Hierarchy of Needs influences consumer buying decisions.	07	CO3	K5
3	Discuss the internal factors that influence consumer behavior, using the EKB model as a reference.	07	CO2	K2
4	What are perceptual risks, and how do they impact consumer decision-making?	07	CO1	K5
5	Analyze how marketers use motivation to influence consumer behavior, citing specific examples.	07	CO4	K4
6	Describe the role of social class in consumer behavior and its implications for marketers.	07	CO2	K1
7	What is opinion leadership, and how does it influence the diffusion of innovations?	07	CO1	K2

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

Q. No.	QUESTIONS	Marks	COs	KL
8	Elaborate on the five-step decision-making process and how consumers evaluate alternatives at each stage.	15	CO2	K1
9	Discuss the external factors that influence consumer behavior, focusing on family, reference groups, and culture.	15	CO2	K1
10	Explain the concept of diffusion of innovations and its relevance to the adoption of digital payment modes and social networking sites.	15	CO1	K3
11	Analyze the impact of the Consumer Protection Act 2018 on consumers and marketers, particularly in terms of consumer rights and advertising.	15	CO5	K4

ARKA JAIN University Jharkhand
NAAC GRADE A ACCREDITED UNIVERSITY
END SEM EXAMINATION
 School of Commerce & Management

Program	Bachelor of Business Administration	
Subject Name	Recruitment & Selection	Semester V
		Year Nov/Dec 2024
Time: 3 Hour Max. Marks: 70	<ul style="list-style-type: none"> 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 <u>Unfair Means</u> and will Result in the Cancellation of the Papers. 	

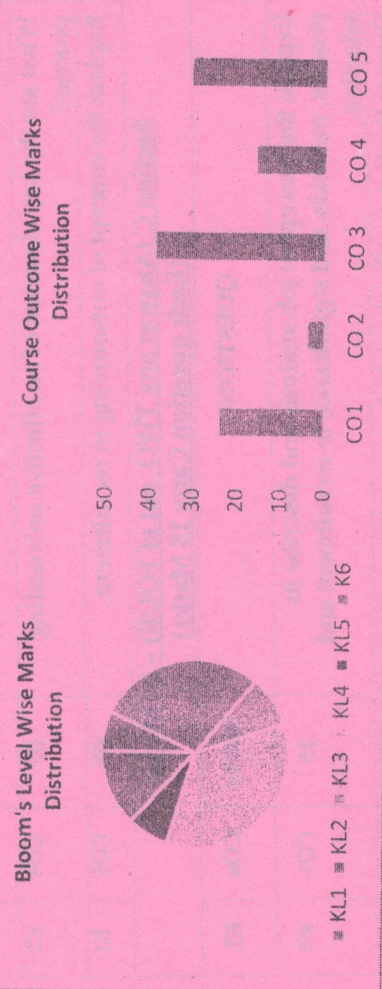
Knowledge Level (KL)	K1 : Remembering	K3 : Applying	K5 : Evaluating
	K2 : Understanding	K4 : Analysing	K6 : Creating

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 best defines recruitment? a) The process of firing employees b) The process of identifying, attracting, and selecting candidates for a job c) The process of training employees d) The process of promoting employees	01	CO1	K3
ii	Which of the following is NOT a method used in job analysis? a) Observation b) Questionnaires c) Personal interviews d) Social media analysis	01	CO1	K2
iii	Job design primarily focuses on: a) Increasing employee turnover b) Structuring job roles and responsibilities c) Reducing employee salaries d) Designing the physical layout of the workspace	01	CO1	K1
iv	Which is a modern technique of job design? a) Job Rotation b) Job Simplification c) Job Enrichment d) All of the above	01	CO1	K2

CO1	Understand the concepts, principles and process of recruitment and selection
CO2	Develop an understanding of how to assess recruitment needs and design selection programs in an Organizational setting.
CO3	Familiarize with the levels, tools and techniques involved after selection of a candidate.
CO4	Understand the process of job analysis.
CO5	Frame job description and job specification

