

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

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. N1	QUESTIONS	Marks	COs	KL
i	What is the first step in case analysis? A) Identifying alternative solutions B) Identifying the protagonists C) Identifying problems and decision areas D) Selecting the optimum solution	01	CO1	KL1
ii	Which of the following is not typically considered when evaluating a case? A) Long-term and short-term objectives of the organization B) Identification of theoretical concepts C) Collecting data from unrelated organizations D) Analysing the protagonist's actions	01	CO2	KL2
iii	When identifying problems in a case study, it is important to classify them as: A) Internal and external problems B) Major and minor problems C) Primary and secondary problems D) Short-term and long-term problems	01	CO1	KL5
iv	What is a key factor in the selection of an optimum solution in a case analysis? A) The solution with the maximum cost B) The solution that meets the long-term objectives of the organization C) The solution that is easiest to implement D) The solution that has the most cost	01	CO3	KL4

sugarcane production. During the peak harvesting season, the mill experiences a surplus of raw material, but during the off-season, it faces a shortage. The company needs a strategy to stabilize its supply chain and maintain steady production throughout the year.

Questions:

1. How can the sugar mill address seasonal supply chain issues to ensure continuous production?
2. What role does forecasting play in managing the supply chain for a sugar mill?

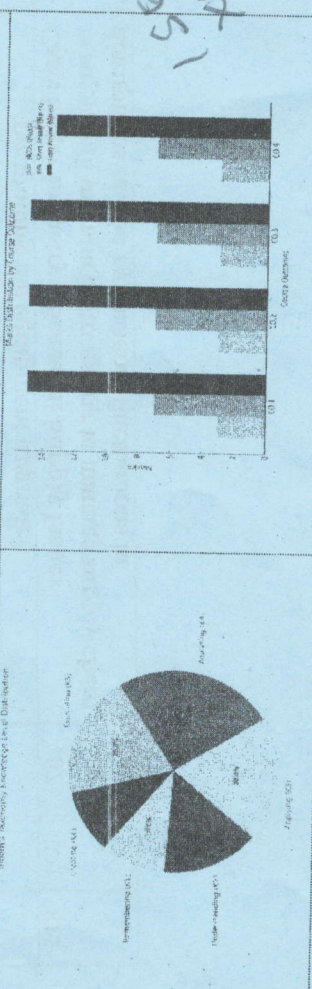
Section C (Answer any TWO out of FOUR) – 30 Marks
(Each question Carry 15 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss the sequential approach to case analysis and the importance of each step in arriving at the optimum solution.	15	CO2	KL3
9	Describe the process of writing a case study. What are the key elements involved in structuring a case from data collection to analysis?	15	CO3	KL2
10	Evaluate the importance of implementing a solution in case analysis. What are the challenges you may face during the implementation phase?	15	CO1	KL3
11	Write a model case in five hundred words to study about a product from 'Patanjali' with three questions only to analyse and interpret on the case.	15	CO4	KL5

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

CO1	Develop competencies to identify key problems in different situations.
CO2	Identify and evaluate alternative solutions.
CO3	Select and implement the best fit alternative available.
CO4	Develop a research based approach in developing a case study and suggesting a solution thereof.

GRAPHICAL REPRESENTATION



v	Which of the following is a primary goal when developing a case study? A) To create a fictional scenario B) To collect data and identify real problems in an organization C) To emphasize the emotional response of the protagonists D) To make the case study as complex as possible	01	CO2	KL3
vi	Which of these methods is crucial for selecting the best-fit alternative in a case analysis? A) Focus groups B) Theoretical evaluation C) Brainstorming with stakeholders D) Comparing alternatives against the organization's objectives	01	CO2	KL4
vii	Which of the following is a step in case writing? A) Implementing the solution B) Identifying the right person in the organization for data collection C) Providing a detailed solution without analysis D) Ignoring the organization's objectives	01	CO4	KL2
viii	What is the role of theoretical concepts in case analysis? A) To provide a basis for making decisions B) To distract from the core problem C) To create confusion in the analysis D) To suggest the optimal solution directly	01	CO1	KL6
ix	What is the final step in implementing the solution in case analysis? A) Evaluating alternative solutions B) Selecting the optimum solution C) Analysing the case study D) Implementing and analysing the results	01	CO1	KL6
x	When writing a case study, which of the following is most critical? A) Ignoring the data analysis phase B) Defining the focus (functional area) of the case C) Using complex jargon D) Keeping the case as short as possible	01	CO3	KL4
xi	Which of these is a necessary step in collecting data for case writing? A) Only using secondary data B) Collecting data from multiple sources within the organization C) Relying solely on surveys	01	CO2	KL2

xii	D) Using data that is unrelated to the organization's problems What is the importance of analyzing data in case writing? A) To identify patterns that may highlight potential problems B) To avoid focusing on the main issues C) To make the case look more academic D) To obscure the solution options	01	CO3	KL1
Section B (Answer any FOUR out of SIX) - 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Explain the role of theoretical concepts in case analysis.	07	CO2	KL3
3	What is the significance of identifying both major and minor problems in a case study?	07	CO3	KL1
4	How does analysing the short-term and long-term objectives of an organization help in case analysis?	07	CO2	KL4
5	Describe the process of collecting data for case writing and why it is important.	07	CO2	KL6
6	Case: Iron and Steel Industry - Production Efficiency A steel manufacturing company has been facing issues with production inefficiency due to outdated machinery and poor maintenance practices. As a result, they have been experiencing frequent breakdowns, leading to reduced output and increased operational costs. The management is considering investing in new equipment, but the financial implications are a concern. The company needs to balance upgrading its infrastructure with maintaining production levels.	07	CO3	KL5
7	Questions: 1. What could be the long-term benefits of upgrading the machinery in this steel manufacturing company? 2. What are the potential risks associated with postponing the equipment upgrade? Case: Sugar Industry - Seasonal Supply Issues A sugar mill in India is struggling to manage supply chain disruptions caused by seasonal fluctuations in	07	CO3	KL5

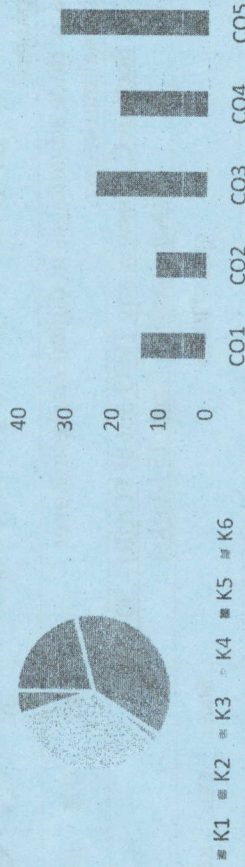
JGI	ARKA JAIN University Jharkhand	NAAC GRADE A ACCREDITED UNIVERSITY	END SEM EXAMINATION School of Commerce & Management
Program	Bachelor of Business Administration (Digital Market)		
Subject Name	Introduction to Digital Marketing		
	Semester	I	
	Year	January, 2025	
Time: 3 Hour Max. Marks : 70	<ul 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 <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)	KL1 : Remembering	KL3 : Applying	KL5 : Evaluating
	KL2 : Understanding	KL4 : Analysing	KL6 : Creating

