



School of General Education  
Session: 2020-21(Summer Semester)  
B. Voc. Program, V Semester  
End Sem. Examination

Course Code: GEN1501  
Course Name: Advanced Communication Skills

Set A

Time: 2 Hours

Max. Marks: 50

Section – A

10X01 = 10 Marks

- Q1. Write the correct meaning of the term 'lacuna'.  
(a) That's all (b) A missing part  
(c) Enough (d) Nothing more
- Q2. The writer of the poem, *Where the Mind is Without Fear* is \_\_\_\_\_.  
(a) Rabindranath Tagore (b) Mulk Raj Anand  
(c) R. K. Narayan (d) Anita Desai
- Q3. Write the correct meaning of 'seista'.  
(a) Insomnia (b) Hibernation  
(c) A short nap (d) Slumber
- Q4. What is the meaning of a précis?  
(a) To write a paragraph (b) To write in own words  
(c) To write meaning (d) To write a concise summary of essential points
- Q5. Fill in the blank with the correct coordinating conjunction:  
We went to the park, \_\_\_\_\_ we did not have time for the museum.  
(a) and (b) or  
(c) nor (d) but
- Q6. The story, *The Cherry Tree* is written by:  
(a) Robert Frost (b) Ruskin Bond  
(c) Robert Browning (d) William Wordsworth
- Q7. The meaning of the idiom, *out of the blue* is:  
(a) Happens unexpectedly (b) Higher than the sky  
(c) Many times (d) Once upon a time
- Q8. In the story *The Cherry Tree*, the first cherries were \_\_\_\_\_.  
(a) sweet (b) sour  
(c) bitter (d) tasteless
- Q9. *Daffodils* is written by \_\_\_\_\_.  
(a) Charles Dickens (b) Ruskin Bond  
(c) William Wordsworth (d) Rabindranath Tagore
- Q10. Choose the correct preposition to complete the following sentence:  
The shops open \_\_\_\_\_ nine.  
(a) In (b) On  
(c) At (d) Upon

Section – B

04X04 = 16 Marks

- Q11. Answer with reference to the context:  
*Nothing is lucky if you put it away. If you want luck, you must put it to some use.*
- Q12. Complete the following conditional sentences:  
(a) If you practice your English often,.....



## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

- (b) If I looked like him, .....
- (c) If he had asked me for the pen, .....
- (d) He gets very angry .....

**Q13.** Explain the given lines with reference to the context:

*Continuous as the stars that shine*

*And twinkle on the milky way,*

*They stretched in never-ending line*

*Along the margin of a bay:*

**Q14.** Change the words in bracket into a contraction.

- (a) ..... (we are) going to the fair this weekend.
- (b) He said that he ..... (would not) go with me.
- (c) ..... (it is) time to go to bed.
- (d) Do you think .....(you will) have fun at the party.

### Section – C

04X06 = 24 Marks

**Q 15.** Write the summary of the short story *The Cherry Tree*.

**Q 16.** Write the summary of the poem *Daffodils*.

**Q 17.** Read the passage given below and answer the questions that follow:

Scientists know many things about the Sun. They know how old it is. The Sun is more than 4½ billion years old. They also know the Sun's size. The Sun may seem small, but that is because it is so far away. It is about 93 million miles (150 million kilometers) away from the

Earth. The Sun is so large that the diameter of the Sun is 109 times the Earth's diameter. The Sun also weighs as much as 333,000 Earths. The Sun is the center of our Solar System. Besides the Sun, the Solar System is made up of the planets, moons, asteroid belt, comets, meteors, and other objects.

- (a) How old is the sun?
- (b) Why does the sun seem small?
- (c) What is the distance of the sun from the Earth?
- (d) What is there at the center of the Solar System?
- (e) What is the solar system made up of?
- (f) Give a suitable title to the passage.

**Q18.** Write a paragraph on *Importance of Library*.

\*\*\*\*\*





Q9. Daffodils is written by \_\_\_\_\_.

- (a) Charles Dickens (b) Ruskin Bond  
(c) **William Wordsworth** (d) Rabindra Nath Tagore

Q10. Choose the correct preposition to complete the following sentence:

The shops open \_\_\_\_\_ nine.

- (a) In (b) On  
(c) **At** (d) Upon

**Section – B**

04X04 = 16 Marks

Q11. Answer with reference to the context:

*Nothing is lucky if you put it away. If you want luck, you must put it to some use.*

**Ans.** Grandfather said this to Rakesh. Rakesh's grandfather was referring to the cherry seed that Rakesh had with him. Rakesh put it to some use by planting it into the ground.

Q 12. Complete the following conditional sentences:

- (a) If you practice your English often, **you will improve.**  
(b) If I looked like him, **I would be very happy.**  
(c) If he had asked me for the pen, **I would have given it to him.**  
(d) He gets very angry **if you talk too loud.**

Q13. Explain the given lines with reference to the context:

*Continuous as the stars that shine  
And twinkle on the milky way,  
They stretched in never-ending line  
Along the margin of a bay:*

**Ans.** In the stanza, the speaker goes into more detail about the daffodils. The daffodils were numerous in number. They seemed to stretch in an endless line. The poet felt as if they were like the twinkling stars in the Milky Way. Clearly, the poet has been profoundly enchanted by the daffodils' beauty, accentuated by their alternating swaying movements. The flowers, appearing full of life and beauty, have un-fettered the poetic imagination of Wordsworth.

Q14. Change the words in bracket into a contraction.

- (a) **We're** (we are) going to the fair this weekend.  
(b) He said that he **wouldn't** (would not) go with me.  
(c) **It's** (it is) time to go to bed.  
(d) Do you think **you'll** (you will) have fun at the party.

**Section – C**

04X06 = 24 Marks

**Q 15.** Write the summary of the short story *The Cherry Tree*.

Ans. Rakesh, the protagonist, digs the ground with a spade and plants a seed of a cherry tree in his grandfather's garden in Mussoorie. The plant is in the corner of the garden protected from wind and snow. However, soon Rakesh forgets about the seed and gets busy listening to his grandfather's stories and reading newspapers for him. Meanwhile, the seed continues to grow. Winter passes and spring arrives. One day, Rakesh is observing the bird when he suddenly notices the plant which has grown into a twig with one or two leaves. He realizes the cherry that he had planted a year ago.

Rakesh shows his grandfather the cherry twig. Grandfather advises Rakesh to take care of the plant now and water it. Rakesh also circles the plant with some pebbles for protection. Now, Rakesh's interest is stoked. Every morning he observes the plant's growth but is left disappointed with its slow rate.

Now the monsoon season approaches and the cherry plant grows faster and it makes Rakesh excited. The following summer Rakesh goes home to his parents. He works on his farm and helps his parents in sowing and planting crops. By the end of the monsoon, he is back with his grandfather. He has grown up and so has his cherry tree. It has come up to his chest. Rakesh is getting more attached to his tree now and waters it every day.

Once Rakesh witnesses an insect on the tree but he doesn't try and swat it away as he considered it the tree's first friend. Next, he sees a hairy caterpillar feeding on the leaves of the tree. Rakesh hauls it and places it on some dry leaves to protect the cherry leaves. When winter arrives, the plant bulges under the weight of the falling snow. It snows so much that the road from the valley gets covered with snow for several days. Grandfather grows frustrated because he could not get his newspapers as the roads are blocked. Consequently, his stories also have sad endings now.

Rakesh turns nine in February and the cherry tree turns four years. It almost reaches up to his head now. One day, his grandfather sees some pink flowers on the cherry tree. For Rakesh, it is nothing short of a miracle. The next spring there are more flowers. Birds and bees start drinking its nectar and the tree grows taller than him. Soon, Rakesh turns 10 and the cherry tree turns 5. Rakesh starts enjoying books along with his grandfather's stories. There are more birds and even more flowers.

Finally, the next summer brings the first fruits. But when Rakesh eats them, they were sour instead of sweet. Grandfather consoles Rakesh and tells him that the cherries would develop into tastier fruit the following year. One evening Rakesh asks his grandfather about the thing that made the tree. His grandfather replied that the efforts they put in to nurture the plant made it special. Rakesh admires the bark and leaves of his cherry tree, his own creation. Rakesh was so mesmerized by it that he considers it to be a manifestation of God. He imagines that it was what God must feel about his creations.

**Q 16.** Write the summary of the poem *Daffodils*.

Ans. A great lover of nature, William Wordsworth, had once wandered aimlessly just like a cloud floats in the sky. He had suddenly come across countless golden daffodils by the side of a lake. Those golden daffodils were fluttering and dancing in the air, appearing like stars twinkling in the sky.



The poet compares the golden daffodils with the stars that shine and twinkle in the sky. The poet feels the number of the daffodils as never-ending as the stars in the Milky Way.

The waves of the lake are also dancing but the dance of the daffodils surpassed the dance of the waves in happiness. The poet is wonderfully delighted in such a pleasant company. According to the poet, he could scarcely realize that he was collecting a treasure in his mind.

As time went on the poet found himself in the vacant or pensive mood but the beautiful sight of the golden daffodils began appearing in his mind and that recollection filled the poet's heart with extraordinary delight.

In a nutshell, the poem exemplifies how William Wordsworth, a pantheist, derive extraordinary bliss in the most ordinary things.

**Q 17.** Read the passage given below and answer the questions that follow:

Scientists know many things about the Sun. They know how old it is. The Sun is more than 4½ billion years old. They also know the Sun's size. The Sun may seem small, but that is because it is so far away. It is about 93 million miles (150 million kilometers) away from the Earth. The Sun is so large that the diameter of the Sun is 109 times the Earth's diameter. The Sun also weighs as much as 333,000 Earths. The Sun is the center of our Solar System. Besides the Sun, the Solar System is made up of the planets, moons, asteroid belt, comets, meteors, and other objects.

(a) How old is the sun?

**Ans. The Sun is more than 4½ billion years old.**

(b) Why does the sun seem small?

**Ans. The Sun seems small because it is so far away from the earth.**

(c) What is the distance of the sun from the Earth?

**Ans. The distance of the sun from the Earth is about 93 million miles (150 million kilometers) .**

(d) What is there at the center of the Solar System?

**Ans. The Sun is the center of our Solar System.**

(e) What is the solar system made up of?

**Ans. The Solar System is made up of the planets, moons, asteroid belt, comets, meteors, and other objects.**

(f) Give a suitable title to the passage. **The Sun**

**Q 18.** Write a paragraph on *Importance of Library*.

**Ans.** A library is a place where many books are kept. Most libraries are public and let people take the books to use in their home. Most libraries let people borrow books for several weeks. Some belong to institutions, for example, companies, churches, schools, and universities. Also a person's bookshelves at home can have many books and be a library. The people who work in libraries are librarians. Librarians are people who take care of the library.



School of General Education  
Session: 2020-21(Summer Semester)  
B. Voc. Program, V Semester,  
End Sem. Examination

Course Code: GEN1501  
Course Name: Advanced Communication Skills

Time: 2 Hours

Max. Marks: 50

**Instruction:**

1. All questions are compulsory.
2. The question paper comprises three sections A, B & C. Marks allotted are mentioned against each section.

Answer Key

Section – A

10X01 = 10 Marks

**Q1.** Choose the correct spelling:

- ( a ) Tution ( b ) Tusion  
( c ) Tuision ( d ) **Tuition**

**Q2.** Complete the line as given in the poem- *Where the Mind is Without Fear*.

Into that heaven of \_\_\_\_\_, my Father, let my country awake.

- ( a ) Fear ( b ) **Freedom**  
( c ) Love ( d ) Peace

**Q3.** Write the correct meaning of 'plethora'.

- ( a ) Anything in scarcity ( b ) **Anything in overabundance**  
( c ) Insufficient ( d ) Shortage

**Q4.** The approximate length of a précis should be:

- ( a ) 1/5 of the passage ( b ) 1/4 of the passage  
( c ) 1/2 of the passage ( d ) **1/3 of the passage**

**Q5.** Fill in the blank using the suitable subordinating conjunction:

I have prepared a summary chart \_\_\_\_\_ you can understand conjunctions better.

- ( a ) **so that** ( b ) if  
( c ) since ( d ) until

**Q6.** The name of the boy in the story, *The Cherry Tree* was:

- ( a ) Rahul ( b ) Raman  
( c ) Rajan ( d ) **Rakesh**

**Q7.** The meaning of the idiom, *out of the blue* is:

- ( a ) **Happens unexpectedly** ( b ) Higher than the sky  
( c ) Many times ( d ) Once upon a time



Q8. In the story 'The Cherry Tree', where did Rakesh live?

- (a) In the forest. (b) **In the Himalayan foothills.**  
(c) In the Rocky Mountains. (d) In the city.

Q9. . *Where the mind is without Fear* is written by \_\_\_\_\_.

- (a) Charles Dickens (b) Ruskin Bond  
(c) William Wordsworth (d) **Rabindra Nath Tagore**

Q10. Choose the correct preposition to complete the following sentence:

The bus leaves \_\_\_\_\_ 8.45 p.m.

- (a) In (b) **At**  
(c) On (d) Upon

### Section B

04X04 = 16 Marks

Q11. Answer with reference to the context:

'We planted it ourselves and that's why it's special'.

**Ans.** Grandfather said this to Rakesh. Rakesh asked grandfather that why did he like the cherry tree so much that he wanted to see it only, when there were so many trees in the forest. Grandfather told Rakesh that the tree was special because they planted it themselves.

Q 12. Complete the following conditional sentences:

- (a) If we had taken the earlier train, **we would have arrived on time.**  
(b) If I take more classes, **I will do better in the test.**  
(c) I will earn a lot of money **if I get that job.**  
(d) If she had practiced speaking, **she would have passed the exam.**

Q13. Explain the given lines with reference to the context:

*They flash upon that inward eye*

*Which is the bliss of solitude;*

*And then my heart with pleasure fills,*

*And dances with the daffodils.*

**Ans.** This pleasant encounter with the daffodils by the lake remained dormant in the poet's sub-conscious mind. When he was lonely or his spirits were low, the memory of his encounter with the daffodils would surface, plunging his mind with immense pleasure. Thus, the scene remained as a priceless treasure and an in-exhaustible source of joy for the poet.



Q14. Change the words in bracket into a contraction.

- (a) You **won't** (will not) have time to complete the project.
- (b) **There's** (there is) never enough money to pay the bills.
- (c) The answer **wasn't** (was not) correct.
- (d) **Let's** (Let us) go home.

Section – C

04X06 = 24 Marks

Q 15. Write the story of *The Cherry Tree* in your words.

Ans. Rakesh, the protagonist, digs the ground with a spade and plants a seed of a cherry tree his grandfather's garden in Mussoorie. The plant is in the corner of the garden

protected from wind and snow. However, soon Rakesh forgets about the seed and gets busy listening to his grandfather's stories and reading newspapers for him. Meanwhile, the seed continues to grow. Winter passes and spring arrives. One day, Rakesh is observing the bird when he suddenly notices the plant which has grown into a twig with one or two leaves. He realizes the cherry that he had planted a year ago.

Rakesh shows his grandfather the cherry twig. Grandfather advises Rakesh to take care of the plant now and water it. Rakesh also circles the plant with some pebbles for protection. Now, Rakesh's interest is stoked. Every morning he observes the plant's growth but is left disappointed with its slow rate.

Now the monsoon season approaches and the cherry plant grows faster and it makes Rakesh excited. The following summer Rakesh goes home to his parents. He works on his farm and helps his parents in sowing and planting crops. By the end of the monsoon, he is back with his grandfather. He has grown up and so has his cherry tree. It has come up to his chest. Rakesh is getting more attached to his tree now and waters it every day.