GRAPHICAL REPRESENTATION



v	Which of the following is an external recruitment method? a) Internal job posting b) Promotions c) Campus recruitment d) Transfers	01	CO1	K2
vi	Outsourcing in recruitment refers to: a) The internal hiring process b) Transferring recruitment responsibilities to external agencies c) Posting job vacancies internally d) Promoting employees within the company	01	CO2	K2
vii	What is the main goal of the selection process? a) Attract as many candidates as possible b) Eliminate unqualified candidates c) Hire employees based on favouritism d) Fill organizational positions with the most suitable candidates	01	CO1	K1
viii	Which is an effective interviewing technique? a) Asking leading questions b) Conducting group interviews only c) Encouraging the interviewee to provide comprehensive answers d) Interrupting the candidate during responses	01	CO3	K5
ix	Which type of selection test measures cognitive abilities? a) Personality test b) Aptitude test c) Physical ability test d) Emotional intelligence test	01	CO3	K1
x	An advantage of a well-planned induction program is: a) Higher turnover rates b) Employee disengagement c) Improved employee retention and productivity d) Increased recruitment costs	01	CO3	K2
xi	What does the onboarding process primarily focus on? a) Conducting exit interviews b) Introducing new employees to their immediate tasks and responsibilities c) Preparing employees for retirement d) Screening new candidates	01	CO4	K2
xii	What is the main purpose of an exit interview? a) To convince the employee to stay b) To understand why the employee is leaving and improve retention strategies c) To hire a replacement immediately d) To discipline the departing employee	01	CO5	K1

Section B (Answer any FOUR out of SIX) – 28 Marks
(Each question Carry 07 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	Define job design and explain its significance	07	CO1	K1
3	What are the key components of a job description?	07	CO3*	K5
4	List two modern recruitment techniques and elaborate	07	CO3	K1
5	What are some common types of selection tests? Explain	07	CO3	K2
6	What are the key elements of an effective onboarding process?	07	CO4	K2
7	Explain the concept of outsourcing in recruitment.	07	CO5	K1

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

Q. No.	QUESTIONS	Marks	COs	KL
8	Explain the concept of job analysis and describe its process, methods, and significance in recruitment and selection.	15	CO3	K5
9	Discuss the factors affecting job design and how contemporary issues impact job design in today's organizations.	15	CO3	K1
10	Outline the process of selection and explain how interviews and selection tests contribute to effective hiring decisions	15	CO3	K2
11	Discuss the various sources of recruitment, highlighting the differences between direct and indirect recruitment methods.	15	CO4	K2

JGI	ARKA JAIN University Jharkhand	NAAC GRADE A ACCREDITED UNIVERSITY	END SEM EXAMINATION School of Commerce and Management
Program	Bachelor of Business Administration		
Subject Name	Advertising and Sales Promotion		
	Semester	Year	
	V	Nov/Dec2024	
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> 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 <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 in the Cancellation of the Papers.</u> 		
Knowledge Level (KL)	K1 : Remembering K2 : Understanding	K3 : Applying K4 : Analysing	K5 : Evaluating K6 : Creating

Q. N	QUESTIONS	Marks	COs	KL
i	A specialized institution which offers professionalised advertising services to company is known as _ (a) Ad Agency (b) Message (c) Media (d) Advertising	01	CO3	K2
ii	IMC stands for (a) International manufacturing capacity (b) Integrated marketing communications (c) International monetary consistency (d) Integrated marketing corporations	01	CO1	K2
iii	Selecting time, choosing media types, deciding on reach of frequency and media vehicle for advertisements are part of: (a) Media strategy (b) Media execution (c) Selecting media (d) Measuring communication	01	CO3	K2
iv is irregular in nature: (a) Promotion mix (b) Sales promotion (c) Trade promotion (d) Discount coupon	01	CO4	K2

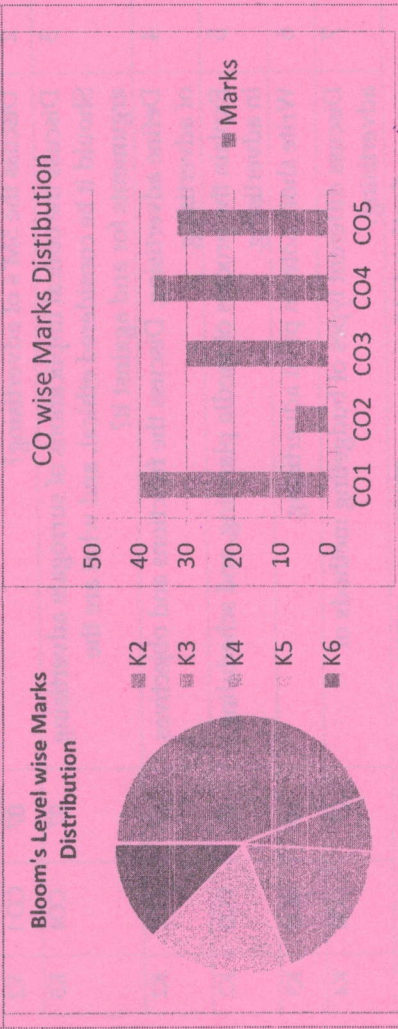
Section A (Each question Carry 01 Mark from Q1-i to xii) – 12 Marks