Q. N	QUESTIONS	Marks	COs	KL
i	What is the primary focus of digital marketing? a) Enhancing print ads b) Reaching customers through digital channels c) Expanding offline retail stores d) Developing TV commercials	01	CO1	K2
ii	Which of the following is NOT a digital marketing channel? a) Social Media b) Radio Broadcasting c) Email Marketing d) Search Engines	01	CO1	K4
iii	What does SEO stand for in digital marketing? a) Search Engine Optimization b) Social Engagement Optimization c) Secure Email Outreach d) Standardized Ecommerce Optimization	01	CO1	K1
iv	Which digital platform is best for professional networking? a) LinkedIn b) Instagram c) Snapchat d) Pinterest	01	CO1	K2
v	What is the significance of digital marketing compared to traditional marketing? a) Higher costs and lesser reach b) Limited audience segmentation c) Real-time analytics and global reach d) Focus only on offline audiences	01	CO1	K4

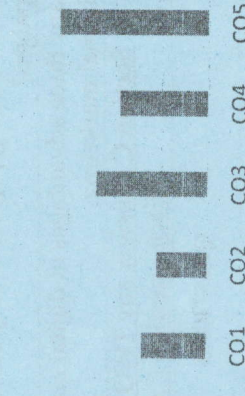
CO1	Understanding Digital Marketing Ecosystem: Gain a comprehensive grasp of the digital marketing landscape, encompassing platforms, channels, and technologies
CO2	Analyzing Online Consumer Behavior: Explore Internet consumer behavior, including information search, purchasing decisions, and interactions with digital content and ads.
CO3	Mastering Digital Marketing Elements: Learn core components of successful digital marketing, such as SEO, social media, email, content, and paid advertising.
CO4	Applying Digital Marketing Skills: Acquire practical skills to effectively implement digital marketing principles, including campaign creation, performance tracking, and data-driven decision-making.
CO5	Establishing Common Knowledge: Build a shared foundation in digital marketing to prepare students for advanced topics and specialization.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution



Course Outcome Wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Explain the significance of digital marketing in today's business environment. Discuss how various platforms, channels, and technologies contribute to a successful digital marketing ecosystem.	07	CO1	K2
3	Describe the key factors that influence online consumer behavior. How do search engines and digital advertisements impact the consumer decision-making process?	07	CO2	K2
4	Explain the difference between on-page and off-page SEO. How do these components collectively contribute to improving a website's visibility?	07	CO3	K1
5	Discuss the role of social media marketing in building brand awareness. How can content strategies help in community building?	07	CO3	K6
6	What is a landing page, and why is it important in digital campaigns?	07	CO4	K2
7	List any three advantages of digital marketing over traditional marketing.	07	CO5	K4
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss the evolution of digital marketing in the modern age. How have digital platforms changed traditional marketing approaches? Provide examples.	15	CO1	K5
9	Describe the main components of a successful digital marketing strategy, including SEO, social media marketing, and paid advertising. Provide examples of how each component contributes to business success.	15	CO3	K1
10	Explain the key factors influencing online consumer behavior. How can businesses leverage this understanding to optimize their digital marketing strategies?	15	CO2	K6
11	What is brand awareness, and what are the key components in digital marketing that help leverage the brand to the public?	15	CO3	K3

vi	Which of the following terms describes online advertisements shown on other websites? a) Affiliate Marketing b) Display Ads c) Search Ads d) Social Media Ads	01	CO1	K2
vii	What is the primary factor influencing online consumer behavior? a) Product packaging b) User reviews and ratings c) Offline promotions d) Store location	01	CO2	K2
viii	What is the role of SEO in influencing consumer behavior? a) Displaying ads to users b) Making irrelevant search results appear first c) Helping consumers find relevant information quickly d) Reducing website traffic	01	CO2	K1
ix	Which step is part of the consumer decision-making process in the digital context? a) Browsing offline catalogs b) Searching for information online c) Purchasing only from physical stores d) Ignoring digital advertisements	01	CO2	K4
x	What is the primary goal of Search Engine Optimization (SEO)? a) Increasing website load time b) Improving a website's organic visibility c) Creating paid advertisements d) Reducing bounce rates	01	CO3	K4
xi	Which of the following is an example of an off-page SEO technique? a) Adding meta tags b) Writing keyword-optimized content c) Acquiring backlinks d) Improving website speed	01	CO3	K1
xii	What is a key benefit of using paid advertising in digital marketing? a) Free traffic generation b) Guaranteed organic ranking c) Immediate visibility and targeted reach d) Eliminating the need for SEO	01	CO3	K4

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

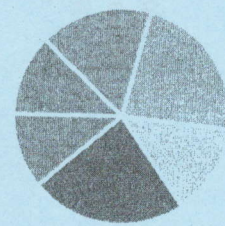
Q. No.	QUESTIONS	Marks	COs	KL	PO
8	Discuss the importance of understanding the start-up ecosystem and explain the roles of entrepreneurs, mentors, and financing entities.	15	CO3	K5	PO1
9	Elaborate on the various stages of start-up funding. Include examples of series-based funding.	15	CO5	K4	PO3
10	Analyze the challenges start-ups face while going for an IPO's and the strategies to overcome them.	15	CO4	K2	PO4
11	Explain the process and significance of valuation techniques at different stages of a start-up's lifecycle.	15	CO2	K3	PO2

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

[CO1]	Examine the idea of a start-up.
[CO2]	Analyse different types of start-ups and regulatory approvals required.
[CO3]	Evaluate and dissect the challenges and opportunities of start-ups.
[CO4]	Develop pitch decks for investor presentation for fund raising
[CO5]	Understand the valuation approaches for start-up companies

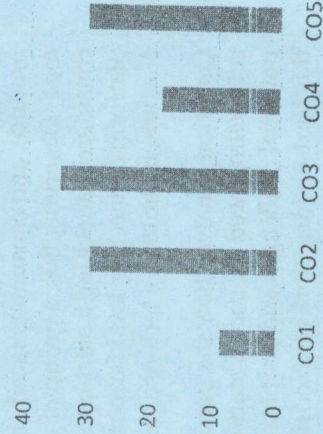
GRAPHICAL REPRESENTATION

Bloom's Level Wise Marks Distribution



■ K1 ■ K2 ■ K3 ■ K4 ■ K5 ■ K6

Course Outcome wise Marks Distribution



SET 1-50X4
XE (10)



ARKA JAIN University
Jharkhand



END SEM EXAMINATION
School of Commerce and
Managements

Program **Bachelor of Business Administration (Capital Market)**

Subject Name **Start-up Ecosystem and Valuations**

Semester **I**

Year **January, 2025**

- 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.