Once Rakesh witnesses an insect on the tree but he doesn't try and swat it away as he considered it the tree's first friend. Next, he sees a hairy caterpillar feeding on the leaves of the tree. Rakesh hauls it and places it on some dry leaves to protect the cherry leaves. When winter arrives, the plant bulges under the weight of the falling snow. It snows so much that the road from the valley gets covered with snow for several days. Grandfather grows frustrated because he could not get his newspapers as the roads are blocked. Consequently, his stories also have sad endings now.

Rakesh turns nine in February and the cherry tree turns four years. It almost reaches up to his head now. One day, his grandfather sees some pink flowers on the cherry tree. For Rakesh, it is nothing short of a miracle. The next spring there are more flowers. Birds and bees start drinking its nectar and the tree grows taller than him. Soon, Rakesh turns 10 and the cherry tree turns 5. Rakesh starts enjoying books along with his grandfather's stories. There are more birds came and even more flowers.

Finally, the next summer brings the first fruits. But when Rakesh eats them, they were sour instead of sweet. Grandfather consoles Rakesh and tells him that the cherries would develop into tastier fruit the following year. One evening Rakesh asks his grandfather about the thing that made the tree. His grandfather replied that the efforts they put in to nurture the plant



made it special. Rakesh admires the bark and leaves of his cherry tree, his own creation. Rakesh was so mesmerized by it that he considers it to be a manifestation of God. He imagines that it was what God must feel about his creations.

**Q 16.** Write the summary of the poem *Where the Mind is Without Fear*.

**Ans.** The poet is talking about a nation which he wishes for humanity. He wishes for an independent nation (he is actually talking about India as he wrote the poem during Indian freedom struggle.). He wishes for a nation where people are confident, where people do not just rely on blind beliefs and where people's thoughts must be encouraged. He wishes for a nation without discrimination (of caste, gender, creed, etc.,) and everybody are treated equally. He wishes for a nation where knowledge is available for everyone.

And at last he prays to God so that his wishes would come true.

**Q 17.** Read the passage given below and answer the questions that follow:

Bees live in a house that is called a hive. There are three kinds of bees: workers, drones, and queens. Only one queen bee can live in each hive. If she is lost or dead, the other bees will stop their work. Bees are very wise and busy little creatures. They all join together to build cells of wax for their honey. Each bee takes its proper place and does its own work. Some go out and gather honey from the flowers; others stay at home and work inside the hive. It is not safe for children to handle bees. Bees have a painful sting that they use in their defense.

(a) Bees live in a **hive**.

(b) Name the three kinds of bees who live in a hive?

**Ans. The three kinds of bees who live in a hive are workers, drones, and queens.**

(c) Find a word from the passage which means: *to collect* - **Gather**

(d) How many queen bees live in a hive?

**Ans. Only one queen bee can live in each hive.**

(e) What will happen if queen bee is lost or dead?

**Ans. If queen bee is lost or dead, the other bees will stop their work.**

(f) Why is it not safe for the children to handle bees?

**Ans. It is not safe for the children to handle bees because bees have a painful sting that they use in their defense.**

**Q 18.** Write a paragraph on *Value of Skill Education*.

**Ans.** Skill education or Vocational Education and Training also called Career education and Technical Education & Training, prepares learners for jobs that are based in manual or practical activities, traditionally non-academic and totally related to a specific trade, occupation or *vocation*, hence the term, in which the learner participates. It is sometimes referred to as *technical education*, as the learner directly develops expertise in a particular group of techniques or technology.

Generally, vocation and career are used interchangeably. Vocational education might be classified as teaching procedural knowledge. This may be contrasted with declarative knowledge, as used in education in a usually broader scientific field, which might



concentrate on theory and abstract conceptual knowledge, characteristic of tertiary education.

Vocational education can be at the secondary or post-secondary level and can interact with the apprenticeship system. Increasingly, vocational education can be recognised in terms of recognition of prior learning and partial academic credit towards tertiary education (e.g., at a university) as credit; however, it is rarely considered in its own form to fall under the traditional definition of a higher education.

Up until the end of the twentieth century, vocational education focused on specific trades such as for example, an automobile mechanic or welder, and was therefore associated with the activities of lower social classes. As a consequence, it attracted a level of stigma. Vocational education is related to the age-old apprenticeship system of learning.

However, as the labor market becomes more specialized and economies demand higher levels of skill, governments and businesses are increasingly investing in the future of vocational education through publicly funded training organizations and subsidized apprenticeship or traineeship initiatives for businesses.

\*\*\*\*\*



**BHARTIYA SKILL DEVELOPMENT UNIVERSITY**

School of General Education

Session: 2020-21 (Summer Semester)

B. Voc. Program, 5<sup>th</sup> Semester

End-Sem. Examination

Course Code: GEN 1502

*Set A*

Time: 2 Hours

Course Name: Quantitative Aptitude

Max. Marks: 50

- Instruction:** 1. Attempt all questions  
2. Calculator is strictly prohibited.  
3. Missing data if any can be suitably assumed.

**Section-A****10×01 = 10 Marks**

- Q1.** What is the place value of 5 in 3254710?  
(A) 5 (B) 10000  
(C) 50000 (D) 54710
- Q2.** The HCF of  $\frac{2}{3}$ ,  $\frac{8}{9}$ ,  $\frac{64}{81}$  and  $\frac{10}{27}$  is :  
(A)  $\frac{2}{3}$  (B)  $\frac{2}{81}$   
(C)  $\frac{160}{3}$  (D)  $\frac{160}{81}$
- Q3.** If  $\log_x 4 = \frac{1}{4}$ , then  $x$  equal to  
(A) 16 (B) 64  
(C) 128 (D) 256
- Q4.** If  $\frac{x-1}{x} = 3$ , then the value of  $1 + \frac{1}{x^2}$  is  
(A) 9 (B) 10  
(C) 11 (D) none of these
- Q5.**  $\sqrt{\frac{?}{169}} = \frac{54}{39}$   
(A) 108 (B) 324  
(C) 2916 (D) 4800
- Q6.** What will be the simplest form of the ratio 3 hours: 1 day?  
(A) 1:3 (B) 1:6  
(C) 1:8 (D) 1:25
- Q7.** 140% of 56 + 56% of 140 = ?  
(A) 78.4 (B) 87.4  
(C) 156.6 (D) 156.8

**Q8.** The C.P. of an article is 40% of the S.P. The percent that the S.P. is of C.P. is

- (A) 250 (B) 240  
(C) 60 (D) 40

**Q9.** The simple interest on Rs 1820 from March 9, 2012 to May 21, 2012 at 7.5% rate will be

- (A) 22.50 (B) 27.30  
(C) 28.80 (D) 29

**Q10.** Among five people with monthly income 15000, 26000, 16000, 19000 and 50000, how many will have income less than the mean income of five people?

- (A) 1 (B) 2  
(C) 3 (D) 4

**Section-B**

**04 × 04 = 16 Marks**

**Q11.** If  $a = \frac{4xy}{x+y}$ , find the value of  $\frac{a+2x}{a-2x} + \frac{a+2y}{a-2y}$ .

**Q12.** Evaluate:

- (i)  $\log_8 128$   
(ii)  $\log_{\sqrt{2}} 32$

**Q13.** Evaluate  $\sqrt{0.9}$  upto 3 places of decimal.

**Q14.** 13 chairs and 5 tables were bought for Rs 8280. If the average cost of a table be Rs 1227, what is the average cost of a chair?

**Section-C**

**04 × 06 = 24 Marks**

**Q15.** (a) Arrange the following fractions in ascending order

$$\frac{1}{2}, \frac{3}{8}, \frac{2}{3} \text{ and } \frac{4}{5}.$$

(b) Simplify:  $\frac{(893+786)^2 - (893-786)^2}{893 \times 786}$

**Q16.** If  $a:b = \frac{2}{9} : \frac{1}{3}$ ,  $b:c = \frac{2}{7} : \frac{5}{14}$  and  $d:c = \frac{7}{10} : \frac{3}{5}$ , then find

- (i)  $a : c$   
(ii)  $b : d$   
(iii)  $a : b : c : d$

**Q17.** If 50% of  $(x-y) = 30\%$  of  $(x+y)$ , then what percent of  $x$  is  $y$ ?

**Q18.** The simple interest on a sum of money is  $\frac{4}{9}$  of the principal. Find the rate percent and time, if both are numerically equal.

\*\*\*\*

**BHARTIYA SKILL DEVELOPMENT UNIVERSITY**

School of General Education

Session: 2020-21 (Summer Semester)

B. Voc. Program, 5<sup>th</sup> Semester

End-Sem. Examination

Course Code: GEN 1502

Course Name: Quantitative Aptitude

Time: 2 Hours

Max. Marks: 50

- Instruction:** 1. Attempt all questions  
2. Calculator is strictly prohibited.  
3. Missing data if any can be suitably assumed.

*Answer key***Section-A****10×01 = 10 Marks**

- Q1.** What is the place value of 5 in 3254710?  
(A) 5 (B) 10000  
(C) 50000 (D) 54710
- Q2.** The HCF of  $\frac{2}{3}$ ,  $\frac{8}{9}$ ,  $\frac{64}{81}$  and  $\frac{10}{27}$  is :  
(A)  $\frac{2}{3}$  (B)  $\frac{2}{81}$   
(C)  $\frac{160}{3}$  (D)  $\frac{160}{81}$
- Q3.** If  $\log_x 4 = \frac{1}{4}$ , then  $x$  equal to  
(A) 16 (B) 64  
(C) 128 (D) 256
- Q4.** If  $\frac{x-1}{x} = 3$ , then the value of  $1 + \frac{1}{x^2}$  is  
(A) 9 (B) 10  
(C) 11 (D) none of these
- Q5.**  $\sqrt{\frac{?}{169}} = \frac{54}{39}$   
(A) 108 (B) 324  
(C) 2916 (D) 4800
- Q6.** What will be the simplest form of the ratio 3 hours: 1 day?  
(A) 1:3 (B) 1:6  
(C) 1:8 (D) 1:25
- Q7.** 140% of 56 + 56% of 140 = ?  
(A) 78.4 (B) 87.4  
(C) 156.6 (D) 156.8

**Q8.** The C.P. of an article is 40% of the S.P. The percent that the S.P. is of C.P. is

- (A) 250 (B) 240  
(C) 60 (D) 40

**Q9.** The simple interest on Rs 1820 from March 9, 2012 to May 21, 2012 at 7.5% rate will be

- (A) 22.50 (B) 27.30  
(C) 28.80 (D) 29

**Q10.** Among five people with monthly income 15000, 26000, 16000, 19000 and 50000, how many will have income less than the mean income of five people?

- (A) 1 (B) 2  
(C) 3 (D) 4

**Section-B**

**04×04 = 16 Marks**

**Q11.** If  $a = \frac{4xy}{x+y}$ , find the value of  $\frac{a+2x}{a-2x} + \frac{a+2y}{a-2y}$ .

Ans. 2

**Q12.** Evaluate:

- (i)  $\log_8 128$       Ans 7/3  
(ii)  $\log_{\sqrt{2}} 32$       Ans 10

**Q13.** Evaluate  $\sqrt{0.9}$  upto 3 places of decimal.

Ans. 0.948

**Q14.** 13 chairs and 5 tables were bought for Rs 8280. If the average cost of a table be Rs 1227, what is the average cost of a chair?

Ans 165

**Section-C**

**04×06 = 24 Marks**

**Q15.** (a) Arrange the following fractions in ascending order

$\frac{1}{2}, \frac{3}{8}, \frac{2}{3}$  and  $\frac{4}{5}$ .      Ans.  $3/8 < 1/2 < 2/3 < 4/5$

(b) Simplify:  $\frac{(893+786)^2 - (893-786)^2}{893 \times 786}$       Ans. 4

**Q16.** If  $a:b = \frac{2}{9} : \frac{1}{3}$ ,  $b:c = \frac{2}{7} : \frac{5}{14}$  and  $d:c = \frac{7}{10} : \frac{3}{5}$ , then find

- (i)  $a : c$

(ii)  $b : d$

(iii)  $a : b : c : d$

Ans. 16:24:30:35

**Q17.** If 50% of  $(x-y) = 30\%$  of  $(x+y)$ , then what percent of  $x$  is  $y$ ?

Ans. 25%

**Q18.** The simple interest on a sum of money is  $\frac{4}{9}$  of the principal. Find the rate percent and time, if both are numerically equal.

Ans.  $R = \frac{20}{3}\%$ ,  $T = 6$  years and 8 months



**BHARTIYA SKILL DEVELOPMENT UNIVERSITY**

School of General Education

Session: 2020-21 (Summer Semester)

B. Voc. Program, 5<sup>th</sup> Semester

End-Sem. Examination

*Set B*

Course Code: GEN 1502

Time: 2 Hours

Course Name: Quantitative Aptitude

Max. Marks: 50

- Instruction:** 1. Attempt all questions  
2. Calculator is strictly prohibited.  
3. Missing data if any can be suitably assumed.

**Section-A****10 × 01 = 10 Marks**

- Q1.** What is the place value of 4 in 3254710?  
(A) 4 (B) 1000  
(C) 4000 (D) 4710
- Q2.** The LCM of  $\frac{1}{3}$ ,  $\frac{5}{6}$ ,  $\frac{2}{9}$  and  $\frac{4}{27}$  is :  
(A)  $\frac{1}{54}$  (B)  $\frac{10}{27}$   
(C)  $\frac{20}{3}$  (D) none of these
- Q3.** If  $\log_a(ab) = x$ , then  $\log_b(ab)$  is  
(A)  $\frac{1}{x}$  (B)  $\frac{x}{x+1}$   
(C)  $\frac{x}{1-x}$  (D)  $\frac{x}{x-1}$
- Q4.** Simplify:  $1 - [1 - \{1 - (1 - \overline{1-1})\}]$   
(A) 3 (B) 1  
(C) 2 (D) none of these
- Q5.** What number should be divided by  $\sqrt{0.25}$  to give the result as 25?  
(A) 12.5 (B) 25  
(C) 50 (D) 150
- Q6.** Which of the following is the lowest ratio?  
(A) 7:15 (B) 15:23  
(C) 17:25 (D) 21:39
- Q7.**  $(7.9\% \text{ of } 134) - (3.4\% \text{ of } 79) = ?$   
(A) 7.3 (B) 7.8  
(C) 8.1 (D) 7.9
- Q8.** The C.P. of an article is 40% of the S.P. The percent that the S.P. is of C.P. is  
(A) 250 (B) 240  
(C) 60 (D) 40

**Q9.** The simple interest on Rs 1820 from March 9, 2012 to May 21, 2012 at 7.5% rate will be

- (A) 22.50 (B) 27.30  
(C) 28.80 (D) 29

**Q10.** The arithmetic mean of 15 numbers is 41.4. Then the sum of these numbers is

- (A) 414 (B) 420  
(C) 620 (D) 621

**Section-B**

**04 × 04 = 16 Marks**

**Q11.** If  $\frac{a}{b} = \frac{4}{5}$  and  $\frac{b}{c} = \frac{15}{16}$ , find the value of  $\frac{c^2 - a^2}{c^2 + a^2}$ .

**Q12.** Evaluate:

(i)  $\log_{3\sqrt{2}} \left( \frac{1}{18} \right)$

(ii)  $\frac{6 \log_{10} 1000}{3 \log_{10} 100}$

**Q13.** Evaluate  $\sqrt{175.2976}$ .

**Q14.** The average monthly expenditure of a family was Rs 2200 during first 3 months, Rs 2250 during the next 4 months and Rs 3120 during the last 5 months of a year. If the total savings during the year were Rs 1260, find the average monthly income of the family.

