



Registration No.:

BHARTIYA SKILL DEVELOPMENT UNIVERSITY
School of General Education
Session: 2021-22(Summer Semester)
B. Voc. Program, 5th Semester,
1st In-Sem. Examination

Course Code: GEN1501

Course Name: Advanced Communication Skills

Time: 1 Hour

Max. Marks: 20

(1*5=5)

Section-A

Q1. Fill in the blank by choosing appropriate word as given in the poem:

Where the mind is without fear and the _____ is held high.

- (a) Hatred (b) Love
(c) Peace (d) Head

Q2. Fill in the blank with the correct preposition:

He stood _____ John and Ravi. (a) among (b) between (c) across (d) on

Q3. Make sentences using the following correlative conjunctions:

- (a) Neither- nor (b) Not only- but Also

Q4. Fill in the blank using the suitable subordinating conjunction:

.....it was very hot, they went running.

- (a) Although (b) If
(c) So that (d) Until

Q5. *Where the mind is without Fear* is written by _____.

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

Section- B

(2*3=6)

Q 6. Explain the lines with reference to the context.

Where knowledge is free

Where the world has not been broken up into fragments

Q 7. Make sentences with the given words:

- (a) Truth (b) Perfection

Q 8. Fill in the blanks using suitable conjunctions:

- (a) I will follow you _____ you go.
(b) Sherry has a great job, _____ she is a very unhappy person.
(c) I don't like apples _____ do I like pears.
(d) You can't drive _____ you get your license.

Section- C

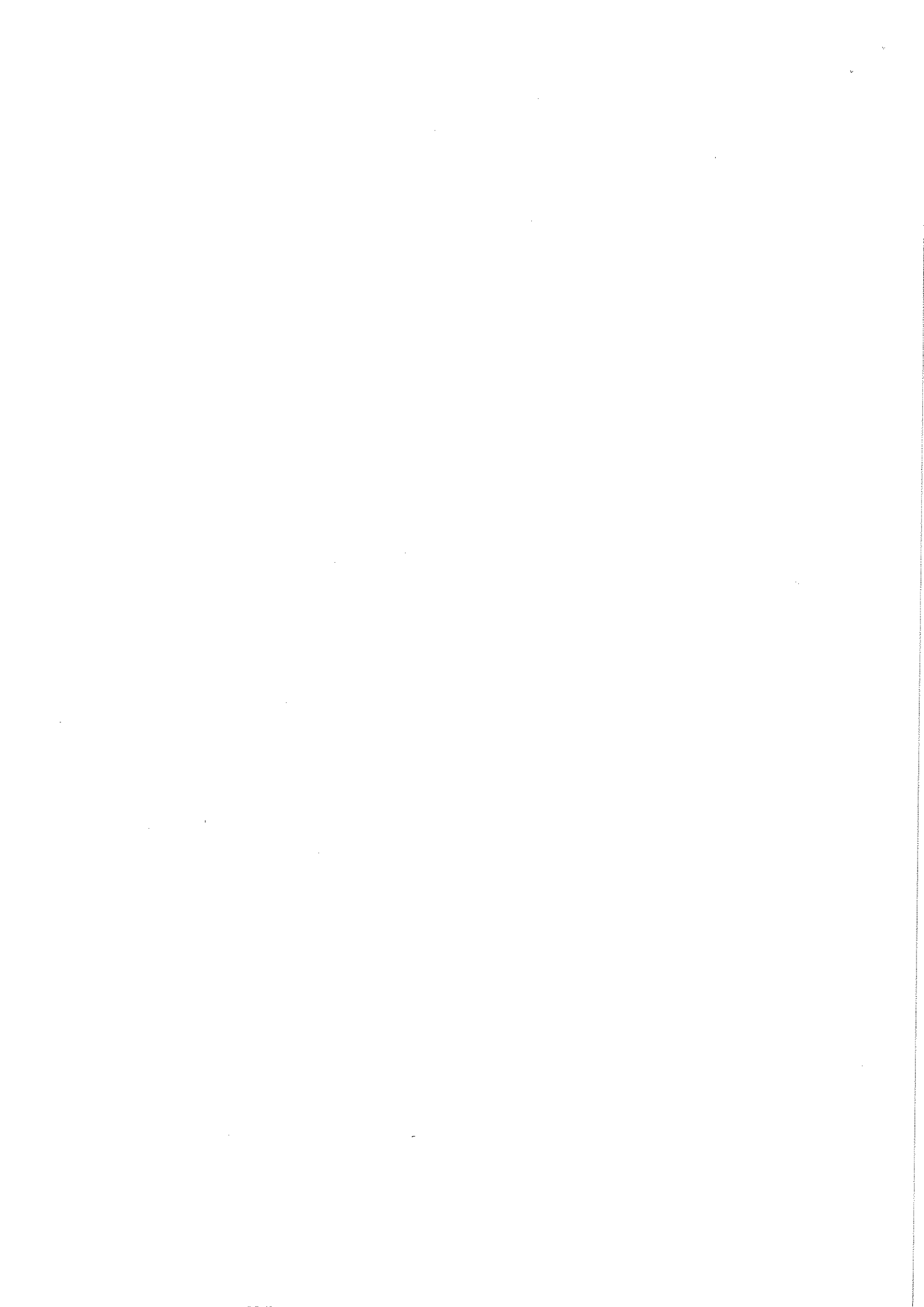
(3*3=9)