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 Mark from Q1-i to x) – 12 Marks

Q.N	QUESTIONS	Marks	COs	KL	PO
1					
i	Every successful startup achieves 'Unicorn' status a) True b) False c) May be d) Can't Say	1	CO1	K1	PO2
ii	IPO is abbreviated as a) Indian Public Offer b) Initial Public Offer c) Internal Public Offer d) Initial Public Order	1	CO2	K4	PO1
iii	Which of the following is an example of a service? a) Manufacturing cars b) Assembling electronic devices c) Providing Financial Advice d) Producing furniture	1	CO3	K1	PO2
iv	Which of the following is a characteristic of a unicorn start-up? a) Over 100 employees b) Valuation of over \$1 billion c) High-profit margin d) Listed on the stock market	1	CO3	K2	PO3
v	"Innovation distinguishes between a leader and a follower" is said by a) Mark Cuban b) Elon Musk c) Steve Jobs d) Jeff Bezos	1	CO2	K3	PO1

21/01/25

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

Q. No.	QUESTIONS	Marks	COs	KL	PO
2	Define a start-up and explain how it differs from traditional small businesses.	7	CO5	K5	PO2
3	An Indian start-up, AgriConnect , offers a digital platform connecting farmers directly with buyers to eliminate middlemen. The start-up has successfully bootstrapped its operations and onboarded 500 farmers from rural Maharashtra. However, during their Series B funding round, they face challenges as investors question the scalability of their model in regions with limited internet connectivity and the high cost of educating farmers about digital transactions. Question_ Discuss the funding issues AgriConnect is facing and propose strategies to overcome these barriers while adapting to the unique ways.	7	CO1	K3	PO3
4	Explain the importance of brainstorming and market testing during the ideation stage of a start-up.	7	CO2	K5	PO2
5	Compare the pros and cons of raising funds through angel investors versus venture capitalists.	7	CO5	K6	PO3
6	Explain the process of bootstrapping and its advantages for early-stage start-ups.	7	CO3	K6	PO1
7	During the COVID-19 pandemic, a significant disruption occurred in the supply chain for essential goods in rural India. Farmers struggled to sell their produce, and consumers faced shortages of fresh food. Observing this, a group of young graduates considered launching a start-up called RuralFresh , a platform connecting local farmers directly with urban consumers through a tech-enabled delivery system. Question_ Analyze how the pandemic created a compelling need for such a start-up. Identify the potential challenges and propose solutions to make this start-up idea work once crisis gets over.	7	CO3	K1	PO3

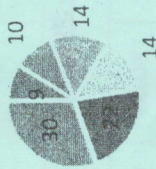
vi	Which of the following valuation techniques is most commonly used for start-ups with no significant revenue or profit? a) Discounted Cash Flow (DCF) b) Asset-Based Valuation c) Venture Capital Method d) Comparable Company Analysis	1	CO4	K1	PO2
vii	Venture capital investors are primarily interested in: a) Early-stage businesses with high growth potential b) Companies with stable profit margins c) Government-supported enterprises d) Non-profit organizations	1	CO4	K3	PO2
viii	Which of the following is a characteristic of successful start-ups? a) High fixed costs b) Scalable business models c) Dependence on a single product d) Lack of competitors	1	CO3	K1	PO3
ix	What is the purpose of a pitch deck? a) To register the company legally b) To present the business idea to investors c) To measure customer satisfaction d) To evaluate competitors	1	CO2	K2	PO2
x	What is a start-up primarily focused on? a) High growth and innovation b) Regular profits c) Employee welfare d) Stable market position	1	CO4	K3	PO1
xi	What does bootstrapping in a start-up mean? a) Taking a bank loan b) Self-funding the business c) Receiving venture capital funding d) Generating profit without investors	1	CO2	K3	PO1
xii	Disruption in a market often creates opportunities for new start-ups a) True b) False c) May be d) Can't Say	1	CO5	K2	PO2

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

CO1	Analyse the elements and process of MS Excel
CO2	Examine various kinds of MS Excel functions
CO3	Evaluate the utility of MS Excel across various research and analysis requirements
CO4	Develop various formats and measure the outcomes
CO5	Effective use of statistical skills required in financial markets across stock market, mutual funds, insurance and personal finance areas.

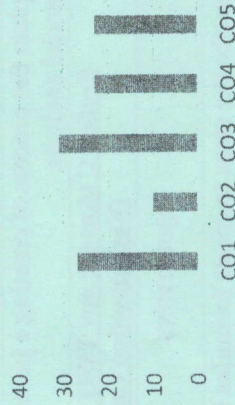
GRAPHICAL REPRESENTATION

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 & Management

Program: Bachelor of Business Administration (Capital Market)

Subject Name: MS Excel and Statistics for Financial Markets

Semester: I

Year: January, 2025

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 come under Unfair Means 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	What is the shortcut key to save a workbook in Excel? (a) Ctrl + A (b) Ctrl + S (c) Ctrl + V (d) Ctrl + P	01	CO1	K1
ii	Which function is used to find the largest value in a range of cells? (a) MAX (b) MIN (c) LARGE (d) AVERAGE	01	CO2	K1
iii	What is the use of the "Format Painter" in Excel? (a) To copy formulas (b) To apply conditional formatting (c) To copy cell formatting to another cell (d) To insert charts	01	CO1	K1
iv	What does the "VLOOKUP" function do? (a) Vertically searches for a value in a table (b) Horizontally searches for a value in a table (c) Calculates the sum of a range (d) Displays the maximum value in a range	01	CO2	K2
v	What does the PMT function calculate? (a) Principal amount of a loan	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 the use of tabs and ribbons in Excel with examples.	07	CO1	K2
3	Illustrate the steps to use Conditional Formatting in Excel.	07	CO3	K4
4	How do you create and apply custom date formats in Excel? Provide examples.	07	CO4	K3
5	Differentiate between VLOOKUP and HLOOKUP functions with examples.	07	CO2	K4
6	Describe how Excel's regression functions help in data analysis.	07	CO3	K5
7	Explain the process of creating a pivot table for financial analysis.	07	CO5	K3