**Section-C**

**04 × 06 = 24 Marks**

**Q15.** (a) Arrange the following fractions in ascending order

$$\frac{7}{9}, \frac{23}{27}, \frac{13}{15} \text{ and } \frac{20}{21}$$

(b) Simplify:  $\frac{658 \times 658 \times 658 - 328 \times 328 \times 328}{658 \times 658 + 658 \times 328 + 328 \times 328}$

**Q16.** If  $a : b = \frac{2}{9} : \frac{1}{3}$ ,  $b : c = \frac{2}{7} : \frac{5}{14}$  and  $d : c = \frac{7}{10} : \frac{3}{5}$ , then find

- (i) a : c  
(ii) b : d  
(iii) a : b : c : d

**Q17.** Difference of two number is 1660. If 7.5% of one number is 12.5% of the other number, find the two numbers.

**Q18.** At what rate percent per annum of compound interest will Rs 1600 amount to Rs 1852.20 in 3 years?

\*\*\*

**BHARTIYA SKILL DEVELOPMENT UNIVERSITY**

School of General Education

Session: 2020-21 (Summer Semester)

B. Voc. Program, 5<sup>th</sup> Semester

End-Sem. Examination

Course Code: GEN 1502

Course Name: Quantitative Aptitude

*Answer Key*

Time: 2 Hours

Max. Marks: 50

- Instruction:** 1. Attempt all questions  
2. Calculator is strictly prohibited.  
3. Missing data if any can be suitably assumed.

**Section-A****10 × 01 = 10 Marks**

- Q1.** What is the place value of 4 in 3254710?  
(A) 4 (B) 1000  
(C) 4000 (D) 4710
- Q2.** The LCM of  $\frac{1}{3}$ ,  $\frac{5}{6}$ ,  $\frac{2}{9}$  and  $\frac{4}{27}$  is :  
(A)  $\frac{1}{54}$  (B)  $\frac{10}{27}$   
(C)  $\frac{20}{3}$  (D) none of these
- Q3.** If  $\log_a(ab) = x$ , then  $\log_b(ab)$  is  
(A)  $\frac{1}{x}$  (B)  $\frac{x}{x+1}$   
(C)  $\frac{x}{1-x}$  (D)  $\frac{x}{x-1}$
- Q4.** Simplify:  $1 - [1 - \{1 - (1 - \overline{1-1})\}]$   
(A) 3 (B) 1  
(C) 2 (D) none of these
- Q5.** What number should be divided by  $\sqrt{0.25}$  to give the result as 25?  
(A) 12.5 (B) 25  
(C) 50 (D) 150
- Q6.** Which of the following is the lowest ratio?  
(A) 7:15 (B) 15:23  
(C) 17:25 (D) 21:39
- Q7.**  $(7.9\% \text{ of } 134) - (3.4\% \text{ of } 79) = ?$   
(A) 7.3 (B) 7.8  
(C) 8.1 (D) 7.9
- Q8.** The C.P. of an article is 40% of the S.P. The percent that the S.P. is of C.P. is

(A) 250

(B) 240

(C) 60

(D) 40

Q9. The simple interest on Rs 1820 from March 9, 2012 to May 21, 2012 at 7.5% rate will be

(A) 22.50

(B) 27.30

(C) 28.80

(D) 29

Q10. The arithmetic mean of 15 numbers is 41.4. Then the sum of these numbers is

(A) 414

(B) 420

(C) 620

(D) 621

### Section-B

04 × 04 = 16 Marks

Q11. If  $\frac{a}{b} = \frac{4}{5}$  and  $\frac{b}{c} = \frac{15}{16}$ , find the value of  $\frac{c^2 - a^2}{c^2 + a^2}$ .

Ans. 7/25

Q12. Evaluate:

(i)  $\log_{3\sqrt{2}}\left(\frac{1}{18}\right)$       Ans -2

(ii)  $\frac{6\log_{10} 1000}{3\log_{10} 100}$       Ans 3

Q13. Evaluate  $\sqrt{175.2976}$ .

Ans. 13.24

Q14. The average monthly expenditure of a family was Rs 2200 during first 3 months, Rs 2250 during the next 4 months and Rs 3120 during the last 5 months of a year. If the total savings during the year were Rs 1260, find the average monthly income of the family.

Ans 2705

### Section-C

04 × 06 = 24 Marks

Q15. (a) Arrange the following fractions in ascending order

$\frac{7}{9}, \frac{23}{27}, \frac{13}{15}$  and  $\frac{20}{21}$ .      Ans.  $\frac{7}{9} < \frac{23}{27} < \frac{13}{15} < \frac{20}{21}$

(b) Simplify:  $\frac{658 \times 658 \times 658 - 328 \times 328 \times 328}{658 \times 658 + 658 \times 328 + 328 \times 328}$       Ans. 330

Q16. If  $a:b = \frac{2}{9} : \frac{1}{3}$ ,  $b:c = \frac{2}{7} : \frac{5}{14}$  and  $d:c = \frac{7}{10} : \frac{3}{5}$ , then find

(i) a : c

(ii)  $b : d$

(iii)  $a : b : c : d$

Ans. 16:24:30:35

**Q17.** Difference of two number is 1660. If 7.5% of one number is 12.5% of the other number, find the two numbers.

Ans.  $x = 4150, y = 2490$

**Q18.** At what rate percent per annum of compound interest will Rs 1600 amount to Rs 1852.20 in 3 years?

Ans.  $R=5\%$



**BHARTIYA SKILL DEVELOPMENT UNIVERSITY**

School of General Education

Session: 2020-21 (Summer Semester)

B. Voc. Program, 5<sup>th</sup> Semester

End-Sem. Examination

Course Code: GEN1503

Course Name: Financial Accounting

Time: 2 Hour

Max. Marks: 50

Section – A

10X01 = 10 Marks

- Q: 1 Depreciation is generated due to-
- (a) Increase in the value of liability (c) Wear and tear  
(b) Decrease in capital (d) Decrease in the value of assets
- Q:2 According to straight line method of providing depreciation, the depreciation:-
- (a) Remains constant (c) Decrease each year  
(b) Increase each year (d) None of them.
- Q:3 Sale of a commodity is a -
- (a) Operating Income (c) Both (a) and (b)  
(b) Non-Operating Income (d) None of the above
- Q: 4 A machine sold to Ram on credit of Rs. 10,000 ..... account will be debited-
- (a) Machine (c) Debtor  
(b) Ram (d) None of the above
- Q: 5 Total of both sides of trial balance should be-
- (a) Equal (c) Dr side is more than Cr side  
(b) Unequal (d) None of the above
- Q: 6 Cash book matches with the pass book through-
- (a) Trial Balance (c) Bank Reconciliation  
(b) Trading A/C (d) P & L A/C
- Q: 7 Branches of Accounting.....
- (a) 2 (c) 3  
(b) 4 (d) None of the above
- Q: 8 Sales book records all .....sale of goods-
- (a) Credit (c) Both (a) and (b)  
(b) Cash (d) None of the above
- Q:9 If fixed assets is increased then it will be.....
- (a) Credited (c) No effect  
(b) Debited (d) None of the above
- Q:10 Junior staff is responsible for transactions of-
- (a) Book-keeping (c) Accounting  
(b) Both (a) and (c) (d) None of the above

Section – B

04X04 = 16 Marks

- Q: 1 What is the difference between depreciation and amortization?
- Q: 2 What is replacement cost and also write down the causes of depreciation?
- Q: 3 What is trial balance?
- Q:4 What is bank reconciliation statement?

Section – C

04X06 = 24 Marks

Q:1 Classify all the income/revenue and expenses used in accounting.

Q:2 Prepare a trading A/C, P&L A/C, and balance sheet from the given statement.

Account Title	Debit (Rs.)	Credit (Rs.)
Cash	1000	
Bank	5000	
Wages	8000	
Salaries	25000	
Furniture	15000	
Debtor	15500	
Purchase	75000	
Rent of Office	13000	
Bad Debts	4500	
Sales		125000
Closing Stock		15000
Commission Received		5000
Capital		12000
Creditors		15000
Bank Loan (For business only)		5000

Q:3 On 1st April, 2020, a limited company purchased a Machine for ₹10,00,000 in cash. Depreciation is charged at the rate of 5% for 4 years by written down value method. Depreciation is calculated every year and charged from P&L A/C. Calculate the amount of depreciation for 4 years each and pass the appropriate entries for first/current year only, from the stated transaction.

Q:4 Explain all the subsidiary books which are used in accounting.

\*\*\*\*

SN

**BHARTIYA SKILL DEVELOPMENT UNIVERSITY****Answer Key****School of General Education Skills****B. Voc. Program, 5<sup>th</sup> Semester****End Sem. Examination**

Course Code: GEN1503

Course Name: Financial Accounting

*Answer key*

Time: 2 Hour

Max. Marks: 50

**Instruction:**

- Answer all questions from Section- A, each question carries 01 mark.
- Answer all questions from Section- B, each question carries 04 marks.
- Answer all questions from Section- C, each question carries 06 marks.
- Write Answers in English only

**Section – A**

10X01 = 10 Marks

Q: 1 Depreciation is generated due to-

- (a) Increase in the value of liability                      **(c) Wear and tear**  
(b) Decrease in capital    (d) Decrease in the value of assets

Q:2 According to straight line method of providing depreciation, the depreciation:-

- (a) **Remains constant**    (c) Decrease each year  
(b) Increase each year    (d) None of them.

Q:3 Sale of a commodity is a -

- (a) **Operating Income**    (c) Both (a) and (b)  
(b) Non-Operating Income    (d) None of the above

Q: 4 A machine sold to Ram on credit of Rs. 10,000 ..... account will be debited-

- (a) Machine    (c) Debtor  
(b) **Ram**    (d) None of the above

Q: 5 Total of both sides of trial balance should be-

- (a) **Equal**    (c) Dr side is more than Cr side  
(b) Unequal    (d) None of the above

Q: 6 Cash book matches with the pass book through-

- (a) Trial Balance    (c) **Bank Reconciliation**  
(b) Trading A/C    (d) P & L A/C

Q: 7 Branches of Accounting.....-

- (a) 2    (c) **3**  
(b) 4    (d) None of the above

## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Q: 8 Sales book records all .....sale of goods-

- (a) **Credit** (c) Both (a) and (b)  
(b) Cash (d) None of the above

Q:9 If fixed assets is increased then it will be.....

- (a) Credited (c) No effect  
(b) **Debited** (d) None of the above

Q:10 Junior staff is responsible for transactions of-

- (a) **Book-keeping** (c) Accounting  
(b) Both (a) and (c) (d) None of the above

### Section – B

04X04 = 16 Marks

Q: 1 What is the difference between depreciation and amortization?

Ans Amortization is the practice of spreading an intangible asset's cost over that asset's useful life. Depreciation is the expensing of a fixed asset over its useful life. amortization is almost always conducted on a straight-line basis, so that the same amount of amortization is charged to expense in every reporting period. Conversely, it is more common for depreciation expense to be recognized on an accelerated basis, so that more depreciation is recognized during earlier reporting periods than later reporting periods.

Q: 2 What is replacement cost and also write down the causes of depreciation.

Ans A replacement cost is an amount that it would cost to replace an asset of a company at the same or equal value.

Causes of depreciation

- Wear and tear. Any asset will gradually break down over a certain usage period, as parts wear out and need to be replaced.
- Perishability. Some assets have an extremely short life span.
- Usage rights. ...
- Natural resource usage. ...
- Inefficiency/obsolescence.

## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Q: 3 What is trial balance?

Ans A trial balance is a bookkeeping worksheet in which the balance of all ledgers are compiled into debit and credit account column totals that are equal. A company prepares a trial balance periodically, usually at the end of every reporting period. The general purpose of producing a trial balance is to ensure the entries in a company's bookkeeping system are mathematically correct.

Q;4 What is bank reconciliation statement?

Ans A bank reconciliation statement is a summary of banking and business activity that reconciles an entity's bank account with its financial records. The statement outlines the deposits, withdrawals, and other activities affecting a bank account for a specific period

### Section – C

04X06 = 24 Marks

Q:1 Classify all the income/revenue and expenses used in accounting.

Ans Types of Expenses

There are several types of expenses. The most common way to categorize them is into operating vs. non-operating and fixed vs. variable.

- Operating
- Cost of Goods Sold (COGS)
- Marketing, advertising, and promotion
- Salaries, benefits, and wages
- Selling, general, and administrative (SG&A)
- Rent and insurance
- Depreciation and amortization
- Other

Non-operating

- Interest
- Taxes
- Impairment charges

Fixed

- Rent
- Salaries, benefits, and wages (sometimes fixed and sometimes variable)

**BHARTIYA SKILL DEVELOPMENT UNIVERSITY**

## Variable

- Transaction fees
- Commissions
- Marketing and advertising (sometimes fixed and sometimes variable)

Following are common sources of incomes recognized in the financial statements:

Operating income

Sale revenue generated from the sale of a commodity

Non operating income

Interest received on a bank deposit.

Dividend earned on entity's investments.

Rentals received on property leased by the entity.

Gain on re-valuation of company assets.

Q:2 Prepare a trading A/C, P&L A/C, and balance sheet from the given statement.

Account Title	Debit (Rs.)	Credit (Rs.)
Cash	1000	
Bank	5000	
Wages	8000	
Salaries	25000	
Furniture	15000	
Debtor	15500	
Purchase	75000	
Rent of Office	13000	
Bad Debts	4500	
Sales		125000
Closing Stock		15000
Commission Received		5000

## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Capital		12000
Creditors		15000
Bank Loan (For business only)		5000

### Ans. Trading A/C

Expenses	Amount	Income/Revenue	Amount
		By Sales	125000
To Purchase	75000	By Closing Stock	15000
To Wages	8000		
To Gross profit	57000		
<b>Total</b>	<b>140000</b>	<b>Total</b>	<b>140000</b>

### P&L A/C

Dr.		Cr.	
Expenses	Amount	Income/Revenue	Amount
To Salaries	25000	By Gross Profit	57000
To Bad debts	4500	By Commission received	5000
To Rent	13000		
To Net Profit	19500		
<b>Total</b>	<b>62000</b>	<b>Total</b>	<b>62000</b>

### Balance Sheet

Liabilities	Amount ₹	Assets	Amount ₹
<i>Owners funds</i>		<i>Non-Current Assets</i>	
Capital	12,000	Furniture	15,000
Add Net profit	<u>19,500</u>	<i>Current Assets</i>	
<i>Non-Current Liabilities</i>		Debtors	15,500
Long-term loan	5,000	Bank	5,000
<i>Current Liabilities</i>		Cash	1,000
Creditors	15,000	<b>Closing stock</b>	<b>15,000</b>
	<u>51,500</u>		<u>51,500</u>

Q:3 On 1st April, 2020, a limited company purchased a Machine for ₹ 10,00,000 in cash. Depreciation is charged at the rate of 5% for 4 years by written down value method. Depreciation is calculated every year and charged form P&L A/C.

**BHARTIYA SKILL DEVELOPMENT UNIVERSITY**

Calculate the amount of depreciation for 4 years each and pass the appropriate entries from the stated transaction for one year.

Ans.

	Depreciation	WDV
I	50000	950000
II	47500	902500
III	45125	857375
IV	42868.75	814506.3

Machine A/C Dr. 1000000

To Cash A/C 1000000

Depreciation A/C Dr. 50000

To Machine A/C 50000

P&L A/C Dr. 50000

To Depreciation A/C 50000

Q:4 Explain all the subsidiary books which are used in accounting.

Ans The following are the subsidiary books a company will generally maintain while writing their accounts,

Cash Book- It is a book which records the receipts and payment of cash transaction.

Purchase Book- It is a book which records all the credit purchases of goods of the company.

Purchase Return Book- It is a book which records all the return of credit purchases of goods of the company.

Sales Book- It is a book which records all the credit sales of goods of the company.

Sales Return Book- It is a book which records all the return of credit sales of goods of the company.

Bills Receivable Book- It is a book which records all the bills receivable.