9	Discuss the pre-testing and post-testing methods of measuring advertising effectiveness.	15	CO5	K4
10	Analyze the effectiveness of different sales promotion techniques.	15	CO4	K5
11	What is public relation? How can PR contribute to the overall marketing strategy?	15	CO1	K2

CO- Course Outcomes, KL- Knowledge Level, PO – Program Outcome

Course Outcomes	KL- Knowledge Level	PO – Program Outcome
CO1	Identify managerial issues such as how to set up advertising objectives & budgeting	
CO2	Analyze the creative strategies used in advertising campaign.	
CO3	Apply basic principles in designing advertising programs for any Product/brand.	
CO4	Demonstrate various sales promotion techniques (Pull & push) & their Advantages/ disadvantages.	
CO5	Apply various research techniques to measure effectiveness of advertising	

GRAPHICAL REPRESENTATION



v	Which of the following is the most popular print media available to advertiser? (a) Magazine (b) Pamphlet (c) Emails (d) Newspaper	01	CO3	K2
vi	In advertisements we generally see a warning for cigarettes that "Smoking is Injurious to health". Is related to: (a) Advertising (b) Public relation (c) Legal requirement (d) Entertainment	01	C3	K2
vii	The specific carrier within a medium is called: (a) Media Carrier (b) Media Bus (c) Media Van (d) Media Vehicle	01	CO3	K2
viii	DAGMAR stands for: (a) Designing advertising goals for measured advertising results (b) Deriving advertising goals for measured advertising results (c) Defining advertising goals for measured advertising results (d) Deploying advertising goals for measured advertising results	01	CO5	K2
ix	Which type of sales promotion uses free samples, coupons, and rebates? (a) Consumer promotion (b) Trade promotion (c) Sales force promotion (d) Place promotion	01	CO3	K2
x	The measure of how many times the average person in the target market is exposed to the message is called: (a) Reach (b) Frequency (c) Impact (d) Performance	01	CO5	K2

xi	Setting the promotion budget so as to match the budgets of the competitors is characteristic of which of the following budget methods? (a) Affordable method (b) Percentage-of-Sales method (c) competitive-parity method (d) Objective-end-task method	01	CO1	K2
xii is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels. (a) Push strategy (b) Pull strategy (c) Blocking strategy (d) Integrated strategy	01	CO4	K2

Section B (Answer any FOUR out of SIX) – 28 Marks
(Each question Carry 07 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	Discuss the 5M's of advertising?	07	CO1	K2
3	Discuss the ethical implications of surrogate advertising. Should it be considered ethical, and what are the arguments for and against it?	07	CO4	K5
4	Define advertising. Discuss the functions and objectives of advertising.	07	CO1	K2
5	Explain the process of media planning, and scheduling in advertising.	07	CO3	K2
6	Write short note on print advertising.	07	CO3	K3
7	Discuss different types of budgeting methods of advertising.	07	CO2	K4

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

Q. No.	QUESTIONS	Marks	COs	KL
8	Case Study: Launching "EcoClean" – A Biodegradable Cleaning Product - In response to growing environmental concerns, EcoClean aims to enter the cleaning product market with a biodegradable cleaner that is effective, safe for families and pets, and eco-friendly. Question: outline an advertising program for "EcoClean" that will include market segmentation, target audience identification and strategic advertising methods.	15	CO3	K6

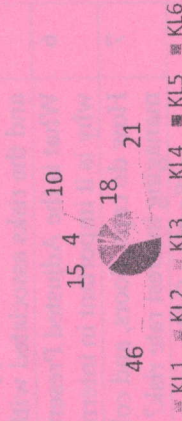
CO- Course Outcomes,	KL- Knowledge Level,	PO - Program Outcome
[CO1]	Develop a fair amount of clarity regarding stocks and investments.	
[CO2]	Perceive the notion of analysing stocks for informed decision making purpose	
[CO3]	To understand the different ways of analysing stocks for rational investment decision making.	
[CO4]	To be able to logically use the different stock market indicators essential for investment	
[CO5]	To identify the different techniques for functioning of multinational corporations in terms of managing cash, receivables and working capital.	

GRAPHICAL REPRESENTATION

Course Outcome wise Marks Distribution



Bloom's Level Wise Marks Distribution



ARKA JAIN University
Jharkhand



END SEM EXAMINATION
School of Commerce & Management

Program: **Bachelor of Business Administration**

Subject: **International Finance**

Semester: **V**

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 Three out of Five 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.