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

Q. No.	QUESTIONS	Marks	COs	KL
8	Describe the steps to create formulas in Excel and discuss the importance of relative and absolute references.	15	CO1	K4
9	Discuss the significance of statistical functions in Excel for business research. Use examples like COUNTIF, AVERAGEIF, and CORRELATION.	15	CO5	K5
10	Create a report using Excel that demonstrates the financial functions PV, FV, and PMT. Explain their business applications.	15	CO4	K6
11	Develop a comprehensive guide for using Excel to format, sort, and filter large datasets effectively	15	CO3	K6

vi	(b) Periodic payment of a loan (c) Future value of an investment (d) Present value of an investment What is the default file extension for Excel workbooks? (a) .xls (b) .xlsx (c) .csv (d) .docx	01	CO1	K1
vii	Which function measures the central tendency in data (a) AVERAGE (b) MAX (c) COUNT (d) SUM	01	CO1	K1
viii	Name a feature used for conditional formatting in Excel. (a) Formula bar (b) Rule Manager (c) Quick Access Toolbar (d) Data Validation	01	CO3	K1
ix	What is the difference between a relative and an absolute reference in Excel? (a) Both adjust during formula copying (b) Relative adjusts while absolute remains fixed during copying (c) Both remain fixed during copying (d) Absolute adjusts while relative remains fixed	01	CO1	K1
x	Which tab in Excel contains the option for inserting charts? (a) Home (b) Insert (c) Data (d) View	01	CO4	K2
xi	What is the primary purpose of pivot tables? (a) To draw charts (b) To sort and filter data (c) To summarize and analyze large datasets (d) To format cells	01	CO3	K2
xii	What does "HLOOKUP" stand for in Excel? (a) Horizontal Lookup (b) Hyper Lookup (c) Huge Lookup (d) Hierarchical Lookup	01	CO2	K1

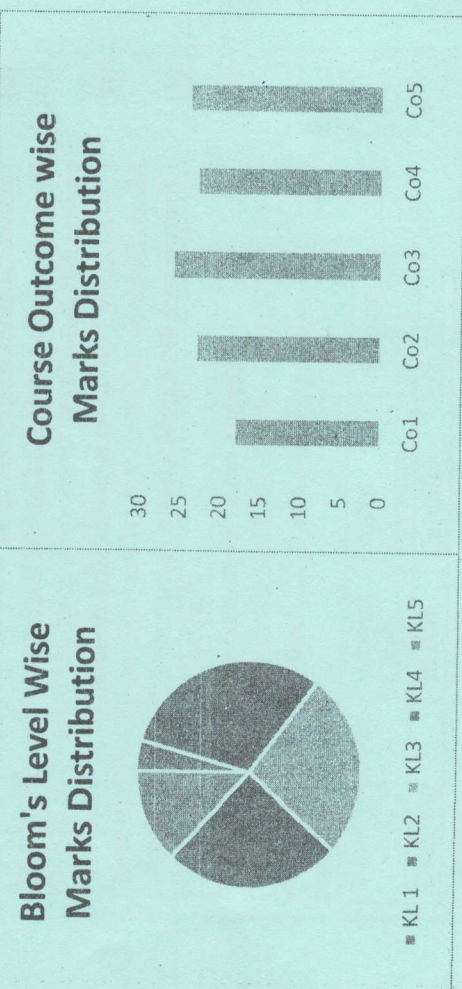
Branch	Bachelor of Business Administration	
Subject Name	Business Accounting - I	
	Semester	I
	Year	January, 2025
Time: 3 Hour Max. Marks : 70	<ul style="list-style-type: none"> Start writing from 2nd page onwards; don't Write on the 1st Page Backside Answer all Questions of Section A (Compulsory) Answer 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
	K2 : Understanding	K4 : Analysing
		K5 : Evaluating
		K6 : Creating

Section A (Each question Carry 01 Mark from Q1-i to xii) - 12 Marks		QUESTIONS	Marks	COs	KL
Q. N1	i	The process of recording, classifying and summarizing all business transactions in order to know the financial result is called - (a) Book - keeping (b) Accounting (c) Journalizing (d) None of these.	01	CO1	KL1
	ii	Cash, goods or assets invested by the proprietor in the business for earning profit is called- (a) Profit (b) Capital (c) Fixed assets (d) None of these.	01	CO1	KL1
	iii	Meaning of credibility of going concern is: (a) Closing of business (b) Opening of business (c) Continuing of business (d) None of these.	01	CO2	KL2
	iv	The entry which affects cash and bank column of a triple column cash book is known as - (a) Compound entry (b) Contra entry (c) Journal entry (d) None of these.	01	CO2	KL2
	v	The entry which is passed for bringing forward the balances of personal and Real Account as shown in the last year's balance sheet is called - (a) Closing entry (b) Journal entry (c) Opening entry (d) None of these.	01	CO1	KL2

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

CO1	Students will get to know about various accounting principles and policies and how it is implemented in the process of accounting
CO2	Students will learn how to records financial transaction in the books of accounts and also how to classify and summarize those data.
CO3	Students will learn about the reasons of disagreement between cash book and pass book balance and how it can be rectified with the help of a bank reconciliation statement. It will also help them to understand the impact of this disagreement on accounts.
CO4	Students will understand the basic concept of depreciation as per AS 6 and learn how to calculate the value of assets as it would be shown in the balance sheet for assessing the earning potential of a business.
CO5	Students will learn how the final accounts are prepared for non-corporate entities and how the learnt concepts can be used for the purpose of assessment of profit or loss and ascertainment of financial position for a given period.

GRAPHICAL REPRESENTATION



vi	The main purpose of preparing a bank reconciliation statement is? (a) To know the bank balance (b) To know the balance of bank statement (c) To correct the cash book (d) To identify causes of difference between cash book and bank statement	01	CO3	KL1
vii	Favourable balance means? (a) Credit balance in the cash book (b) Credit balance in Bank statement (c) Debit balance in cash book (d) both b and c	01	CO3	KL1
viii	Which of the following items is not a reason for difference between bank balance as per cash book and pass book? (a) Dishonoured check (b) Cheques deposited but not yet cleared (c) Credit-sales (d) Cheques issued but not yet presented for payment	01	CO3	KL2
ix	Depreciation is Charged on : (a) Current Assets (b) Fixed Tangible Assets (c) None of these (d) Both Current and Fixed Assets	01	CO4	KL1
x	Under which depreciation method the amount of depreciation expenses remains same throughout the useful life of a fixed asset (a) Straight line method (b) Reducing balance method (c) Number of units produced method (d) Machine hours method	01	CO4	KL2
xi	Outstanding salary is : (a) Real Account (b) Personal Account (c) Nominal Account (d) None of these	01	CO5	KL2
xii	If closing stock appear in side the trial balance than it will be appearing in : (a) Trading Account (b) Balance Sheet (c) Profit and Loss Account (d) Trading A/c & Balance Sheet	01	CO5	KL3