Bills Payable Book- It is a book which records all the bills payable.

Journal Proper- All the transactions which are not recorded in the above books are recorded here.

**BHARTIYA SKILL DEVELOPMENT UNIVERSITY**

School of General Education

Session: 2020-21 (Summer Semester)

B. Voc. Program, 5<sup>th</sup> Semester

End-Sem. Examination

Course Code: GEN1503

Set-B

Time: 2 Hour

Course Name: Financial Accounting

Max. Marks: 50

Section – A

10X01 = 10 Marks

Q: 1 Depreciation relates to-

- (a) Fixed assets (c) Both (a) and (b)  
(b) Intangible assets (d) None of them

Q:2 According to written down value method of depreciation, the depreciation-

- (a) Remains constant (c) Decrease each year  
(b) Increase each year (d) None of them

Q:3 Final accounts are prepared only after-

- (a) Trade book (c) P&L A/C  
(b) Trial balance (d) None of the above

Q: 4 A machine buy from Ram on credit of Rs. 10,000 ..... account will be debited-

- (a) Machine (c) Debtor  
(b) Ram (d) None of the above

Q: 5 Wages is a -

- (a) Operating expenses (c) Both (a) and (b)  
(b) Non-Operating expenses (d) None of the above

Q: 6 Golden rule of accounting .....

- (a) Debit=Credit (c) Debit>Credit  
(b) Debit<Credit (d) Debit=Credit

Q: 7 Liabilities are.....

- (a) Debts (c) Both (a) and (b)  
(b) Obligations (d) None of the above

Q:8 Purchase book records all .....sale of goods-

- (a) Credit (c) Both (a) and (b)  
(b) Cash (d) None of the above

Q:9 If fixed asset is decreased then it will be.....

- (a) Credited (c) No effect  
(b) Debited (d) None of the above

Q:10 Debit note records of-

- (a) Sales return (c) Purchase return  
(b) Both (a) and (c) (d) None of the above

Section – B

04X04 = 16 Marks

Q: 1 What is the difference between tangible and intangible assets?

Q: 2 What is voucher ?

Q: 3 What is trial balance?

Q:4 What is the difference between book keeping and accounting?

Section – C

04X06 = 24 Marks

Q:1 Explain purchase book, sales book, cash book, and journal which are used in financial accounting.

Q:2 Prepare a trading A/C, P&L A/C, and balance sheet from the given statement.

Account Title	Debit (Rs.)	Credit (Rs.)
Cash	1000	
Bank	5000	
Wages	8000	
Salaries	25000	
Furniture	15000	
Debtor	15500	
Purchase	75000	
Rent of Office	13000	
Bad Debts	4500	
Sales		125000
Closing Stock		15000
Commission Received		5000
Capital		12000
Creditors		15000
Bank Loan (For business only)		5000

Q:3 On 1st April, 2019, a private limited company purchased a Machine for ₹ 20,00,000 in cash. Depreciation is charged at the rate of 5% for 4 years by written down value method. Depreciation is calculated every year and charged from P&L A/C. Calculate the amount of depreciation for 4 years each and pass the appropriate entries from the stated transaction for first/current year only.

Q:4 Classify all the income/revenue and expenses used in accounting.

MS

**BHARTIYA SKILL DEVELOPMENT UNIVERSITY****Answer Key****School of General Education Skills****B. Voc. Program, 5<sup>th</sup> Semester****End Sem. Examination***Answer key*

Course Code: GEN1503

Time: 2 Hour

Course Name: Financial Accounting

Max. Marks: 50

**Instruction:**

- Answer all questions from Section- A, each question carries 01 mark.
- Answer all questions from Section- B, each question carries 04 marks.
- Answer all questions from Section- C, each question carries 06 marks.
- Write Answers in English only

**Section – A**

10X01 = 10 Marks

Q: 1 Depreciation relates to-

- (a) **Fixed assets** (c) Both (a) and (b)  
(b) Intangible assets (d) None of them

Q:2 According to written down value method of depreciation, the depreciation-

- (a) Remains constant (c) **Decrease each year**  
(b) Increase each year (d) None of them

Q:3 Final accounts are prepared only after-

- (a) Trade book (c) P&L A/C  
(b) **Trial balance** (d) None of the above

Q: 4 A machine buy from Ram on credit of Rs. 10,000 ..... account will be debited-

- (a) **Machine** (c) Debtor  
(b) Ram (d) None of the above

Q: 5 Wages is a -

- (a) **Operating expenses** (c) Both (a) and (b)  
(b) Non-Operating expenses (d) None of the above

Q: 6 Golden rule of accounting .....

- (a) **Debit=Credit** (c) Debit>Credit  
(b) Debit<Credit (d) Debit=Credit

Q: 7 Liabilities are.....-

- (a) Debts (c) **Both (a) and (b)**  
(b) Obligations (d) None of the above

**BHARTIYA SKILL DEVELOPMENT UNIVERSITY**

Q:8 Purchase book records all .....sale of goods-

- (a) **Credit** (c) Both (a) and (b)  
(b) Cash (d) None of the above

Q:9 If fixed assets is decreased then it will be.....

- (a) **Credited** (c) No effect  
(b) Debited (d) None of the above

Q:10 Debit note records -

- (a) Sales return (c) **Purchase return**  
(b) Both (a) and (c) (d) None of the above

**Section – B**

04X04 = 16 Marks

Q: 1 What is the difference between tangible and intangible assets?

Ans. Tangible assets are typically physical assets or property owned by a company, such as equipment, buildings, and inventory. ... Intangible assets are non-physical assets that have a monetary value since they represent potential revenue. Intangible assets include patents, copyrights, and a company's brand.

Q: 2 What is voucher ?

Ans. A **voucher** is a document used by a company's accounts payable department to gather and file all of the supporting documents needed to approve the payment of a liability. A **voucher** is essentially the backup document for accounts payable.

Q: 3 What is trial balance?

Ans. A trial balance is a bookkeeping worksheet in which the balance of all ledgers are compiled into debit and credit account column totals that are equal. The general purpose of producing a trial balance is to ensure the entries in a company's bookkeeping system are mathematically correct.

Q;4 What is the difference between book keeping and accounting?

## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Ans

	Bookkeeping	Accounting
<b>Definition</b>	Bookkeeping is mainly related to identifying, measuring, and recording, financial transactions	Accounting is the process of summarizing, interpreting, and communicating financial transactions which were classified in the ledger account
<b>Decision Making</b>	Management can't take a decision based on the data provided by bookkeeping	Depending on the data provided by the accountants, the management can take critical business decisions
<b>Objective</b>	The objective of bookkeeping is to keep the records of all financial transactions proper and systematic	The objective of accounting is to gauge the financial situation and further communicate the information to the relevant authorities
<b>Preparation of Financial Statements</b>	Financial statements are not prepared as a part of this process	Financial statements are prepared during the accounting process
<b>Skills Required</b>	Bookkeeping doesn't require any special skill sets	Accounting requires special skills due to its analytical and complex nature

### Section – C

04X06 = 24 Marks

Q:1 Explain purchase book, sales book, cash book, and journal which are used in financial accounting?

Ans The following are the subsidiary books a company will generally maintain while writing their accounts,

Cash Book- It is a book which records the receipts and payment of cash transaction.

Purchase Book- It is a book which records all the credit purchases of goods of the company.

Purchase Return Book- It is a book which records all the return of credit purchases of goods of the company.

Sales Book- It is a book which records all the credit sales of goods of the company.

## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Sales Return Book- It is a book which records all the return of credit sales of goods of the company.

Journal Proper- All the transactions which are not recorded in the above books are recorded here.

Q:2 Prepare a trading A/C, P&L A/C, and balance sheet from the given statement?

Account Title	Debit (Rs.)	Credit (Rs.)
Cash	1000	
Bank	5000	
Wages	8000	
Salaries	25000	
Furniture	15000	
Debtor	15500	
Purchase	75000	
Rent of Office	13000	
Bad Debts	4500	
Sales		125000
Closing Stock		15000
Commission Received		5000
Capital		12000
Creditors		15000
Bank Loan (For business only)		5000

## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Ans

### Trading A/C

Expenses	Amount	Income/Revenue	Amount
		By Sales	125000
To Purchase	75000	By Closing Stock	15000
To Wages	8000		
To Gross profit	57000		
<b>Total</b>	<b>140000</b>	<b>Total</b>	<b>140000</b>

### P&L A/C

Dr.		Cr.	
Expenses	Amount	Income/Revenue	Amount
To Salaries	25000	By Gross Profit	57000
To Bed debts	4500	By Commission received	5000
To Rent	13000		
To Net Profit	19500		
<b>Total</b>	<b>62000</b>	<b>Total</b>	<b>62000</b>

### Balance Sheet

Liabilities	Amount ₹	Assets	Amount ₹
<i>Owners funds</i>		<i>Non-Current Assets</i>	
Capital	12,000	Furniture	15,000
Add Net profit	<u>19,500</u>	<i>Current Assets</i>	
<i>Non-Current Liabilities</i>		Debtors	15,500
Long-term loan	5,000	Bank	5,000
<i>Current Liabilities</i>		Cash	1,000
Creditors	15,000	<b>Closing stock</b>	<b>15,000</b>
	<u>51,500</u>		<u>51,500</u>

Q:3 On 1st April, 2019, a private limited company purchased a Machine for ₹ 20,00,000 in cash. Depreciation is charged at the rate of 5% for 4 years by written down value method. Depreciation is calculated every year and charged from P&L A/C. Calculate the amount of depreciation for 4 years each and pass the appropriate entries from the stated transaction for first year.

Ans

	Depreciation		WDV
--	--------------	--	-----

**BHARTIYA SKILL DEVELOPMENT UNIVERSITY**

I	100000		900000
II	45000		855000
III	42750		812250
IV	40612.5		771637.5

Machine A/C Dr. 1000000

To Cash A/C 1000000

Depreciation A/C Dr. 50000

To Machine A/C 50000

P&L A/C Dr. 50000

To Depreciation A/C 50000

Q:4 Classify all the income/revenue and expenses used in accounting.

Ans Types of Expenses

There are several types of expenses. The most common way to categorize them is into operating vs. non-operating and fixed vs. variable.

- Operating
- Cost of Goods Sold (COGS)
- Marketing, advertising, and promotion
- Salaries, benefits, and wages
- Selling, general, and administrative (SG&A)
- Rent and insurance
- Depreciation and amortization
- Other

Non-operating

- Interest
- Taxes
- Impairment charges

Fixed

- Rent
- Salaries, benefits, and wages (sometimes fixed and sometimes variable)

Variable

- Transaction fees
- Commissions



## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

- Marketing and advertising (sometimes fixed and sometimes variable)

Following are common sources of incomes recognized in the financial statements:

Operating income

Sale revenue generated from the sale of a commodity

Non operating income

Interest received on a bank deposit.

Dividend earned on entity's investments.

Rentals received on property leased by the entity.

Gain on re-valuation of company assets.





School of General Education  
Session: 2020-21 (Summer Semester)  
B.Voc. Program, V Semester

End-Sem. Examination

Course Code: GEN 1506

Set-A

Time: 2 Hours

Course Name: Digital Marketing and Analytics

Max. Marks: 50

Section – A

10X01 = 10 Marks

10 objective type questions, each question carries 01 mark.

- Q.1 What is the name of Twitter Analytics tool?
- a) Ad Analytics
  - b) Edge Rank
  - c) Page Rank
  - d) Insights
- Q.2 What is the name for Facebook's ranking algorithm?
- a) Like Rank
  - b) Face Rank
  - c) Page Rank
  - d) Edge Rank
- Q.3 Two increasingly important ethical aspects of social media are
- a) Ratings and traffic.
  - b) Transparency and privacy.
  - c) Identity and honesty.
  - d) Virtue and virality.
- Q.4 Which of the following best describes third-party apps interacting with Facebook?
- a) AoF calls
  - b) AFI calls
  - c) API calls
  - d) alk3 calls
- Q.5 What term is assigned to the concept of measuring your profit that you've made from advertising compared to how much you've spent on that advertising?
- a) ROI
  - b) Sunk costs
  - c) CTR
  - d) CPM
- Q.6 The number of characters recommended for Title Tag?
- a) 120
  - b) 250
  - c) 70
  - d) 100
- Q.7 What do the acronyms PA, DA, and PR stand for?
- a) Personal authority, domain authority, parked rename
  - b) Page authority, domain age, page rank
  - c) Page authority, domain authority, page rank
  - d) Personal authority, domain age, page rank



Q.8 Your client wants to use Google AdWords' ability to display ads in videos. How can you create a video ad for your customer?

- You'll need a video editing program, like QuickTime Pro, to edit and create video ads.
- You'll insert the text into an ad template that Google AdWords will insert into the video ad.
- Your video can be created in any program, but the output must be compatible with YouTube.
- You must use the Display Ad Builder to create a video ad.

Q.9 What is a Call To Action?

- A global rallying cry, sparked socially online, that can mobilize like-minded individuals to make substantial, real world change
- A line, usually at the end of a content post, asking the reader to take an action (visit a page, submit a comment, etc.)
- A weekly (or daily) theme or goal a company profile places for itself, achievable via Facebook traffic metrics
- When a company sparks an increased focus on social media engagement, starting or cleaning up their image and accessibility on multiple social platforms.

Q.10 What search revolutionizing feature has Facebook recently released?

- Graph Search
- Edge Search
- Friend Search
- Glass Door Search

## Section – B

**04X04 = 16 Marks**

**04 short answer type questions, each question carries 04 marks.**

Q.1 What is the difference between Search Engine Friendly and Search Engine Optimized?

Q.2 Impressions should be your first social media metrics for analytics. Justify the statement using Facebook as an example.

Q.3 What is Text Mining in Data Mining?

Q.4 Differentiate between an API and a Library.

## Section – C

**04X06 = 24 Marks**

**04 long type questions, each question carries 06 marks.**

Q.1 Outline and discuss the value addition that the adoption of social media analytics adds to any business.

Q.2 What is social media analytics metrics? List out two important Facebook metrics you are interested to measure for an awareness campaign of your brand.

Q.3 Discuss types of social media data analysis that you can perform using R.

Q.4 Discuss "Predicting the future with social media"?



School of General Education  
Session: 2020-21 (Summer Semester)  
B.Voc. Program, V Semester  
End-Sem. Examination

Course Code: GEN 1506

Course Name: Digital Marketing and Analytics

*Answer Key*

Time: 2 Hours

Max. Marks: 50

Section – A

10X01 = 10 Marks

10 objective type questions, each question carries 01 mark.

Q.1 What is the name of Twitter Analytics tool?

- a) **Ad Analytics**
- b) Edge Rank
- c) Page Rank
- d) Insights

Q.2 What is the name for Facebook's ranking algorithm?

- a) Like Rank
- b) Face Rank
- c) Page Rank
- d) **Edge Rank**

Q.3 Two increasingly important ethical aspects of social media are

- a) Ratings and traffic.
- b) **Transparency and privacy.**
- c) Identity and honesty.
- d) Virtue and virality.

Q.4 Which of the following best describes third-party apps interacting with Facebook?

- a) AoF calls
- b) AFI calls
- c) **API calls**
- d) alk3 calls

Q.5 What term is assigned to the concept of measuring your profit that you've made from advertising compared to how much you've spent on that advertising?

- a) **ROI**
- b) Sunk costs
- c) CTR
- d) CPM

Q.6 The number of characters recommended for Title Tag?

- a) 120
- b) 250
- c) **70**
- d) 100

Q.7 What do the acronyms PA, DA, and PR stand for?