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

Section A (Each question Carry 01 Mark from Q1-i to Q1-x) - 20 Marks

Q.	QUESTIONS	Marks	COs	KL
N1				
i	Which institution primarily aims to provide financial assistance to developing countries? a) IMF b) WTO c) World Bank d) ADB	1	CO3	K1
ii	Which of the following is NOT a component of the Balance of Payments? a) Current Account b) Capital Account c) Trade Account d) Financial Account	1	CO1	K2
iii	Currency futures in India are primarily traded on which of the following exchanges? a) BSE and NSE b) MCX and NSE c) MCX and BSE d) NSE and NYSE	1	CO3	K1
iv	The foreign exchange market is an example of which type of market? a) Spot Market b) Derivatives Market c) Over-the-Counter Market d) Regulated Exchange	1	CO3	K1

v	Which type of foreign exchange exposure arises from short-term transactions? a) Transaction Risk b) Translation Risk c) Operational Risk d) Economic Risk	1	CO4	K2
vi	International CAPM considers the risk associated with: a) Domestic Markets Only b) International Markets c) Domestic Currency Fluctuations d) Commodity Prices	1	CO4	K3
vii	Forward Rate Agreements (FRAs) are primarily used to manage: a) Stock Market Risks b) Exchange Rate Risks c) Interest Rate Risks d) Inflation Risks	1	CO4	K3
viii	What is the main component of working capital management in MNCs? a) Cash Management b) Investment Management c) Shareholder Management d) Debt Management	1	CO4	K2
ix	The foreign exchange market is also known as: a) Stock Market b) Currency Market c) Derivatives Market d) Bond Market	1	CO3	K1
x	Which method is most effective for managing foreign exchange exposure? a) Diversification b) Hedging c) Speculation d) Holding Reserves	1	CO4	K3
xi	What is the primary difference between Transaction Risk and Translation Risk? a) Time horizon b) Nature of exposure c) Involvement of physical goods d) Market of occurrence	1	CO4	K2
xii	Which risk management technique involves fixing future currency rates? a) Hedging b) Arbitrage	1	CO4	K3

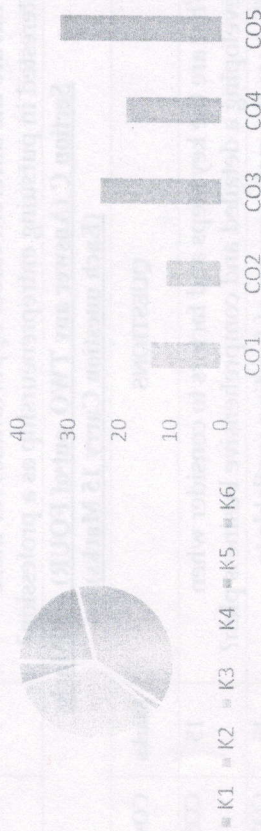
c) Speculation d) Leverage					
Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)					
QUESTIONS					
Q. No.		Marks	COs	KL	
2	Explain the role of the IMF and the World Bank in stabilizing international financial markets.	7	CO3	K2	
3	What are the major components of the Balance of Payments, and how do they impact a country's financial stability?	7	CO1	K3	
4	Discuss the structure of the Forex Market in India and its differences from global forex markets.	7	CO3	K4	
5	Describe the different types of foreign exchange exposures and the risks associated with each.	7	CO4	K4	
6	What is the Adjusted Present Value (APV) method, and why is it important in international capital budgeting?	7	CO2	K4	
7	How do caps, floors, and collars function as tools for managing interest rate risk?	7	CO2	K3	
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)					
QUESTIONS					
Q. No.		Marks	COs	KL	
8	Analyze the structure of the global Forex market and compare it with the Forex market in India. What factors contribute to the differences between the two?	15	CO3	K5	
9	Critically evaluate the role of the WTO in promoting free trade and its impact on the international flow of funds.	15	CO2	K5	
10	Discuss the Balance of Payments in detail, with examples of how current and capital accounts influence a nation's economy.	15	CO1	K5	
11	How does international working capital management impact the profitability and risk exposure of MNCs? Analyze with examples.	15	CO4	K6	

CO- Course Outcomes, KL- Knowledge Level, PO – Program Outcome

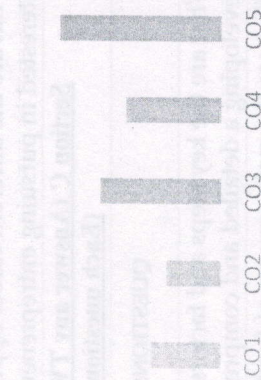
CO1	To Acquire the necessary knowledge and experience in order to understand the problems in Entrepreneurship.
CO2	To Analyze and select the most appropriate methods and tools for the solution of problems related to Setting up, Organizing of finance and other resources , scheduling of their project, its implementation and all the aspects of Enterprise Management.
CO3	To Explain the evolutionary course of Entrepreneurship development and correlate its importance in the present context.
CO4	To Recognize opportunities and take Entrepreneurial decisions as and when opportunities arise.
CO5	To Implement various tools of effective utilization of all the resources.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