Q 9. Write the summary of the poem, *Where the Mind is Without Fear* in your own words.

Q 10. Fill in the blanks with correct prepositions to complete the following sentences:

- (a) My car is parked _____ the house.
(b) He graduated from Oxford _____ 1985.
(c) The shops open _____ 9:00am.
(d) _____ you, nobody else knows that I have escaped.
(e) The bus leaves _____ 8.45 p.m.
(f) I would like to thank you _____ everybody who was rescued.

Q 11. Write a paragraph on My Favorite Sportsman. (100 words)





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B. Voc. Program, V Semester,

1st In-Sem. Examination

Course Code: GEN1501

Time: 1 Hour

Course Name: Advanced Communication Skills

Max. Marks: 20

Answer Key

Instructions:

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

Section-A

(1*5=5)

Q1. Fill in the blank by choosing appropriate word as given in the poem:

Where the mind is without fear and the _____ is held high.

- (a) Hatred (b) Love
(c) Peace (d) Head

Q2. Fill in the blank with the correct preposition:

He stood _____ John and Ravi.

- (i) among (ii) **between** (iii) across (iv) on

Q3. Make sentences using the following correlative conjunctions:

- (a) Neither- nor- **You can neither go by bus nor by taxi.**
(b) Not only- but Also-**He not only studies hard but also works well.**

Q4. Fill in the blank using the suitable subordinating conjunction:

.....it was very hot, they went running.

- (a) **Although** (b) If
(c) So that (d) Until

Q5. *Where the mind is without Fear* is written by _____.

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

Section- B

(2*3=6)

Q 6. Explain the lines with reference to the context.

Where knowledge is free

Where the world has not been broken up into fragments

Ans. In the second line of *Where the Mind is Without Fear* the poet dreams of a nation where knowledge would be free. Education should not be restricted to the upper class only but everybody

should be allowed to acquire knowledge. Not only that, the children should learn freely from the nature and the world around them. They should not be forced memorize some predetermined lessons. And this is Tagore's typical concept of education.

In the next two lines, the poet emphasizes the unity of not only of his countrymen but also of the entire world. He thinks there should be no division among people based on their caste, creed, color, religion or other baseless superstitions. In other words, prejudices and superstitions should not divide the people in groups and break their unity.