- a) Personal authority, domain authority, parked rename
- b) **Page authority, domain age, page rank**



c) **Page authority, domain authority, page rank**

d) Personal authority, domain age, page rank

Q.8 Your client wants to use Google AdWords' ability to display ads in videos. How can you create a video ad for your customer?

a) You'll need a video editing program, like QuickTime Pro, to edit and create video ads.

b) You'll insert the text into an ad template that Google AdWords will insert into the video ad.

c) Your video can be created in any program, but the output must be compatible with YouTube.

d) **You must use the Display Ad Builder to create a video ad.**

Q.9 What is a Call To Action?

a) A global rallying cry, sparked socially online, that can mobilize like-minded individuals to make substantial, real world change

b) **A line, usually at the end of a content post, asking the reader to take an action (visit a page, submit a comment, etc.)**

c) A weekly (or daily) theme or goal a company profile places for itself, achievable via Facebook traffic metrics

d) When a company sparks an increased focus on social media engagement, starting or cleaning up their image and accessibility on multiple social platforms.

Q.10 What search revolutionizing feature has Facebook recently released?

a) **Graph Search**

b) Edge Search

c) Friend Search

d) Glass Door Search

## Section – B

04X04 = 16 Marks

04 short answer type questions, each question carries 04 marks.

**Q.1 What is the difference between Search Engine Friendly and Search Engine Optimized?**

**Ans:** There is a lot of confusion about what makes a website search engine friendly (SEF) and what makes it search engine optimized (SEO). To clear up any misunderstanding, let's look at the difference between the two.

- SEF is One-and-Done; SEO is Ongoing.
- SEF focuses on site construction; SEO focuses on site messaging.
- SEF ensures all pages have unique content. SEO optimizes content for rankings and conversions.
- SEF uses title and description tags. SEO optimizes title and description tags to get clicks.
- SEF implements readable URLs. SEO implements URLs that follow the navigation paths.
- SEF employs canonical tags to prevent duplicate content issues. SEO helps you eliminate duplicate content issues altogether.

**Q.2 Impressions should be your first social media metrics for analytics. Justify the statement using Facebook as an example.**

**Ans:** Those who work on the social media analytics domain, the same question always comes up – what matrices should they analyze? Social media is a marketing and communications channel. It's comparable to paid media, email, or public relations. It's a channel to reach consumers with a message about your brand.



Brand awareness is often a leading objective of social media activities in order to drive new consumers. Continuing to drive impressions will be a key to brand success. Increased impressions will lead to increased engagement and community size along with all the other metrics that we use to prove that social media campaign is bringing desired results. But first –consumers need to know your brand exists and that can be ensured by measuring impression

The other important aspect that make impression the metrics of first choice is the fact that measuring impressions is completely manageable. As most of the social channels have it built into their site. Facebook/Instagram, LinkedIn, and Pinterest have Analytics allowing users to measure impressions. Twitter’s “potential impressions” can be measured through Crowdbooster. Views are the main engagement action on YouTube, making them the equivalent of impressions.

### Q.3 What is Text Mining in Data Mining?

**Ans:** IT specialists in the enterprise data world used to focused on “data mining”, which we can define as the discovery of knowledge from structured data. Today the majority of available business data is unstructured information; even though it may also contain numbers, dates and facts in structured fields. The presence of unstructured information makes it more difficult to effectively perform knowledge management activities using traditional business intelligence tools. The discovery of knowledge sources that contain text or unstructured information is called “text mining”. So, the main difference between data mining and text mining is that in text mining data is unstructured.

At the outset, text mining is the set of processes required to turn unstructured text documents or resources into valuable structured information.

Whereas, data mining is the process of sorting through large data sets to identify patterns and establish relationships to solve problems through data analysis.

While text and data mining are now considered complementary techniques required for efficient business management, text mining tools are becoming even more important as 80% of information is made of text!

### Q.2 Differentiate between an API and a Library:

**Ans:** An application programming interface (API) is an interface that defines the way by which an application program may request service from the libraries.

API	Library
An API (Application Programming Interface) is the way your application communicates with some software component, typically a library. A typical example is the Java API. It defines lots of classes and methods that can be used by your application.	A library is a collection of functionality not making up an application of its own, but offered to application software to ease implementing some tasks. The way of interacting with that library is defined by some API.

A library also has an API which denotes the area of the library which is actually accessible to the user from outside.



## Section – C

04X06 = 24 Marks

04 long type questions, each question carries 06 marks.

**Q.1 Outline and discuss the value addition that the adoption of social media analytics adds to any business.**

**Ans:** Social media analytics is the practice of gathering data from social channels and analyzing that data using social media analytics tools to make business decisions. It applies to many forms but the most common use of social media analytics is to gain actionable social insights to guide your business strategy.

Though social media analytics can get rather complex, at its core there are three stages:

1. Identify primary business goals: Whether it's growing traffic, increasing downloads, or building positive brand perception, setting clear business objectives gives your analytics purpose.
2. Determine social key performance indicators (KPIs): What metrics indicate success or failure? They will differ according to your goals, but may include:
  - Awareness: These metrics illuminate your current and potential audience.
  - Engagement: These metrics show how audiences are interacting with your content.
  - Conversion: These metrics demonstrate the effectiveness of your social engagement.
  - Consumer: These metrics reflect how active customers think & feel about your brand.and any other KPIs that align with your business objectives.
3. Measure & Analyze Social Data: Once you know what matters and why it's time to analyze the actual data. By applying the appropriate tools, you can assess the state of your business and make informed decisions as needed.

**Q.2 What is social media analytics metrics? List out two important Facebook metrics you are interested to measure for an awareness campaign of your brand.**

**Ans:** Social media metrics are data and statistics that give you insights into your social media marketing performance. While some social media metrics are universal, there are also platform specific. Plus, some data is calculated differently depending on the platform and social media metrics tools you're using.

**Post Reach:** It denotes how many people have seen a post since it went live. This metric is easy to find and even easier to understand. Most importantly, it's actionable, since it's affected by the timing (i.e., when is your audience online?) and the content (i.e., what does your audience find valuable?) of your post.

*How to track it:* Measure the reach of any given post.

**Engagement Rate:** These numbers show the level of engagement that a piece of created content is receiving from an audience.

*How to track it:* Add up a post's total likes, comments, and shares. Divide by your total number of followers and multiply by 100 to get your average engagement rate percentage.

**Conversion Rate:** It is the number of visitors who, after clicking on a link in your post, take action on a page (e.g., subscribe to your newsletter; download a gated content asset; register

for a webinar) against that page's total visitors. A high conversion rate means your content is valuable and compelling to the target audience.

*How to track it:* Create a post with a call-to-action link. Use a URL shortener to make it trackable. Place a "cookie" on the user's machine. Use the campaign reporting to track the total number of clicks and conversions generated by the post. Divide conversions by total clicks and multiply by 100 to get your conversion rate percentage.

**Click-Through Rate (CTR):** It is how often people click on the call-to-action link in your post. Not to be confused with other engagement actions (e.g., shares, likes, comments). Tracking CTR, often and accurately, will give you invaluable insight into how compelling your offer is to the target audience.

*How to track it:* Measure the total clicks on a post's link. Measure the total impressions on that post. Divide the number of clicks by the number of impressions and multiply by 100 to get your CTR percentage.

### **Q.3 Discuss types of social media data analysis that you can perform using R.**

**Ans:** The social media analytics landscape is still young and emerging and has a lot of untapped potential. Similarly the most powerful aspects of using R is that you can download free packages for so many tools and types of analysis. So the possibility of unpacking the untapped potential of social media analytics with open source powerful data analytics tool R always excite the data scientist.

Following are the major types of data analysis one can perform on social media data using r programming:

- 1. Twitter Data Mining and Predictive Modeling in R:** The open source statistical programming language R can be used to gather information from the social media platform Twitter, to collect tweets from various news sources, celebrities, political figures, official college's accounts, among others. Information such as screen names, number of tweets, number of followers, list of friends, and locations can be collected using the twitterR package in combination with the Twitter application programming interface (Twitter API). With such data, one can perform text mining by counting the word frequency in news sources' tweets, creating data visualizations to represent frequency of words, and conduct a sentiment analysis to understand and measure the impact of certain topics and opinions expressed in this social media venue.
- 2. Social Network Analysis with R:** Social Network Analysis is a set of methods used to visualize networks, describe specific characteristics of overall network structure, and build mathematical and statistical models of network structures and dynamics. Social network analysis has been used to study web pages, journal articles, countries, and neighborhoods. The igraph package in R provides tools for network analysis. The main goals of the igraph library are to provide a set of data types and functions for:
  - a. pain-free implementation of graph algorithms,
  - b. fast handling of large graphs, with millions of vertices and edges,
  - c. allowing rapid prototyping via high level languages like R.

**3. Brand Engagements in Facebook with R:** Facebook's social Graph API to access actual Facebook data to perform various analyzes. Users, brands, businesses, news channels, media houses, retail stores and many more are using Facebook actively on a daily basis for producing and consuming content. This generates vast amounts of data, and a substantial amount of this is available to users through its APIs. From a social media analytics perspective, this is really exciting because this treasure trove of data, with easy to access APIs and powerful open source libraries from R, gives us enormous potential and opportunities to get valuable information from analyzing it in various ways. Libraries like Rfacebook, igraph and ggplot2 are used to retrieve, analyze and visualize data from Facebook

**Q.4 Discuss “Predicting the future with social media”?**

**Ans:** Social media has exploded as a category of online discourse where people create content, share it, bookmark it and network at a prodigious rate. In recent years, social media has become ubiquitous and important for social networking and content sharing. And yet, the content that is generated from these websites remains largely untapped. There are lot research which successful demonstrated how social media content can be used to predict real-world outcomes.

Chatter of a community can indeed be used to make quantitative predictions that outperform those of artificial markets. These information markets generally involve the trading of state-contingent securities, and if large enough and properly designed, they are usually more accurate than other techniques for extracting diffuse information, such as surveys and opinions polls. Few example include:

1. Chatter from Twitter.com to forecast box-office revenues for movies.
2. Sentiments extracted from Twitter can be utilized to improve the forecasting power of social media.

In the case of social media, the enormity and high variance of the information that propagates through large user communities presents an interesting opportunity for harnessing that data into a form that allows for specific predictions about particular outcomes, without having to institute market mechanisms. One can also build models to aggregate the opinions of the collective population and gain useful insights into their behavior, while predicting future trends. Moreover, gathering information on how people converse regarding particular products can be helpful when designing marketing and advertising campaigns.

There are ample example where social media content analyzed and prediction model applied to large panoply of topics, ranging from the future rating of products to agenda setting and election outcomes.



Registration No.: .....

School of General Education  
Session: 2020-21 (Summer Semester)

B.Voc. Program, V Semester

End-Sem. Examination

Course Code: GEN 1506

*Set-B*

Time: 2 Hours

Course Name: Digital Marketing and Analytics

Max. Marks: 50

Section – A

10X01 = 10 Marks

10 objective type questions, each question carries 01 mark.

Q.1 What is meant by A/B testing in marketing?

- a) Testing of 2 different products
- b) Testing 2 versions of an advertisement to best response
- c) testing of medical products before legally allowing
- d) Testing via 2 mediums, t.v, radio

Q.2 What metrics will indicate that a piece of content (article) has been read?

- a) It has generated a lot of shares on social networks
- b) It has a sufficient reading time
- c) A lot of people are retweeting about this
- d) Local newspaper written an editorial on it

Q.3 API stands for:

- a) Advance programming interface
- b) Applet programming interface
- c) Application programming interface
- d) Application programming inheritance

Q.4 What does NFO stand for?

- a) Network/Feed Organization
- b) Novel Feature Orientation
- c) News Feed Optimization
- d) No Fee Operation

Q.5 What is the name of Facebook's analytic package?

- a) Princeps
- b) GlassDoor
- c) Discovery
- d) Insights

Q.6 If a website's search engines get saturated with respect to a particular search engine by 20%, what is it exactly?

- a) 20% of the web pages of the website have been indexed by the search engine
- b) 20% of the website's pages will never be indexed
- c) Only 20% of the pages of the website will be indexed by the search engine
- d) The website ranks in the first 20% of all websites indexed by the search engine for its most important search terms



- Q.7 What do the acronyms PA, DA, and PR stand for?
- a) Personal authority, domain authority, parked rename
  - b) Page authority, domain age, page rank
  - c) Page authority, domain authority, page rank
  - d) Personal authority, domain age, page rank
- Q.8 What button can be installed on outside webpages to allow consumers to become a fan of your page?
- a) Like Button
  - b) Feed Button
  - c) F - Button
  - d) Fan Button
- Q.9 What is the accepted ratio of content & engagement to sales messages?
- a) 50-50
  - b) 25-75
  - c) 80-20
  - d) 20-80
- Q.10 Which on-page element carries the most weight for SEO?
- a) The meta keywords tag
  - b) The title tag
  - c) The headers (H1, H2, H3, etc)
  - d) None of the above

**Section – B**

**04X04 = 16 Marks**

**04 short answer type questions, each question carries 04 marks.**

- Q.1 How AI and Machine Learning will impact the future of SEO?
- Q.2 Write a short note on the Facebook Graph API. Outline its key features.
- Q.3 Discuss the suitability of tableau for NLP in BI ecosystem.
- Q.4 What is twitter analytics? what are the key benefits of using twitter analytics?

**Section – C**

**04X06 = 24 Marks**

**04 long type questions, each question carries 06 marks.**

- Q.1 How to design an SEO friendly website that ranks well in Google?
- Q.2 How data becomes Knowledge-Wisdom? Explain it in terms of social media analytics and the DIKW Pipeline.
- Q.3 What are the advantages of adopting social media analytics tools for social media data analysis?
- Q.4 Write a short note on programming languages and tools for data analysis.



Registration No.: .....

School of General Education  
Session: 2020-21 (Summer Semester)

B.Voc. Program, V Semester

End-Sem. Examination

Course Code: GEN 1506

Course Name: Digital Marketing and Analytics

Time: 2 Hours

Max. Marks: 50

Section – A

10X01 = 10 Marks

10 objective type questions, each question carries 01 mark.

Q.1 What is meant by A/B testing in marketing?

- a) Testing of 2 different products
- b) Testing 2 versions of an advertisement to best response**
- c) testing of medical products before legally allowing
- d) Testing via 2 mediums, t.v, radio

Q.2 What metrics will indicate that a piece of content (article) has been read?

- a) It has generated a lot of shares on social networks
- b) It has a sufficient reading time**
- c) A lot of people are retweeting about this
- d) Local newspaper written an editorial on it

Q.3 API stands for:

- a) Advance programming interface
- b) Applet programming interface
- c) Application programming interface**
- d) Application programming inheritance

Q.4 What does NFO stand for?

- a) Network/Feed Organization
- b) Novel Feature Orientation
- c) News Feed Optimization**
- d) No Fee Operation

Q.5 What is the name of Facebook's analytic package?

- a) Princeps
- b) GlassDoor
- c) Discovery
- d) Insights**

Q.6 If a website's search engines get saturated with respect to a particular search engine by 20%, what is it exactly?

- a) 20% of the web pages of the website have been indexed by the search engine**
- b) 20% of the website's pages will never be indexed
- c) Only 20% of the pages of the website will be indexed by the search engine
- d) The website ranks in the first 20% of all websites indexed by the search engine for its most important search terms

Q.7 What do the acronyms PA, DA, and PR stand for?

- a) Personal authority, domain authority, parked rename

*Answer key*



- b) Page authority, domain age, page rank
- c) Page authority, domain authority, page rank**
- d) Personal authority, domain age, page rank

Q.8 What button can be installed on outside webpages to allow consumers to become a fan of your page?

- a) Like Button**
- b) Feed Button
- c) F - Button
- d) Fan Button

Q.9 What is the accepted ratio of content & engagement to sales messages?

- a) 50-50
- b) 25-75
- c) 80-20**
- d) 20-80

Q.10 Which on-page element carries the most weight for SEO?