				END SEM EXAMINATION School of Commerce and Management	
Program	Bachelor of Business Administration	Semester		[BACKLOG]	
Subject Name	Entrepreneurship Development	Year		V 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 <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>					
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	What is the term for individuals who work within established companies to develop and implement new ideas or innovations? a) Entrepreneurs b) Solopreneurs c) Intrapreneurs d) Franchise owners	1	CO1	K1	
ii	What is a key characteristic of the entrepreneurial mind? a) Risk aversion b) Resistant to change c) Creativity and innovation d) Strict adherence to tradition	1	CO1	K2	
iii	What is the first step in creating and starting a venture? a) Developing a marketing plan b) Identifying a business opportunity c) Hiring employees d) Securing financing	1	CO2	K2	
iv	Which career path in entrepreneurship involves operating a local store, restaurant, or service business? a) Intrapreneur b) Consultant c) Venture capitalist d) Small business owner	1	CO4	K4	
v	Which of the following is an example of a career in entrepreneurship that involves offering skills and services independently? a) Small business owner b) Consultant c) Social entrepreneur d) Investment banker	1	CO4	K5	

Section B (Answer any FOUR out of SIX) – 28 Marks
(Each question Carry 07 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	How does entrepreneurship act as the backbone of the economy?	7	CO3	K1
3	Give a summary of venture capital financing.	7	CO2	K4
4	What methods have been effective in promoting idea generation in a team or organization?	7	CO1	K4
5	How do District Industries Centers (DICs) support and promote entrepreneurial decision-making in their regions?	7	CO4	K2
6	What key traits and qualities do successful entrepreneurs possess, and how do these characteristics enable them to overcome challenges in starting and growing a business?	7	CO1	K4
7	What are the different career opportunities for those interested in pursuing entrepreneurship as a profession?	7	CO3	K1

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

Q. No.	QUESTIONS	Marks	COs	KL
8	What are the key steps and factors to consider when developing a detailed and comprehensive business plan?	15	CO3	K1
9	What are the main sources of funding available to entrepreneurs for starting a new business, and how can one determine the most suitable option(s)? Provide examples of successful startups that utilized innovative financing methods to launch their ventures.	15	CO2	K4
10	How do Entrepreneur Development Institutes contribute to fostering entrepreneurship in India, and what are some examples of such institutes operating in the country?	15	CO1	K4
11	What are the major factors contributing to distress in small industries, and what specific strategies or solutions can help these businesses overcome challenges and achieve stability?	15	CO4	K2

vi	What role do Entrepreneurship Development Institutes (EDIs) play in promoting entrepreneurship? a) Providing venture capital b) Offering marketing consulting services c) Supporting mentorship programs d) Fostering entrepreneurial education and training	1	CO3	K2
vii	What does NSIC stand for? a) National Small Industries Corporation b) National Savings and Investment Commission c) National Service for Industrial Consultation d) New Start-ups and Innovation Center	1	CO3	K1
viii	Which of the following is a common sign of sickness in small industries? a) Steady growth in profits b) Consistent employee satisfaction c) Frequent cash flow problems d) High levels of innovation	1	CO2	K4
ix	Which entrepreneur is known for creating Ola Cabs, a popular ride-sharing platform in India? a) Sachin Bansal b) Bhavish Aggarwal c) Kunal Bahl d) Vijay Shekhar Sharma	1	CO1	K4
x	What is the primary focus of social entrepreneurs in their business ventures? a) Maximizing profits b) Achieving market dominance c) Addressing social or environmental issues d) Becoming angel investors	1	CO4	K2
Xi	Mukesh Ambani introduced Reliance Jio, a telecommunications company, which disrupted the Indian telecom market. What innovative pricing strategy did Reliance Jio adopt to attract customers? a) Premium pricing for high-end services b) Offering free voice calls and low-cost data plans c) Focusing exclusively on postpaid plans d) Charging exorbitant fees for network coverage	1	CO1	K4
Xii	How can external support, such as government grants or financial assistance, contribute to the recovery of sick small industries? a) By causing overcapitalization b) By creating dependency on external funding c) By providing resources for restructuring and growth d) By increasing competition in the market	1	CO2	K5