Q 7. Make sentences with the given words:

- (a) Truth-She tried to hide the truth from her friends
- (b) Perfection-He aimed at accuracy and perfection

Q 8. Fill in the blanks using suitable conjunctions:

- (a) I will follow you **wherever** you go.
- (b) Sherry has a great job, **but** she is a very unhappy person.
- (c) I don't like apples **nor** do I like pears.
- (d) You can't drive **until / till** you get your license.

Section- C

(3*3=9)

Q 9. Write the summary of the poem, *Where the Mind is Without Fear* in your own words.

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 10. Fill in the blanks with correct prepositions to complete the following sentences:

- (a) My car is parked **in front of** the house.
- (b) He graduated from Oxford **in 1985**.
- (c) The shops open **at 9:00am**.
- (d) **Apart from** you, nobody else knows that I have escaped.
- (e) The bus leaves **at 8.45 p.m.**
- (f) I would like to thank you **on behalf of** everybody who was rescued.

Q 11. Write a paragraph on My Favorite Sportsperson. (100 words)

Ans. My favorite sports person is MS Dhoni. He is one of the most popular cricketer and one of the most successful cricket captain in the world. Born in Jharkhand he was passionate about sports and played shuttle badminton, football and cricket during his childhood. He was a big fan of wicket keeper batsman legendary Adam Gilchrist. Soon, he started impressing people around with his wicket keeping styles and aggressive batting and made it into junior and senior state team. His talent and consistency got him into a place in the national team under the leadership of Rahul Dravid.

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School of General Education

Session: 2021-22(Summer Semester)

B. Voc. Program, 5th Semester,1st In-Sem. Examination

Course Code: GEN 1502

Course Name: Quantitative Aptitude

Instruction:

1. All questions are compulsory.
2. Calculator is not permitted.

Time: 1 Hour

Max. Marks: 20

Section – A

05×01 = 05 Marks

Q1. The place value of 6 in the number 467802 is

- (a) 6 (c) 67802
(b) 60000 (d) 6000

Q2. The face value of 8 in the number 718524 is

- (a) 8 (c) 1000
(b) 8000 (d) 8926

Q3. Which one of the following number is a prime number?

- (a) 161 (c) 341
(b) 373 (d) 437

Q4. If the number $97215*6$ is completely divisible by 11, then the smallest whole number in place of * will be

- (a) 3 (c) 2
(b) 1 (d) none of these

Q5. HCF of $4 \times 27 \times 3125$, $8 \times 9 \times 25 \times 7$ and $16 \times 81 \times 5 \times 11 \times 49$ is

- (a) 360 (c) 180
(b) 540 (d) 1260

Section – B

03×02 = 06 Marks

Q6. (i) Find the LCM and HCF of $\frac{2}{3}, \frac{3}{5}, \frac{4}{7}, \frac{9}{13}$.(ii) Reduce $\frac{1095}{1168}$ to its lowest terms.

Q7. The HCF and LCM of two numbers are 12 and 336 respectively. If one of the number is 84, find the other one.

Q8. Simplify:

(i)
$$\frac{343 \times 343 \times 343 - 113 \times 113 \times 113}{343 \times 343 + 343 \times 113 + 113 \times 113}$$

(ii) Find the value of x in the equation $\frac{113 \times 4 - x \times 2}{13 \times 9 - 5 \times 7} = 5$.

Section – C

03 × 03 = 09 Marks

Q9. Arrange the fractions $\frac{5}{8}, \frac{5}{6}, \frac{7}{4}, \frac{3}{5}$ in the ascending order.

Q10. Narendra is on tour and he has Rs. 360 for his expenses. If he exceeds his tour by 4 days, he must cut down his daily expenses by Rs 3. For how many days is Narendra on tour?