- a) The meta keywords tag
- b) The title tag**
- c) The headers (H1, H2, H3, etc)
- d) None of the above

**Section – B**

**04X04 = 16 Marks**

**04 short answer type questions, each question carries 04 marks.**

**Q.1 How AI and Machine Learning will impact the future of SEO?**

**Ans:** Artificial intelligence and its impact on different industries have been a hot topic of discussion for the past few years, and with good reason. Search engine optimization has gone through many transformations over the years, from the simple optimization of landing pages on a desktop computer to the more complex process of creating engaging content that meets its target users on various platforms and devices.

As machines get better at figuring out which results to match with each search query, marketers need to get better at creating content that helps this — i.e. that users really want to read.

Search engine marketers can find out for themselves what the impact of RankBrain and BERT is by paying even more attention to the SERPs and questioning every traditional SEO technique previously applied. They can collect data like common keywords or phrases that predominate titles, the sources of links on top-listed pages, and the age of the best-performing pages.

AI optimization is the key tactic for the future. Responses about the significance of specific SEO tactics within the next five years were a little more long-tail. That said, 31% of respondents cite AI optimization as effective and worthwhile and 29% see this tactic as being important within the next five years.

**Q.2 Write a short note on the Facebook Graph API. Outline its key features.**

**Ans:** The Graph API is the primary way to get data into and out of the Facebook platform. It's an HTTP-based API that apps can use to programmatically query data, post new stories, manage ads, upload photos, and perform a wide variety of other tasks.

The Graph API is named after the idea of a "social graph" — a representation of the information on Facebook. It's composed of:

Nodes: Basically individual objects, such as a User, a Photo, a Page, or a Comment



**Edges:** Connections between a collection of objects and a single object, such as Photos on a Page or Comments on a Photo

**Fields:** Data about an object, such as a User's birthday, or a Page's name

Typically, we use nodes to get data about a specific object, use edges to get collections of objects on a single object and use fields to get data about a single object or each object in a collection.

### **Q.3 Discuss the suitability of tableau for NLP in BI ecosystem.**

**Ans:** Becoming data-driven is the new mantra in business. It's no surprise that natural language processing (NLP) is the talk of the data-driven town. In order to effectively apply data throughout an organization, companies need to provide employees with a base-level understanding of the importance and role of data within their business. The aim is not to convert everyone into a data scientist. Data specialists will still be needed to do more forward-looking number crunching, and both groups might yield different solutions. Natural language processing as used in Tableau's Ask Data solution mainly aims to lower the bar for all the non-data experts to use data to improve the results of their day-to-day jobs.

Fully embedded into the Tableau server, Ask Data feature of Tableau is currently available in the beta version of Tableau 2019.1. Powered by machine learning algorithms for NLP, its analytical capabilities get an obvious boost. It requires only the right data source without the need for any kind of setup. With Ask Data, a user can ask questions of any published data source and get answers in the form of a visualization.

### **Q.4 What is twitter analytics? what are the key benefits of using twitter analytics?**

**Ans: Twitter Analytics:**

Twitter analytics is a social media analytics tool that help us to analyze our Tweets and understand our followers. Every word, photo, video, and follower can have an impact. It also help us to understand how the content we share on Twitter grows our business. One can track your follower growth over time and learn more about your followers' interests and demographics.

**Key benefits of using Twitter Analytics:**

1. Learn about your audience: Know the audience should be one of the first rules in the playbook of every social media marketer. An appreciation of demographic variables such age, gender, household income, language, and geography goes a long way to crafting content that will connect.
2. Find out what content resonates: Twitter may have boosted its character limit to 280, but the platform still recommends that brands keep tweets short and sweet. Twitter data also shows that people are three times more likely to engage with tweets that contain videos and photos.
3. Post at optimal times: Once you've released a tweet into the Twittersphere, it typically has about a 24-minute half-life, finds Wiselytics. That's four times shorter than the average post on Facebook. This means tweeting at the right time can often be the difference between a viral post and a flop.



4. See if your ads are working: If you're putting your money where your tweets are, then you're going to want to know if it's paying off.

## Section – C

04X06 = 24 Marks

04 long type questions, each question carries 06 marks.

### Q.1 How to design an SEO friendly website that ranks well in Google?

**Ans:** SEO web design is a way of designing and developing websites to make them search-engine friendly. Making a website SEO friendly means that Google and other search engines can crawl each page on the website efficiently, interpret the content effectively, and index it in their database. Once indexed, they can then serve the most relevant and valuable web pages to their users based on the topics they search for. The better the SEO strategies and the more an SEO team is integrated into the web design process, the better the chance of indexation and ranking on the first page of the search results.

Below is a basic outline to help guide you when optimizing your new website for the search engines. There are two primary parts to Google SEO web design strategies: on-page optimization and off-page optimization.

#### On-Page Optimization Strategies:

- Conducting keyword research, selecting the right keywords and topics, and using them in appropriate places on the page
- Using title tags, header tags, image alt tags, and the meta description tag correctly
- Creating a URL structure that is optimized for users and search engines
- Creating an internal link structure, navigation, and an information architecture that helps the search engines crawl the website effectively and efficiently and aligns with your user's expectations
- Creating great content that can be used to earn inbound links during off-page optimization strategies
- Using multiple types of content such as images, videos, lists, and text
- Creating a responsive website design that provides a great experience across devices
- Designing a website that is visually appealing, represents your brand, and has a consistent look and feel

#### Off-Page Techniques Include:

- Analyzing your competition to better understand what strategies they are using to rank in the search results
- Using keyword-rich anchor text in your inbound links
- Earning inbound links from websites that are considered authoritative by the search engines
- Earning links to content deep within your website

#### White Hat and Black Hat Web SEO

**White Hat Techniques:** The above-mentioned strategies are considered White Hat and add value to a website's SEO, provide a great website design experience, and can increase rankings, traffic, and sales from Google and other search engines.

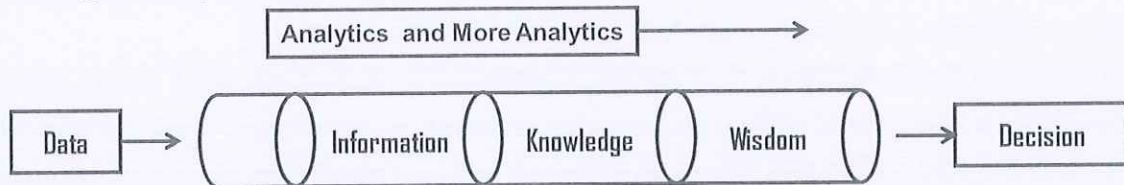
**Black Hat Techniques:** These Black Hat techniques were used in the past to achieve high rankings quickly. However, the search engines have updated their algorithms to detect such techniques and are constantly using machine learning to uncover additional spam techniques intended to manipulate the SERPS.

**Q.2 How data becomes Knowledge-Wisdom? Explain it in terms of social media analytics and the DIKW Pipeline.**

**Ans:** Social media data (or social data for short) refers to all of the raw insights and information collected from individual's social media activity – e.g. your prospects and customers. Social media data tracks how individuals engage with your content or channels like LinkedIn, Facebook, and Twitter. It gathers numbers, percentages, and statistics from which you can infer the performance of your social media strategy.

### DIKW Pipeline:

The Data, Information, Knowledge, Wisdom (DIKW) hierarchy is a uniquely relevant topic as social technologies take hold and challenge not only the relationships between data, information and knowledge within enterprise organizations but also how information and knowledge are captured and transferred amongst your staff.



The DIKW model helps us describe methods for problem-solving or decision making. Although developed before the advent of machine learning, it still models many concepts used in data science and machine learning.

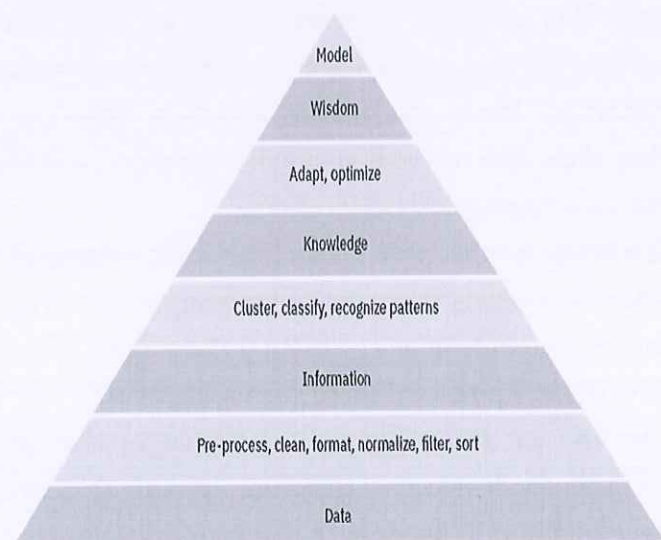
Knowledge is the most valuable distillation of data, and although knowledge gives you the means to solve a problem, it doesn't necessarily show you the best way to do so. The ability to pick the best way to reach the desired outcome comes from experience gained in earlier attempts to reach a successful solution.

Wisdom is the ability to pick the best choice leading to a successful outcome. People gain wisdom through experience and knowledge, some of which comes from:

- Developing an understanding of problem-solving methods
- Developing insights by analyzing data and information for a given context
- Gathering intelligence from other people solving the same problems

DIKW pyramid shows how you can adapt this model to data science. The darker layers show the traditional DIKW model; the lighter layers show the processes that lead to the distillation of data to the next-higher layer.

Social media data is a valuable commodity and the DIKW model helps us understand the process behind the conversion of data into information, knowledge and wisdom.



### Q.3 What are the advantages of adopting social media analytics tools for social media data analysis?

**Ans:** Social media analytics tools are pieces of web application analysis software that are used to monitor, assess and consequently improve social media performance. They are simply a



subset of web analytics tools that are designed to gather and make sense of web performance data produced by social media sites and platforms and consists of the usual graphical dashboard and data visualization techniques that give the user a clear understanding on the performance of their social media presence.

Having the right tools to conduct social media analysis means you can benchmark your efforts and compare different strategies. You can see what is working and what isn't to develop better campaigns.

Several social networks provide the ability to analyze your efforts from within their platform. The functionality of these tools can be a little restrictive compared to a specialized analytics tool, but as they are free, they are a good place to start. An example includes Facebook Insights, Pinterest Analytics, Twitter Analytics, etc.

There are also Cross-platform social media analytics tools. These tools allow you to conduct social media analysis for all of your social media accounts. Generally, this functionality means that these are paid tools. Many have some free features or a free trial period. Example include Brandwatch Analytics, BuzzSumo, Social Baker, etc.

Advantages of adopting social media analytics tools include:

*Competitive benchmarking:* SMA tools allow the organizations to gain a competitive edge over their competitors by viewing their profile and content information and comparing them with their own.

*Centralized analytics:* A single place to see and compare statistics and metrics for all (or most) of your social media accounts. These tools usually provide a variety of metrics to help you track performance and return on investment.

*Influencer identification:* A list of the accounts or people that engage (share, comment, etc.) with your content most frequently so that you can form relationships and generate brand advocacy.

*Improve Products and Services:* There are countless tweets, blogs, comments and complaints regarding products and services. This huge volume of information contains consumer sentiments that can be used to improve users' experience.

*Reporting:* Exportable reports and data, often coupled with scheduling and email delivery, that allow you to keep managers, partners, and clients plugged-in and up to date on social media activities and performance.

#### **Q.4 Write a short note on programming languages and tools for data analysis.**

**Ans:** The industry is flooding with innumerable programming languages aiming to sort out the business complexities and bring technological innovations. Every year there are programming languages, frameworks and technologies that emerge, but few stand the test of time. This year too we saw programming languages like Q# by Microsoft making a headway that is focused on developing quantum computing based applications. With the ever increasing developments, it becomes essential for developers to constantly be learning new skills to stay relevant.

**Python:** It remains to one of the most popular languages, both in terms of pay it offers and popularity amongst recruiters looking for Python skills. With a rise in technologies like machine learning, artificial intelligence and predictive analytics, the need for professionals



with a thorough knowledge of Python skills are much in demand. Apart from its general purpose use for web development, it is widely used in scientific computing, data mining and others.

**R:** One of the most frequently used tools, it is widely demanded skill sets across recruiters in data science and machine learning. A free alternative to pricey statistical software such as Matlab or SAS, over the last few years R has become the golden child of data science. It is used frequently to unlock the patterns in large blocks of data and was designed by statisticians and scientists to make their work easier. It makes for one of the most must known programming languages if you are looking to take a plunge into this career.

**SAS:** A market leader in the commercial analytics space, it is one of the most popular languages in the data science community. It has a wide range of statistical functions with a user friendly GUI that helps data scientists learn quickly. It is an easy to learn programming language and preferred as a must have language for beginners entering analytics industry. It surely makes it for the top 10 programming languages to learn this year.

**Tableau:** Tableau is an easy to learn tool that does an effective job of slicing and dicing your data and creating great visualizations and dashboards. Tableau can create better visualizations than Excel and can most definitely handle much more data than Excel. If you want interactivity in your plots, then Tableau is surely the way to go.

**Excel:** Excel is of course the most widely used analytics tool in the world. I have seldom come across a data scientist who does not use Excel. Whether you are an expert in R or Tableau, you will still use Excel for the grunt work. Non-analytics professionals will usually not have access to tools like SAS or R on their machines. But everyone has Excel. Excel becomes vital when the analytics team interfaces with the business steam.

**QlikView:** Qlikview and Tableau are essentially vying for the top spot amongst the data visualization giants. Qlikview is supposed to be slightly faster than Tableau and gives experienced users a bit more flexibility. Tableau has a more intuitive GUI and is easier to learn.

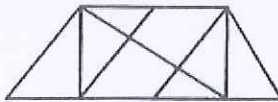


**School of General Education**  
**Session: 2020-21 (Summer Semester)**  
**B. Voc. Program, 5<sup>th</sup> Semester,**  
**End-Sem. Examination**

**Course Code: GEN1507***Set-A***Time: 2 Hours****Course Name: Reasoning and General Awareness****Max. Marks: 50**

<b>Name</b>	
<b>School Name</b>	
<b>Reg. No</b>	

**Instruction:**

- All questions are compulsory.
  - Missing data if any can be suitably assumed
- Where the Bishnupur Group of Temples is located in India.  
a) Uttarakhand  
b) Uttar Pradesh  
c) Bihar  
d) West Bengal
  - KM5, IP8, GS11, EV14, ?  
a) BX17  
b) BY17  
c) CY17  
d) CY18
  - Fatehpur Sikri is located in \_\_\_\_\_.  
a) Uttarakhand  
b) Uttar Pradesh  
c) Jharkhand  
d) Rajasthan
  - Who is the author of "Obama- The Call of History"  
a) Peter Baker  
b) Satyarth Nayak  
c) Baba Ramdev  
d) Sushil Kumar
  - "SPECIAL" is written as "65" in a certain code language what will "CONNECT" be coded as?  
a) 70  
b) 64  
c) 32  
d) 74
  - Find the number of triangles in the given figure.  
  
a) 8  
b) 10  
c) 12  
d) 14
  - "Etc." stands for:  
a) Electronic Calling  
b) Et cetera  
c) Electronic Mail  
d) None of these



## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

8. Name the vaccine that is jointly developed by the German company BioNTech and US pharma giant Pfizer for COVID-19?
- a) BNT162  
b) PICOVACC  
c) Both A and B  
d) Neither A nor B
9. Which fungus is known as 'Green Mold' ?
- a) Aspergillus  
b) Saccharomyces  
c) Mucus  
d) Penicillium
10. Thailand announced that it has proceeded to test its novel coronavirus vaccine on which animal/bird?
- a) Monkeys  
b) Lizard  
c) Hens  
d) Kites
11. Find the missing term in the series: 28,33,31,36,?,39
- a) 32  
b) 34  
c) 38  
d) 40
12. Dog: Rabies:: Mosquito: ?
- a) Plague  
b) Death  
c) Malaria  
d) Sting
13. If X is the brother of Y's son, how is X related to Y
- a) Son  
b) Grandson  
c) Brother  
d) Uncle
14. In a certain code language COMPUTER is written as RFUVQNPC. How will MEDICINE be written in that code language?
- a) MFEDJJOE  
b) MFEJDJOE  
c) EOJDEJFM  
d) EOJDJEFM
15. Indus river originates from \_\_\_\_\_
- a) Tibet  
b) China  
c) Himachal Pradesh  
d) Rohtang Pass
16. Leather: Cobbler:: Wood: ?
- a) Furniture  
b) Cottage  
c) Carpenter  
d) Mason
17. 1,2,6,7,21,22,66,67,?
- a) 70  
b) 134  
c) 201  
d) 301
18. W144, ?, S100, Q81, O64,M49
- a) U121  
b) U122  
c) V121  
d) V122



19. If ROSE is coded as 6821, CHAIR is coded as 73456 and PREACH is coded as 961473,

what will be the code for SEARCH ?