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

Q. No.	QUESTIONS	Marks	Cos	KL
2	What is depreciation? State the reasons for providing depreciation.	07	CO4	KL2
3	Overdraft balance shown by the bank column in the cash book of Mr. Vivek is Rs. 45,000. Prepare Bank Reconciliation statement as on December 31, 2024: (i) Interested on investment collected by the bank and credited in the pass book Rs. 1,500. (ii) Cheques deposited into bank but not yet collected Rs. 7,500. (iii) Interest charged by bank on overdraft balance Rs.1,850. (iv) Cheque issued but not presented for payment Rs. 11,350. (v) Received a payment directly from a customer into bank account Rs.12,500. (vi) Cheques recorded in the cash book but not sent to the bank for collection was Rs.17,500. (vii) Bank charges debited as per pass book Rs.500.	07	CO3	KL4
4	What is cash book? Write the advantages of cash book.	07	CO2	KL3
5	Prepare two column cash book from the following information: June 1 Cash in hand Rs. 2,800 June 1 Cash at bank 7,000 June 10 Discounted a bill of exchange at 1% through bank Rs. 5,000 June 14 cash sales Rs.6,000 June 20 paid rent Rs. 3,000 June 25 Bank charges Rs.700 June 30 Withdrawn from bank for personal use Rs.1,500 June 30 Purchases goods on credit from Vinay Rs.4,000	07	CO2	KL3
6	What is trial balance? Explain its objective.	07	CO5	KL2
7	Pass the Journal entries for the following:- (i) Received Rs. 20,000 from Subhash, which were written off as bed debts in the previous year (ii) Salary due to clerks Rs.50,000	07	CO2	KL4

- (iii) Charge interest on drawings Rs.8,000
- (iv) Provide 12% interest on capital amounting to Rs.10,00,000
- (v) Purchased goods for Rs.5,00,000 form Chahuan Traders at 20% Trade discount.
- (vi) Sold goods to Pushkar Bros for Rs.3,20,000.
- (vii) Paid for advertisement Rs.20,000 by cheque.

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

Q. No.	QUESTIONS	Marks	COs	KL																								
8	What is Bank Reconciliation Statement? Explain need and importance of Bank Reconciliation Statement.	15	CO3	KL3																								
9	Explain these accounting concepts: (a) Business Entity Concept (b) Accounting Period Concept (c) Dual Aspect Concept (d) Matching Concept (e) Accrual Concept	15	CO1	KL2																								
10	On 1 st January, 2016 A Ltd. Purchased Machine for Rs.2,40,000 and spent Rs. 10,000 on its erection. On 1 st July, 2016, on additional Machinery costing Rs. 1,00,000 was purchased on 1 st July, 2018 the machine purchased on 1 st January, 2016 was sold for RS.1,43,000 and in the same date, a new Machine was purchased at a cost of Rs.2,00,000. Show the Machinery Account for the First Four calendar years after charging Depreciation at 5% p.a. by the straight-line method.	15	CO4	KL4																								
11	From following Trial Balance of Ram Kumar prepare Trading and Profit and Loss Account for the year ended on 31 st March, 2023 and a Balance Sheet as at date: -	15	CO5	KL5																								
	<table border="1"> <thead> <tr> <th>Debit Balances</th> <th>Amount (Rs.)</th> <th>Credit Balances</th> <th>Amount (Rs.)</th> </tr> </thead> <tbody> <tr> <td>Drawing</td> <td>10,000</td> <td>Capital</td> <td>50,000</td> </tr> <tr> <td>Debtor</td> <td>24,000</td> <td>Creditor</td> <td>16,000</td> </tr> <tr> <td>Interest on Loan</td> <td>300</td> <td>6% Loan</td> <td>10,000</td> </tr> <tr> <td>Cash</td> <td>3,000</td> <td>Provision for Bad debts</td> <td>1,000</td> </tr> <tr> <td>wages</td> <td>6,000</td> <td>Sales</td> <td>1,16,000</td> </tr> </tbody> </table>	Debit Balances	Amount (Rs.)	Credit Balances	Amount (Rs.)	Drawing	10,000	Capital	50,000	Debtor	24,000	Creditor	16,000	Interest on Loan	300	6% Loan	10,000	Cash	3,000	Provision for Bad debts	1,000	wages	6,000	Sales	1,16,000			
Debit Balances	Amount (Rs.)	Credit Balances	Amount (Rs.)																									
Drawing	10,000	Capital	50,000																									
Debtor	24,000	Creditor	16,000																									
Interest on Loan	300	6% Loan	10,000																									
Cash	3,000	Provision for Bad debts	1,000																									
wages	6,000	Sales	1,16,000																									

Opening Stock	16,700	Purchases	1,000
		Returns	
Computer	10,000	Discount	2,600
Bank	7,500	B/P	8,000
Furniture	20,000	Commission	1,500
Carriage outward	4,500		
Carriage inward	5,000		
Salaries	12,000		
Rent	8,000		
Bad debts	600		
Purchases	60,000		
Sales Returns	2,000		
Advertisement	4,500		
Insurance Premium	2,000		
B/R	10,000		
Total	<u>2,06,100</u>		<u>2,06,100</u>

Adjustments: -

- (i) Depreciate Furniture by 5% and Computer by 10%.
- (ii) Salaries Outstanding by Rs.1,200
- (iii) Insurance Premium is paid for the year ending 30th June 2023.
- (iv) Provision for Bad debts is to be maintained at 5% on Debtors.
- (v) Closing Stock Rs. 19,400.

ARKA JAIN University **NAAC GRADE A** **END SEM EXAMINATION**
 School of Commerce & Management

Program	Bachelor Of Business Administration (Capital Market/Digital Market)	
Subject Name	Managerial Economics	Semester I
		Year January, 2025

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 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
----------------------	--	---------------------------------	----------------------------------