- a) 246173
- b) 214763
- c) 214673
- d) 216473

20. If  $Z = 52$  and  $ACT = 48$ , then  $BAT$  will be equal to:

- a) 39
- b) 44
- c) 41
- d) 46

21. From where coronavirus got its name?

- a) Due to their crown-like projections.
- b) Due to their leaf-like projections.
- c) Due to surface structure
- d) None of the above

22. Chittaurgarh Fort is located in \_\_\_\_\_.

- a) Madhya Pradesh
- b) Delhi
- c) Rajasthan
- d) Hyderabad

23. Radio: Listener:: Film:: ?

- a) Producer
- b) Actor
- c) Viewer
- d) Director

24. Write the missing term of the series: C4X, F9U, I16R, ?

- a) K25P
- b) L25P
- c) L25O
- d) L25P

25. Who is the author of the book "My Life, My Mission"?

- a) Ramdev
- b) Sushil Kumar
- c) Anupam Kher
- d) Ashis Ray

26. Clock : Time :: Thermometer : ?

- a) Heat
- b) Radiation
- c) Energy
- d) Temperature

27. If FRIEND is coded as HUMJTK, how is CANDLE written in that code ?

- a) EDRIRL
- b) ESJFME
- c) DCQHJK
- d) DEQJQM

28. In a certain code STATEMENT is written as TNEMETATS. How is the POLITICAL written in that code?

- a) LACITILOP
- b) LCATILIOIP
- c) OPILITACL
- d) None of these

29. Which of the following rivers is not a part of peninsular river system?

- a) Mahanadi
- b) Godavari
- c) Kaveri
- d) Ganga

30. Complete the series: 4,12,36,108,?

- a) 144
- b) 216
- c) 324
- d) 304

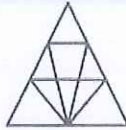


# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

31. In a certain code TEACHER is written as VGCEJT. How is the CHILDREN written in that code?
- a) EJKNEGTP  
b) EGKNFITP  
c) EJFNFGTO  
d) EJKNFTGP
32. If in a code language, COULD is written as BNTKC and MARGIN is written as LZQFHM, how will MOULDING be written in that code?
- a) CHMFINTK  
b) LNTKCHMF  
c) LNKTCHMF  
d) NITKHCMF
33. If green means red, red means yellow, yellow means blue, blue means orange and orange means green, what is the colour of clean sky?
- a) Blue  
b) Green  
c) Yellow  
d) Orange
34. If A is a brother of B and B is a father of C. What is the relation between A and C?
- a) Son  
b) Grandfather  
c) Uncle  
d) Cousin
35. Which among the following book is written by PM Narendra Modi
- a) The Braille edition of the book Exam Warriors  
b) Mind Master  
c) Cheque Book  
d) None of these
36. What number should come next: 2, 1, (1/2), (1/4),?
- a) 1/3  
b) 1/8  
c) 2/8  
d) 0
37. Which word does NOT belong with the others?
- a) Index  
b) Glossary  
c) Chapter  
d) Book
38. **Statement:** Anger is energy, in a more proactive way and how to channelize it is in itself a skill.
- Assumptions:** I. Anger need to be channelized.  
II. Only skillful people can channelize anger to energy.
- a) If only assumption I is implicit.  
b) If only assumption II is implicit.  
c) if either I or II is implicit.  
d) if neither I or II is implicit.
39. Write the next term of the series: 2B, 4C, 8E, 14H, ?
- a) 16K  
b) 20I  
c) 20L  
d) 22L
40. If E = 5 and READ is coded as 7, then what is the code of 'DEAR' ?
- a) 6  
b) 7  
c) 8  
d) 9



41. Find the number of triangles in the given figure.



- a) 12
- b) 18
- c) 22
- d) 26

42. REASON: SFBTPO:: THINK : ?

- a) SGHMJ
- b) UIJOL
- c) UHNKI
- d) UJKPM

43. What is the next term in the series: 14, 28, 20, 40, 32, 64, ?

- a) 52
- b) 56
- c) 96
- d) 128

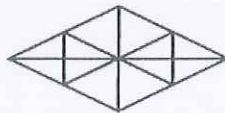
44. Microphone : Loud :: Microscope : ?

- a) Elongate
- b) Investigate
- c) Magnify
- d) Examine

45. If in a certain language if ENTRY is coded as 12345 and STEADY is coded as 931785, then state which is the correct code for below word. NEATNESS

- a) 25196577
- b) 21362199
- c) 21732199
- d) 21823698

46. Find the number of triangles in the given figure.



- a) 16
- b) 22
- c) 28
- d) 32

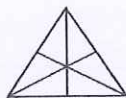
47. Where is Akbar's Tomb located in India.

- a) Ghaziabad
- b) Agra
- c) Noida
- d) Allahabad

48. AM stands for:

- a) Ante Meridian
- b) After Meridian
- c) Anti Meridian
- d) None of these

49. Find the number of triangles in the given figure.



- a) 16
- b) 13
- c) 9
- d) 7

50. ACEG : IKMO :: QS UW : ?

- a) YZCE
- b) YACD
- c) YACE
- d) YBCE



# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Rough Work



School of General Education  
Session: 2020-21 (Summer Semester)  
B. Voc. Program, 5<sup>th</sup> Semester,  
End-Sem. Examination

Course Code: GEN1507

Course Name: Reasoning and General Awareness

Time: 2 Hours

Max. Marks: 50

*Answer key*

**Instruction:**

1. All questions are compulsory.
2. Missing data if any can be suitably assumed

1. Where the Bishnupur Group of Temples is located in India.  
a) Uttarakhand (c) Bihar  
b) Uttar Pradesh (d) **West Bengal**
2. KM5, IP8, GS11, EV14, ?  
a) BX17 (c) **CY17**  
b) BY17 (d) CY18
3. Fatehpur Sikri is located in \_\_\_\_\_.  
a) Uttarakhand (c) Jharkhand  
b) **Uttar Pradesh** (d) Rajasthan
4. Who is the author of "Obama- The Call of History"  
a) **Peter Baker** (c) Baba Ramdev  
b) Satyarth Nayak (d) Sushil Kumar
5. "SPECIAL" is written as "65" in a certain code language what will "CONNECT" be coded as?  
a) 70 (c) 32  
b) 64 (d) **74**
6. Find the number of triangles in the given figure.



- a) 8 (c) 12  
b) 10 (d) **14**
7. "Etc." stands for:  
a) Electronic Calling (c) Electronic Mail  
b) **Et cetera** (d) None of these



## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

8. Name the vaccine that is jointly developed by the German company BioNTech and US pharma giant Pfizer for COVID-19?
- a) **BNT162** c) Both A and B  
b) PICOVACC d) Neither A nor B
9. Which fungus is known as 'Green Mold' ?
- a) Aspergillus c) Mucus  
b) Saccharomyces d) **Penicillium**
10. Thailand announced that it has proceeded to test its novel coronavirus vaccine on which animal/bird?
- a) **Monkeys** c) Hens  
b) Lizard d) Kites
11. Find the missing term in the series: 28,33,31,36,?,39
- a) 32 c) 38  
b) **34** d) 40
12. Dog: Rabies:: Mosquito: ?
- a) Plague c) **Malaria**  
b) Death d) Sting
13. If X is the brother of Y's son, how is X related to Y
- a) **Son** c) Brother  
b) Grandson d) Uncle
14. In a certain code language COMPUTER is written as RFUVQNPC. How will MEDICINE be written in that code language?
- a) MFEDJJOE c) EOJDEJFM  
b) MFEJDJOE d) **EOJDJEFM**
15. Indus river originates from \_\_\_\_\_
- a) **Tibet** c) Himachal Pradesh  
b) China d) Rohtang Pass
16. Leather: Cobbler:: Wood: ?
- a) Furniture c) **Carpenter**  
b) Cottage d) Mason
17. 1,2,6,7,21,22,66,67,?
- a) 70 c) **201**  
b) 134 d) 301
18. W144, ?, S100, Q81, O64,M49
- a) **U121** c) V121  
b) U122 d) V122



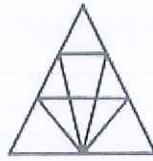
19. If ROSE is coded as 6821, CHAIR is coded as 73456 and PREACH is coded as 961473, what will be the code for SEARCH ?
- a) 246173  
b) 214763  
c) **214673**  
d) 216473
20. If Z = 52 and ACT = 48, then BAT will be equal to:
- a) 39  
b) 44  
c) 41  
d) **46**
21. From where coronavirus got its name?
- a) **Due to their crown-like projections.**  
b) Due to their leaf-like projections.  
c) Due to surface structure  
d) None of the above
22. Chittaurgarh Fort is located in \_\_\_\_\_.
- a) Madhya Pradesh  
b) Delhi  
c) **Rajasthan**  
d) Hyderabad
23. Radio: Listener:: Film:: ?
- a) Producer  
b) Actor  
c) **Viewer**  
d) Director
24. Write the missing term of the series: C4X, F9U, I16R, ?
- a) K25P  
b) L25P  
c) **L25O**  
d) L25P
25. Who is the author of the book "My Life, My Mission"
- a) **Ramdev**  
b) Sushil Kumar  
c) Anupam Kher  
d) Ashis Ray
26. Clock : Time : : Thermometer: ?
- a) Heat  
b) Radiation  
c) Energy  
d) **Temperature**
27. If FRIEND is coded as HUMJTK, how is CANDLE written in that code ?
- a) **EDRIRL**  
b) ESJFME  
c) DCQHQK  
d) DEQJQM
28. In a certain code STATEMENT is written as TNEMETATS. How is the POLITICAL written in that code?
- a) **LACITILOP**  
b) LCATILIOIP  
c) OPILITACL  
d) None of these
29. Which of the following rivers is not a part of peninsular river system?
- a) Mahanadi  
b) Godavari  
c) Kaveri  
d) **Ganga**
30. Complete the series: 4,12,36,108,?
- a) 144  
b) 216  
c) **324**  
d) 304



31. In a certain code TEACHER is written as VGCEJT. How is the CHILDREN written in that code?
- a) EJKNEGTP  
b) EGKNFITP  
c) EJFNFGTO  
d) **EJKNFTGP**
32. If in a code language, COULD is written as BNTKC and MARGIN is written as LZQFHM, how will MOULDING be written in that code?
- a) CHMFINTK  
b) **LNTKCHMF**  
c) LNKTCHMF  
d) NITKHCMF
33. If green means red, red means yellow, yellow means blue, blue means orange and orange means green, what is the colour of clean sky?
- a) Blue  
b) Green  
c) **Yellow**  
d) Orange
34. If A is a brother of B and B is a father of C. What is the relation between A and C?
- a) Son  
b) Grandfather  
c) **Uncle**  
d) Cousin
35. Which among the following book is written by PM Narendra Modi
- a) **The Braille edition of the book Exam Warriors**  
b) Mind Master  
c) Cheque Book  
d) None of these
36. What number should come next: 2, 1, (1/2), (1/4), ?
- a) 1/3  
b) **1/8**  
c) 2/8  
d) 0
37. Which word does NOT belong with the others?
- a) Index  
b) Glossary  
c) Chapter  
d) **Book**
38. **Statement:** Anger is energy, in a more proactive way and how to channelize it is in itself a skill.
- Assumptions:** I. Anger need to be channelized.  
II. Only skillful people can channelize anger to energy.
- a) If only assumption I is implicit.  
b) **If only assumption II is implicit.**  
c) if either I or II is implicit.  
d) if neither I or II is implicit.
39. Write the next term of the series: 2B, 4C, 8E, 14H, ?
- a) 16K  
b) 20I  
c) 20L  
d) **22L**
40. If E = 5 and **READ** is coded as 7, then what is the code of '**DEAR**' ?
- a) 6  
b) **7**  
c) 8  
d) 9



41. Find the number of triangles in the given figure.



- a) 12  
b) **18**  
c) 22  
d) 26

42. REASON: SFBTPO:: THINK : ?

- a) SGHMJ  
b) **UIJOL**  
c) UHNKI  
d) UJKPM

43. What is the next term in the series: 14, 28, 20, 40, 32, 64, ?

- a) 52  
b) **56**  
c) 96  
d) 128

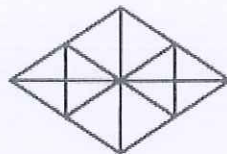
44. Microphone : Loud :: Microscope : ?

- a) Elongate  
b) Investigate  
c) **Magnify**  
d) Examine

45. If in a certain language if ENTRY is coded as 12345 and STEADY is coded as 931785, then state which is the correct code for below word. NEATNESS

- a) 25196577  
b) 21362199  
c) **21732199**  
d) 21823698

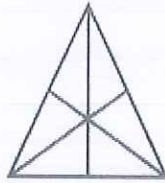
46. Find the number of triangles in the given figure.



- a) 16  
b) 22  
c) **28**  
d) 32
47. Where is Akbar's Tomb located in India.
- a) Ghaziabad  
b) **Agra**  
c) Noida  
d) Allahabad
48. AM stands for:
- a) **Ante Meridian**  
b) After Meridian  
c) Anti Meridian  
d) None of these



49. Find the number of triangles in the given figure.



a) 16

b) 13

c) 9

d) 7

50. ACEG : IKMO :: QSUW : ?

a) YZCE

b) YACD

c) YACE

d) YBCE



School of General Education  
Session: 2020-21 (Summer Semester)  
B. Voc. Program, 5<sup>th</sup> Semester,  
End-Sem. Examination

Course Code: GEN1507

set-B

Time: 2 Hours

Course Name: Reasoning and General Awareness

Max. Marks: 50

Name	
School Name	
Reg. No	

**Instruction:**

- All questions are compulsory.
- Missing data if any can be suitably assumed.