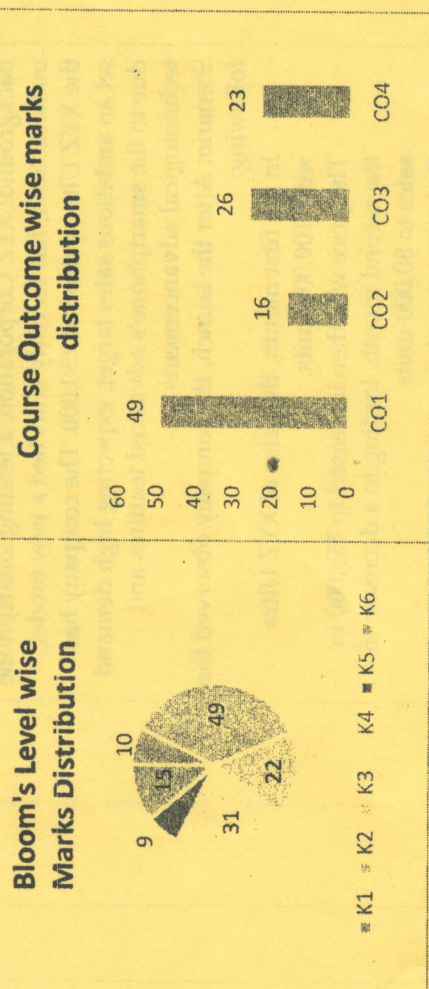
Section A (Each question Carry 01 Mark from Q1-i to xii) - 12 Marks			
Q. N 1	QUESTIONS	Marks	COs
i	Which of the following shifts the supply curve to the right? a) An increase in input costs b) Technological improvements in production c) An increase in the price of a substitute good d) Higher taxes on the product	01	CO1 K2
ii	In the short run, the shutdown condition for a firm is when: a) Price equals average variable cost b) Price is less than average fixed cost c) Price is less than average variable cost d) Marginal cost is greater than average total cost	01	CO3 K4
iii	Perfect competition assumes: a) A single seller dominates the market b) Many buyers and sellers with no influence on price c) High barriers to entry d) Price discrimination exists	01	CO3 K2
iv	In production theory, the term "fixed cost" refers to costs that: a) Vary with production levels b) Do not vary with production levels c) Increase exponentially with output d) Depend on variable cost proportions	01	CO2 K1

10	Analyse the Law of Demand in the above Case Study. What are the characteristics of a monopolistic competition market? How price and output is determined under Monopolistic Market? Explain in detail.	15	CO3	K2
11	Analyse the Elasticity of Demand with its types.	15	CO4	K4

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

Course Outcomes	CO1	CO2	CO3	CO4
Analyse the law of demand and supply and use in taking business decisions. They should be aware of the different exceptions to the law.				
Derive the combination of inputs (machines, unskilled labour, skilled labour, etc.) which maximizes profits. Students, given data on prices and costs, should be able to derive the optimal quantity of goods to produce.				
Derive the price to charge that maximizes profits under a variety of circumstances, including perfect and imperfect competition and when the firm can identify groups of consumers who are willing to pay different amounts.				
Understand how economic variables are interpreted, analysed through the use of various tools and techniques.				

GRAFICAL REPRESENTATION



v	The marginal cost curve always intersects the average total cost curve at: a) The maximum of the average total cost curve b) The minimum of the average total cost curve c) The beginning of the average total cost curve d) The end of the average total cost curve	01	CO2	K2
vi	The primary difference between monopoly and monopolistic competition is that: a) Monopolistic competition has fewer firms b) Monopolies face a downward-sloping demand curve, while firms in monopolistic competition do not c) Firms in monopolistic competition have differentiated products d) Monopolistic competition results in productive efficiency	01	CO3	K1
vii	A firm achieves maximum profit when: a) Marginal revenue equals marginal cost b) Price equals marginal cost c) Marginal cost is at its minimum d) Total revenue is at its maximum	01	CO3	K4
viii	If a product is habit-forming (e.g., cigarettes), its price elasticity of demand is likely to be: a) Perfectly elastic b) Perfectly inelastic c) Relatively elastic d) Relatively inelastic	01	CO1	K5
ix	The ability to store goods for future sales makes the price elasticity of supply: a) Perfectly inelastic b) More elastic c) Perfectly elastic d) Relatively inelastic	01	CO1	K2
x	Microeconomics primarily deals with: a) Aggregate demand and supply b) National income c) Individual consumer behaviour d) Inflation	01	CO1	K1
xi	Elasticity of demand measures: a) The responsiveness of demand to price changes b) Changes in production cost c) Market supply fluctuations d) Government policies on pricing	01	CO1	K2
xii	The primary difference between accounting cost and economic cost is: a) Accounting cost includes opportunity costs, but economic cost does not b) Economic cost includes implicit costs, while accounting cost does not c) Accounting cost is always greater than economic	01	CO4	K5

	cost			
	d) Economic cost excludes explicit costs			
Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	What factors can cause a shift in the demand curve for a product?	07	CO1	K4
3	What are the key characteristics of perfect competition?	07	CO3	K1
4	What is the law of diminishing marginal returns, and how does it impact production decisions?	07	CO2	K4
5	How do fixed costs and variable costs differ in the short run?	07	CO2	K2
6	What is the price elasticity of supply, and how is it measured?	07	CO1	K5
7	Explain the importance of Managerial Economics.	07	CO4	K2
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 economies of scale and diseconomies of scale. How do these concepts affect long-term decisions regarding the expansion of a firm's production capacity?	15	CO1	K2
9	Case Study on the Law of Demand: The Impact of Smartphone Prices Background: XYZ Corporation, a leading smartphone manufacturer, has recently launched a new model, the XYZ Ultra, priced at ₹50,000. The company has set an ambitious sales target, expecting high demand due to the smartphone's advanced features and technological advancements. Scenario: After the launch, the company observed the following: <ul style="list-style-type: none"> In the first month, the sales of XYZ Ultra were 100,000 units. The price was then increased to ₹55,000 in the second month, leading to a decrease in sales to 80,000 units. To boost sales, the company decided to offer a discount, reducing the price to ₹45,000 in the third month, which resulted in an increase in sales to 120,000 units. 	15	CO1	K6



ARKA JAIN University
Jharkhand



END SEM EXAMINATION
School of Commerce & Management

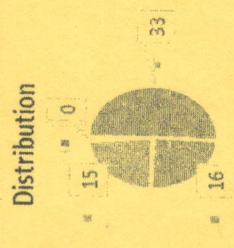
Program	Bachelor of Business Administration (Digital market / Capital market)	
Subject Name	Understanding India	
	Semester	I
	Year	January, 2025
Time: 1.5 Hour Max. Marks : 35	<ul style="list-style-type: none"> Start writing from 2nd page onwards; don't Write on the 1st Page Backside Answer all Questions of Section A (Compulsory) Answer Any Four out of Six of Section B Answer Any Two out of Four of Section C Possession of <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
	K2 : Understanding	K4 : Analysing
		K5 : Evaluating
		K6 : Creating

Section A (Each question Carry 01 Mark from Q1-i to xii) – 05 Marks		
Q. N1	QUESTIONS	Marks
i	According to Hindus, _____ is present in all forms of life: a) Atma b) Brahma c) Both a & b	01
ii	The Harappan scripts were: a) Alphabetic b) Pictographic c) Both a & b	01
iii	This freedom fighter was referred as the Sun-god by his followers: a) Birsu Munda b) Vishwanath Shahdev c) Tikait Umrao Singh d) Jatra Bhagat	01
iv	Gandhian ideologies were inspired by: a) Bhagvad Geeta b) Tolstoy c) Jainism d) All of the above	01
v	This year was considered as the "Year of Great Divide": a) 1925 b) 1930 c) 1921 d) 1935	01