- Where the Bishnupur Group of Temples is located in India. If 'L' stands for '+', 'M' stands for '-', N stands for 'x', P stands for '÷' then  
 $14 N 10 L 42 P 2 M 8 = ?$   
a) 153  
b) 248  
c) 216  
d) 251
- KM5, IP8, GS11, EV14, ?  
a) BX17  
b) BY17  
c) CY17  
d) CY18
- What number should come next: 7, 10, 8, 11, 9, 12, ?  
a) 7  
b) 10  
c) 12  
d) 13
- BCFG: HILM:: NORQ : ?  
a) TXWU  
b) TXUW  
c) TUXW  
d) TVWX
- If + means Multiply, × means Divide, – means Add & ÷ means Subtract, then,  $20 - 8 \times 4 \div 3 + 2 = ?$   
a) 16  
b) 20  
c) 18  
d) 31
- Who is the author of "Obama- The Call of History"  
a) Peter Baker  
b) Satyarth Nayak  
c) Baba Ramdev  
d) Sushil Kumar
- "SPECIAL" is written as "65" in a certain code language what will "CONNECT" be coded as?  
a) 70  
b) 64  
c) 32  
d) 74
- If + means ÷, × means –, – means × & ÷ means +, then  $38+19 - 16 \times 17 \div 3 = ?$   
a) 16  
b) 19  
c) 18  
d) 12



# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

9. PASS: QBTT:: FAIL : ?
- a) GJBM  
b) GBJM  
c) MBJG  
d) MJBG
10. "Etc." stands for:
- a) Electronic Calling  
b) Et cetera  
c) Electronic Mail  
d) None of these
11. Find the missing term in the series: 28,33,31,36,?,39
- a) 32  
b) 34  
c) 38  
d) 40
12. If X is the brother of Y's son, how is X related to Y
- a) Son  
b) Grandson  
c) Brother  
d) Uncle
13. Indus river originates from \_\_\_\_\_
- a) Tibet  
b) China  
c) Himachal Pradesh  
d) Rohtang Pass
14. If A means +, B means -, C means  $\times$ , D means  $\div$ , then what is the meaning of 100 D 20 C 3 A 10 B 5?
- a) 15  
b) 25  
c) 30  
d) 20
15. 1,2,6,7,21,22,66,67,?
- a) 70  
b) 134  
c) 201  
d) 301
16. CEDH : HDEC :: ? : PNRV
- a) VRNP  
b) RNPV  
c) NRVP  
d) VNRP
17. If ROSE is coded as 6821, CHAIR is coded as 73456 and PREACH is coded as 961473, what will be the code for SEARCH ?
- a) 246173  
b) 214763  
c) 214673  
d) 216473
18. DFHJ : LNPR :: TVXZ : ?
- a) DBFH  
b) DBHF  
c) BDFH  
d) FDBH
19. W144, ?, S100, Q81, O64, M49
- a) U121  
b) U122  
c) V121  
d) V122
20. Leather: Cobbler:: Wood: ?
- a) Furniture  
b) Cottage  
c) Carpenter  
d) Mason



## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

21. If + means  $\times$ , - means  $\div$ ,  $\times$  means - &  $\div$  means +, then,  $6 \div 36 - 4 \times 2 + 2 = ?$
- a) 6  
b) 8  
c) 17  
d) 11
22. In a certain code language COMPUTER is written as RFUVQNPC. How will MEDICINE be written in that code language?
- a) MFEDJJOE  
b) MFEJDJOE  
c) EOJDEJFM  
d) EOJDJEFM
23. Chittaurgarh Fort is located in \_\_\_\_\_.
- a) Madhya Pradesh  
b) Delhi  
c) Rajasthan  
d) Hyderabad
24. If FRIEND is coded as HUMJTK, how is CANDLE written in that code ?
- a) EDRIRL  
b) ESJFME  
c) DCQHQQ  
d) DEQJQM
25. In a certain code STATEMENT is written as TNEMETATS. How is the POLITICAL written in that code?
- a) LACITILOP  
b) LCATILIOPI  
c) OPILITACL  
d) None of these
26. What number should come next: 2, 1, (1/2), (1/4),?
- a) 1/3  
b) 1/8  
c) 2/8  
d) 0
27. Dog: Rabies:: Mosquito: ?
- a) Plague  
b) Death  
c) Malaria  
d) Sting
28. Which among the following book is written by PM Narendra Modi
- a) The Braille edition of the book Exam Warriors  
b) Mind Master  
c) Cheque Book  
d) None of these
29. If A is a brother of B and B is a father of C. What is the relation between A and C?
- a) Son  
b) Grandfather  
c) Uncle  
d) Cousin
30. If in a code language, COULD is written as BNTKC and MARGIN is written as LZQFHM, how will MOULDING be written in that code?
- a) CHMFINTK  
b) LNTKCHMF  
c) LNKTCHEMF  
d) NITKHCMF
31. Name the vaccine that is jointly developed by the German company BioNTech and US pharma giant Pfizer for COVID-19?
- a) BNT162  
b) PICOVACC  
c) Both A and B  
d) Neither A nor B



32. Who is the author of the book "My Life, My Mission"?

- a) Ramdev
- b) Sushil Kumar
- c) Anupam Kher
- d) Ashis Ray

33. Which fungus is known as 'Green Mold' ?

- a) Aspergillus
- b) Saccharomyces
- c) Mucus
- d) Penicillium

34. Which of the following rivers is not a part of peninsular river system?

- a) Mahanadi
- b) Godavari
- c) Kaveri
- d) Ganga

35. Statement: Anger is energy, in a more proactive way and how to channelize it is in itself a skill.

**Assumptions:** I. Anger need to be channelized.

II. Only skillful people can channelize anger to energy.

- a) If only assumption I is implicit.
- b) If only assumption II is implicit.
- c) if either I or II is implicit.
- d) if neither I or II is implicit.

36. Complete the series: 4,12,36,108,?

- a) 144
- b) 216
- c) 324
- d) 304

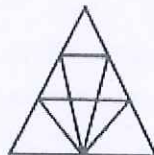
37. If  $Z = 52$  and  $ACT = 48$ , then  $BAT$  will be equal to:

- a) 39
- b) 44
- c) 41
- d) 46

38. If green means red, red means yellow, yellow means blue, blue means orange and orange means green, what is the colour of clean sky?

- a) Blue
- b) Green
- c) Yellow
- d) Orange

39. Find the number of triangles in the given figure.



- a) 12
- b) 18
- c) 22
- d) 26

40. Thailand announced that it has proceeded to test its novel coronavirus vaccine on which animal/bird?

- a) Monkeys
- b) Lizard
- c) Hens
- d) Kites



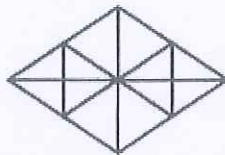
41. In a certain code TEACHER is written as VGCEJT. How is the CHILDREN written in that code?

- a) EJKNEGTP
- b) EGKNFITP
- c) EJFNFGTO
- d) EJKNFTGP

42. If E = 5 and READ is coded as 7, then what is the code of 'DEAR' ?

- a) 6
- b) 7
- c) 8
- d) 9

43. Find the number of triangles in the given figure.



- a) 16
- b) 22
- c) 28
- d) 32

44. Clock : Time :: Thermometer: ?

- a) Heat
- b) Radiation
- c) Energy
- d) Temperature

45. Write the next term of the series: 2B, 4C, 8E, 14H, ?

- a) 16K
- b) 20I
- c) 20L
- d) 22L

46. AM stands for:

- a) Ante Meridian
- b) After Meridian
- c) Anti Meridian
- d) None of these

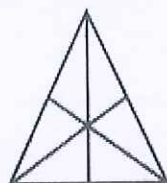
47. Write the missing term of the series: C4X, F9U, I16R, ?

- a) K25P
- b) L25P
- c) L25O
- d) L25P

48. Which word does NOT belong with the others?

- a) Index
- b) Glossary
- c) Chapter
- d) Book

49. Find the number of triangles in the given figure.



- a) 16
- b) 13
- c) 9
- d) 7

50. X is a brother of Y and Z is a father of X. what is the relation between Z and Y.

- a) Uncle
- b) Grandson
- c) Son
- d) Father



Rough Work



School of General Education  
Session: 2020-21 (Summer Semester)  
B. Voc. Program, 5<sup>th</sup> Semester,  
End-Sem. Examination

Course Code: GEN1507

Course Name: Reasoning and General Awareness

Time: 2 Hours

Max. Marks: 50

*Answer key*

**Instruction:**

1. All questions are compulsory.
2. Missing data if any can be suitably assumed

1. Where the Bishnupur Group of Temples is located in India. If 'L' stands for '+', 'M' stands for '-', N stands for 'x', P stands for '÷' then  
 $14 N 10 L 42 P 2 M 8 = ?$   
a) **153** (c) 216  
b) 248 (d) 251
2. KM5, IP8, GS11, EV14, ?  
a) BX17 (c) **CY17**  
b) BY17 (d) CY18
3. What number should come next: 7, 10, 8, 11, 9, 12, ?  
a) 7 (c) 12  
b) **10** (d) 13
4. BCFG: HILM:: NORQ : ?  
a) TXWU (c) **TUXW**  
b) TXUW (d) TVWX
5. If + means Multiply, × means Divide, – means Add & ÷ means Subtract, then,  $20 - 8 \times 4 \div 3 + 2 = ?$   
a) **16**  
b) 22 (c) 18
6. Who is the author of "Obama- The Call of History"  
a) **Peter Baker** (c) Baba Ramdev  
b) Satyarth Nayak (d) Sushil Kumar
7. "SPECIAL" is written as "65" in a certain code language what will "CONNECT" be coded as?  
a) 70 (c) 32  
b) 64 (d) **74**
8. If + means ÷, × means –, – means × & ÷ means +, then  $38+19 - 16 \times 17 \div 3 = ?$   
a) 16 (c) **18**  
b) 19 (d) 12
9. PASS: QBTT:: FAIL : ?  
a) GJBM (c) **MBJG**



b) **GBJM**

d) MJBG

10. "Etc." stands for:

a) Electronic Calling

c) Electronic Mail

b) **Et cetera**

d) None of these

11. Find the missing term in the series: 28,33,31,36,?,39

a) 32

c) 38

b) **34**

d) 40

12. In a certain code language COMPUTER is written as RFUVQNPC. How will MEDICINE be written in that code language?

a) MFEDJJOE

c) EOJDEJFM

b) MFEJDJOE

d) **EOJDJEFM**

13. If X is the brother of Y's son, how is X related to Y

a) **Son**

c) Brother

b) Grandson

d) Uncle

14. Indus river originates from \_\_\_\_\_

a) **Tibet**

c) Himachal Pradesh

b) China

d) Rohtang Pass

15. If A means +, B means -, C means  $\times$ , D means  $\div$ , then what is the meaning of 100

D 20 C 3 A 10 B 5?

a) 15

c) 30

b) 25

d) **20**

16. 1,2,6,7,21,22,66,67,?

a) 70

c) **201**

b) 134

d) 301

17. CEDH : HDEC :: ? : PNRV

a) **VRNP**

c) NRVP

b) RNPV

d) VNRP

18. If ROSE is coded as 6821, CHAIR is coded as 73456 and PREACH is coded as

961473, what will be the code for SEARCH ?

a) 246173

c) **214673**

b) 214763

d) 216473

19. DFHJ : LNPR :: TVXZ : ?

a) DBFH

c) **BDFH**

b) DBHF

d) FDBH

20. W144, ?, S100, Q81, O64, M49

a) **U121**

c) V121

b) U122

d) V122

21. Leather: Cobbler:: Wood: ?

a) Furniture

c) **Carpenter**

b) Cottage

d) Mason



## BHARTIYA SKILL DEVELOPMENT UNIVERSITY

22. If + means  $\times$ , - means  $\div$ ,  $\times$  means - &  $\div$  means +, then,  $6 \div 36 - 4 \times 2 + 2 = ?$

- a) 6  
b) 8  
c) 17  
d) 11

23. Chittaurgarh Fort is located in \_\_\_\_\_.

- a) Madhya Pradesh  
b) Delhi  
c) Rajasthan  
d) Hyderabad

24. If FRIEND is coded as HUMJTK, how is CANDLE written in that code ?

- a) EDRIRL  
b) ESJFME  
c) DCQHQB  
d) DEQJQM

25. In a certain code STATEMENT is written as TNEMETATS. How is the POLITICAL written in that code?

- a) LACITLOP  
b) LCATILIO  
c) OPILITACL  
d) None of these

26. What number should come next: 2, 1, (1/2), (1/4), ?

- a) 1/3  
b) 1/8  
c) 2/8  
d) 0

27. Dog: Rabies:: Mosquito: ?

- a) Plague  
b) Death  
c) Malaria  
d) Sting

28. Which among the following book is written by PM Narendra Modi

- a) **The Braille edition of the book Exam Warriors**  
b) Mind Master  
c) Cheque Book  
d) None of these

29. If A is a brother of B and B is a father of C. What is the relation between A and C?

- a) Son  
b) Grandfather  
c) **Uncle**  
d) Cousin

30. If in a code language, COULD is written as BNTKC and MARGIN is written as LZQFHM, how will MOULDING be written in that code?

- a) CHMFINTK  
b) **LNTKCHMF**  
c) LNKTCMHF  
d) NITKCHMF

31. Name the vaccine that is jointly developed by the German company BioNTech and US pharma giant Pfizer for COVID-19?

- a) **BNT162**  
b) PICOVACC  
c) Both A and B  
d) Neither A nor B

32. Who is the author of the book "My Life, My Mission"

- a) **Ramdev**  
b) Sushil Kumar  
c) Anupam Kher  
d) Ashis Ray

33. Which fungus is known as 'Green Mold' ?

- a) Aspergillus  
b) Saccharomyces  
c) Mucus  
d) **Penicillium**

34. Which of the following rivers is not a part of peninsular river system?



# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

- a) Mahanadi  
b) Godavari  
c) Kaveri  
d) **Ganga**

35. **Statement:** Anger is energy, in a more proactive way and how to channelize it is in itself a skill.

**Assumptions:** I. Anger need to be channelized.

II. Only skillful people can channelize anger to energy.

- a) If only assumption I is implicit.  
b) **If only assumption II is implicit.**  
c) if either I or II is implicit.  
d) if neither I or II is implicit.

36. Complete the series: 4, 12, 36, 108, ?

- a) 144  
b) 216  
c) **324**  
d) 304

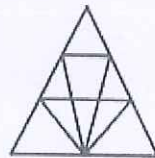
37. If Z = 52 and ACT = 48, then BAT will be equal to:

- a) 39  
b) 44  
c) 41  
d) **46**

38. If green means red, red means yellow, yellow means blue, blue means orange and orange means green, what is the colour of clean sky?

- a) Blue  
b) Green  
c) **Yellow**  
d) Orange

39. Find the number of triangles in the given figure.



- a) 12  
b) **18**  
c) 22  
d) 26

40. Thailand announced that it has proceeded to test its novel coronavirus vaccine on which animal/bird?

- a) **Monkeys**  
b) Lizard  
c) Hens  
d) Kites

41. In a certain code TEACHER is written as VGCEJT. How is the CHILDREN written in that code?

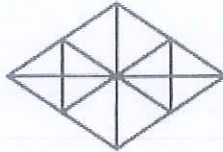
- a) EJKNEGTP  
b) EGKNFITP  
c) EJFNFGTO  
d) **EJKNFTGP**

42. If E = 5 and READ is coded as 7, then what is the code of 'DEAR' ?

- a) 6  
b) **7**  
c) 8  
d) 9



43. Find the number of triangles in the given figure.



a) 16

b) 22

c) 28

d) 32

44. Clock : Time :: Thermometer: ?

a) Heat

b) Radiation

c) Energy

d) **Temperature**

45. Write the next term of the series: 2B, 4C, 8E, 14H, ?

a) 16K

b) 20I

c) 20L

d) **22L**

46. AM stands for:

a) **Ante Meridian**

b) After Meridian

c) Anti Meridian

d) None of these

47. Write the missing term of the series: C4X, F9U, I16R, ?

a) K25P

b) L25P

c) **L25O**

d) L25P

48. Which word does NOT belong with the others?

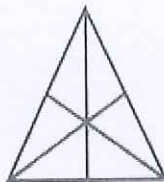
a) Index

b) Glossary

c) Chapter

d) **Book**

49. Find the number of triangles in the given figure.



a) **16**

b) 13

c) 9

d) 7

50. X is a brother of Y and Z is a father of X. what is the relation between Z and Y.

a) Uncle

b) Grandson

c) **Son**

d) Father