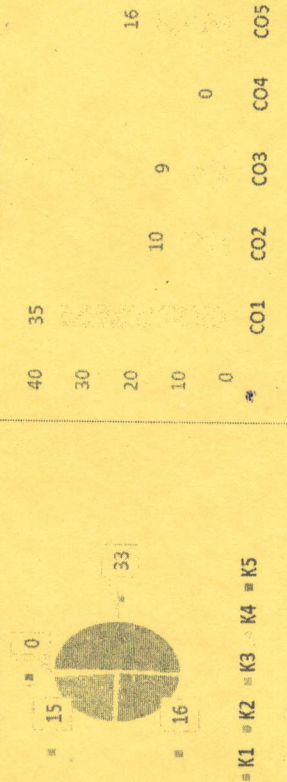
CO1	Understand the impact of historical events on present-day India
CO2	Apply constitutional principles to analyze societal rights and responsibilities
CO3	Evaluate the relevance of traditional Indian wisdom in modern contexts.
CO4	Assess the significance of diverse strategies in India's fight for independence
CO5	Critically examine the role of key leaders in shaping the trajectory of India's independence movement

GRAPHICAL REPRESENTATION

Bloom's Level Wise Marks Distribution



Course Outcome Wise Marks Distribution



Section B (Answer any TWO out of FIVE) – 10 Marks
(Each question Carry 05 Marks)

Q. No.	QUESTIONS	Marks	COs	KL
2	Briefly describe about two religions of India.	05	CO1	K1
3	Explain the importance of the Harappan Culture.	05	CO1	K2
4	Express your views on the Indian Education System.	05	CO3	K3
5	What was the importance of the Indian economy during the pre-Independence period?	05	CO1	K1
6	Write down about the concepts of Swaraj and Satyagraha.	05	CO5	K2

Section C (Answer any TWO out of FOUR) – 20 Marks
(Each question Carry 10 Marks)

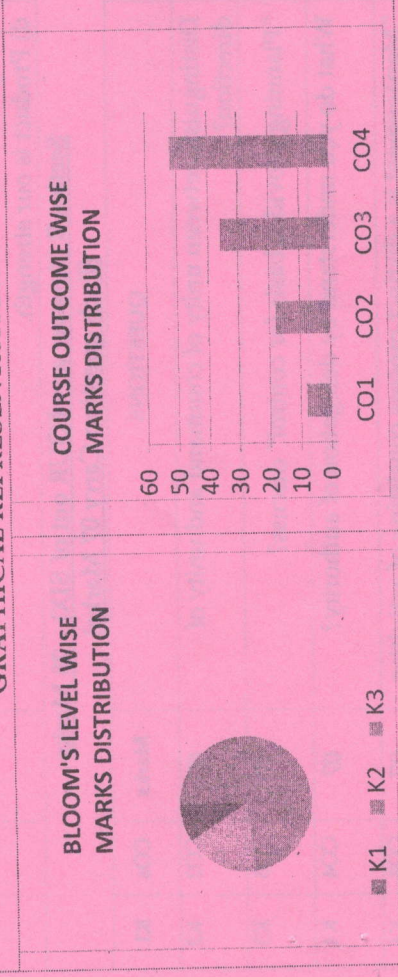
Q. No.	QUESTIONS	Marks	COs	KL
8	Explain in detail the contribution of Indian Freedom Fighters in gaining India's independence.	10	CO5	K1
9	What is your understanding about the Indian Constitution?	10	CO2	K2
10	Elaborate the geographical features of India.	10	CO1	K3
11	Write in detail about India's population and its growth prospects.	10	CO1	K1

• 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.

Time: 3 Hour Max. Marks : 70	K1 : Remembering K2 : Understanding	K3 : Applying K4 : Analysing	K5 : Evaluating K6 : Creating
------------------------------------	--	---------------------------------	----------------------------------

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

CO1	Identify the foundation terms and concepts that is commonly used in management.
CO2	Determine the essential elements for effective management practice.
CO3	Determine the relationship between management functions.
CO4	Demonstrate the roles, skills and functions of management.



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

Q. N	QUESTIONS	Marks	COs	KL
i	Henry Fayol, F.W.Taylor belongs to which of the following school of management? a) Neo-classical School b) Modern School c) Classical School d) Early Perspective	01	CO1	K1
ii	_____ involves a series of steps to be taken to accomplish desired goals? a) Values b) Techniques c) Programs d) Actions	01	CO1	K2
iii	Find correct one which cannot be delegated? a) Responsibility and accountability b) Authority and Responsibility c) Accountability and Responsibility d) All of the above	01	CO1	K2
iv	In the words of ".....", means knowing exactly what you want men to do and seeing that they do it in the best and cheapest way". Find the above blank with right option. a) Henry Fayol, Management b) F.W. Taylor, Scientific Management c) Harold Koontz, Administrative Management d) Douglas McGregor, Theory X and Theory Y	01	CO1	K1
V	Which of the following scientific management is violation of Unity of Command?	01	CO2	K2

vi	<p>a) Differential piece wage system</p> <p>b) Fatigue study</p> <p>c) Functional Foremanship</p> <p>d) Simplification of work</p> <p>..... among the following was the first to identify four functions of management.</p> <p>a) Henry Fayol.</p> <p>b) F.W.Taylor</p> <p>c) Max Weber</p> <p>d) Harold Koontz</p>	01	CO1	K2
vii	<p>" Authority is undermined, discipline in jeopardy, order disturbed and stability threatened".</p> <p>Above statement is the violation of one of the principles of management.</p> <p>a) Unity of direction b) Discipline</p> <p>c) Unity of command d) Stability of Personnel</p> <p>Which of the following is the most suitable example for principle of Centralization and Decentralization'</p> <p>a) Manager should not fall in the temptation of misusing his/her powers for personal gains.</p> <p>b) Panchayats in India have been given more powers to decide spend fund for welfare of people of their village.</p> <p>c) Company has suggestion box system to encourage suggestions from</p> <p>d) Personnel should be given reasonable time to show results.</p>	01	CO2	K2
viii	<p>Which of the following is the most suitable example for principle of Centralization and Decentralization'</p> <p>a) Manager should not fall in the temptation of misusing his/her powers for personal gains.</p> <p>b) Panchayats in India have been given more powers to decide spend fund for welfare of people of their village.</p> <p>c) Company has suggestion box system to encourage suggestions from</p> <p>d) Personnel should be given reasonable time to show results.</p>	01	CO1	K1
ix	<p>Direction is a _____ function performed by all the managers at all levels of the organization.</p> <p>a) Managerial</p> <p>b) Organizational</p> <p>c) Both (A) and (B)</p> <p>d) None of the above</p>	01	CO1	K1
x	<p>Management should find the one best way to perform a task. Which technique of management states that:</p> <p>a) Time study</p> <p>b) Motion study</p> <p>c) Fatigue study</p> <p>d) Method study</p>	01	CO1	K1
xi	<p>Which of following statement justifies understanding of Principles of Management helps in taking scientific decisions</p> <p>a) Adherence to these principles and add to knowledge and understanding of managerial situations.</p>	01	CO2	K2

ii	<p>b) Principles emphasis logic rather than blind faith.</p> <p>c) Principles of management are at the core of the management theory</p> <p>d) Principles are guidelines that can be modified as per the changing environment</p> <p>Espirit de corps means _____.</p> <p>a) Union is strength.</p> <p>b) Service is our motto.</p> <p>c) Buyer beware.</p> <p>d) Product is our strength.</p>	01	CO1	K1
Section B (Answer any FOUR out of SIX) – 28 Marks (Each question Carry 07 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
2	Distinguish between unity of command and unity of direction?	07	CO2	K2
3	"Planning provides basis for control" discuss?	07	CO3	K3
4	What do you understand by delegation of authority?	07	CO4	K4
5	"Management is a distinct process consisting of activities of planning, organizing, staffing, directing, controlling in order to attain the objectives of the organization" comment on the statement?	07	CO3	K4
6	Explain the 'Hierarchy of needs - Maslow theory?	07	CO3	K4
7	Explain the importance of directing in an organization?	07	CO2	K3
Section C (Answer any TWO out of FOUR) – 30 Marks (Each question Carry 15 Marks)				
Q. No.	QUESTIONS	Marks	COs	KL
8	Discuss the merits and demerits of line and staff organization?	15	CO4	K5
9	Bring out the factors affecting centralization and decentralization? Also highlight the merits and demerits of centralization and decentralization with examples?	15	CO4	K4
10	Explain the steps in the process of controlling?	15	CO3	K3
11	What is planning? Explain the various steps involved in planning?	15	CO4	K5

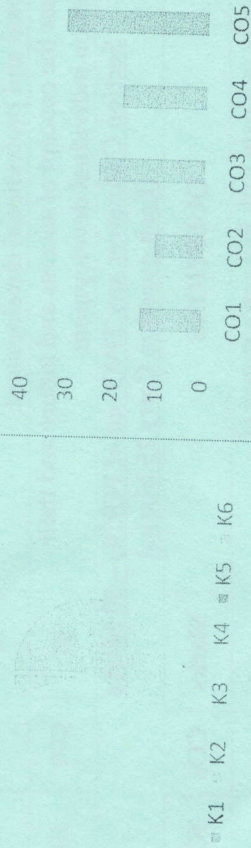
CO- Course Outcomes, KL- Knowledge Level, PO – Program Outcome

CO1	Make use of techniques for self-awareness and self-development
CO2	Apply business etiquette skills effectively for life success of self & others.
CO3	Possess knowledge of the concept of Self-awareness and Self Development.
CO4	Individually or in-group class presentations pertaining to the applications of concepts, theories or issues in human development.

GRAPHICAL REPRESENTATION

Bloom's Level wise Marks Distribution

Course Outcome Wise Marks Distribution



29/01/25



ARKA JAIN University
Jharkhand



END SEM EXAMINATION
School of Commerce and Management

Program **Bachelor of Business Administration**

Subject Name **Behavioral Science & Human Values**

Semester **I**
Year **January, 2025**

- 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

Time: 3 Hour
Max. Marks: 70

• 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 xii) – 12 Marks

Q. N	QUESTIONS	Marks	COs	KL
i	Professional grooming is primarily about: a) Physical appearance only b) Personal and professional presentation c) Academic knowledge d) Dressing formally for social occasions	01	CO1	K3
ii	Aggressive behavior can be described as: a) Dominating and hostile b) Passive and withdrawn c) Calm and confident d) Open and communicative	01	CO2	K3
iii	Self-esteem refers to: a) How others perceive you b) Your overall sense of self-worth c) The ability to manage others' emotions d) Physical appearance	01	CO2	K2
iv	Body language is best defined as: a) Verbal communication b) Non-verbal cues expressed through gestures and posture c) Facial expressions alone d) Written expressions	01	CO4	K4

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

Q. No.	QUESTIONS	Marks	COs	KL
2	Discuss Freud's psychoanalytic theory of personality development and its relevance in understanding behavior.	07	CO1	K3
3	Explain different types of personality disorders in workplace settings.	07	CO2	K3
4	Analyze the concept and development of lateral thinking and its significance in problem-solving.	07	CO2	K2
5	Explain the different components of body-language effective in communication	07	CO3	K4
6	What are SMART goals? Explain their significance in personal and professional development.	07	CO4	K3
7	Discuss the concept of success and failure and their impact on individual development.	07	CO2	K2

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

Q. No.	QUESTIONS	Marks	COs	KL
8	Critically evaluate Erik Erikson's stages of psychological development in the context of personality development.	15	CO3	K5
9	What is the difference between aggressive, submissive & assertive behavior?	15	CO1	K4
10	Discuss the relevance of SWOT analysis in personality development. Explain how this tool can help individuals make informed career decisions.	15	CO2	K3
11	Define personality traits and types, and discuss how personality disorders can impact an individual's personal and professional life.	15	CO1	K5

v	A key trait of a good leader is: a) Dominance over subordinates b) Ability to inspire and motivate others c) Avoidance of conflicts d) Focusing on individual tasks	01	CO3	K4
vi	Psychometric analysis is used for: a) Measuring an individual's emotional intelligence b) Evaluating physical health c) Assessing financial status d) Understanding market trends	01	CO2, CO3	K3
vii	SMART goals are characterized by: a) Simple, Measurable, Active, Rational, and Timely b) Specific, Measurable, Achievable, Relevant, and Time-bound c) Structured, Modern, Accountable, Reliable, and Transparent d) Strategic, Manageable, Accurate, Realistic, and Tangible	01	CO3	K2
viii	Professional ethics primarily refer to: a) Personal hobbies and interests b) Guidelines and principles governing workplace behavior c) Social etiquette outside work d) Academic achievements	01	CO2	K4
ix	Lateral thinking focuses on: a) Solving problems creatively b) Analyzing past experiences c) Following traditional approaches d) Prioritizing routine tasks	01	CO4	K4
x	Which of the following is NOT a factor influencing personality? a) Family background b) Physical appearance c) Time management d) Social environment	01	CO1	K3
xi	Professional grooming emphasizes: a) Enhancing personal and professional presentation b) Preparing for casual social events c) Building technical expertise d) Focusing on teamwork	01	CO4	K2
xii	Which of these is NOT a personality trait? a) Introversion b) Optimism c) Confidence d) Metabolism	01	CO1	K4