Q11. Simplify:

(i)
$$\frac{5+5+5}{7+7+7} - \frac{5+5}{7+7} + \frac{5}{7} = ?$$

(ii)
$$\frac{2}{3} \times \frac{3}{\frac{5}{6} \div \frac{2}{3} \text{ of } 1\frac{1}{4}} = ?$$

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School of General Education

Session: 2021-22(Summer Semester)

B. Voc. Program, 5th Semester,1st In-Sem. Examination

Course Code: GEN 1502

Course Name: Quantitative Aptitude

Instruction:

1. All questions are compulsory.
2. Calculator is not permitted.

Answer Key

Time: 1 Hour

Max. Marks: 20

Section – A

05×01 = 05 Marks

Q1. The place value of 6 in the number 467802 is

- (a) 6 (c) 67802
(b) 60000 (d) 6000

Q2. The face value of 8 in the number 718524 is

- (a) 8 (c) 1000
(b) 8000 (d) 8926

Q3. Which one of the following number is a prime number?

- (a) 161 (c) 341
(b) 373 (d) 437

Q4. If the number 97215*6 is completely divisible by 11, then the smallest whole number in place of * will be

- (a) 3 (c) 2
(b) 1 (d) none of these

Q5. HCF of $4 \times 27 \times 3125$, $8 \times 9 \times 25 \times 7$ and $16 \times 81 \times 5 \times 11 \times 49$ is

- (a) 360 (c) 180
(b) 540 (d) 1260

Section – B

03×02 = 06 Marks

Q6. (i) Find the LCM and HCF of $\frac{2}{3}, \frac{3}{5}, \frac{4}{7}, \frac{9}{13}$. (LCM = 36, HCF= 1/1365)(ii) Reduce $\frac{1095}{1168}$ to its lowest terms. (15/16)

Q7. The HCF and LCM of two numbers are 12 and 336 respectively. If one of the number is 84, find the other one. (48)

Q8. Simplify

$$(i) \quad \frac{343 \times 343 \times 343 - 113 \times 113 \times 113}{343 \times 343 + 343 \times 113 + 113 \times 113} \quad (230)$$

$$(ii) \quad \text{Find the value of } x \text{ in the equation } \frac{113 \times 4 - x \times 2}{13 \times 9 - 5 \times 7} = 5. \quad (21)$$

Section – C

03 × 03 = 09 Marks

Q9. Arrange the fractions $\frac{5}{8}, \frac{5}{6}, \frac{7}{4}, \frac{3}{5}$ in the ascending order. $(\frac{3}{5} < \frac{5}{8} < \frac{5}{6} < \frac{7}{4})$

Q10. Narendra is on tour and he has Rs. 360 for his expenses. If he exceeds his tour by 4 days, he must cut down his daily expenses by Rs 3. For how many days is Narendra on tour? (20)

Q11. Simplify:

$$(i) \quad \frac{5+5+5}{7+7+7} - \frac{5+5}{7+7} + \frac{5}{7} = ? \quad (5/7)$$

$$(ii) \quad \frac{2}{3} \times \frac{3}{\frac{5}{6} \div \frac{2}{3} \text{ of } 1\frac{1}{4}} = ? \quad (2)$$



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Course Code: GEN1503

Time: 1 Hour

Course Name: Financial Accounting

Max. Marks: 20

Section – A

05X01 = 05 Marks

Answer following objective type questions, each question carries 01 mark.

Q1 ____ is the measure of goods at any point of time.

- a) Asset b) Goods c) Stock d) All of Above

Q2. Which account is not a liability account?

- a) Creditors b) Cash c) Term Loan d) Bills Payable

Q.3 The money which is withdrawn by the owner for personal uses is called.....

- a) Drawings b) Asset c) Term Loan d) Bank

Q.4. Accounting Equation is =

- a) Assets = Liabilities
b) Liabilities = Assets
c) Assets= Liabilities+ Capital
d) None

Q 5. Which of the following is not an economic/ financial event?

- a) Sale of Goods to customers b) Purchase of materials from supplier
c) Payment of rent to Landlord d) Hiring a new employee

Section – B

03X02 = 06 Marks

Answer following short answer type questions, each question carries 02 marks.

Q.1 What is full form of GAAP? Briefly explain it.

Q.2 Name and elaborate any two users of accounting information?

Q.3. What are Tangible Assets?

Section – C

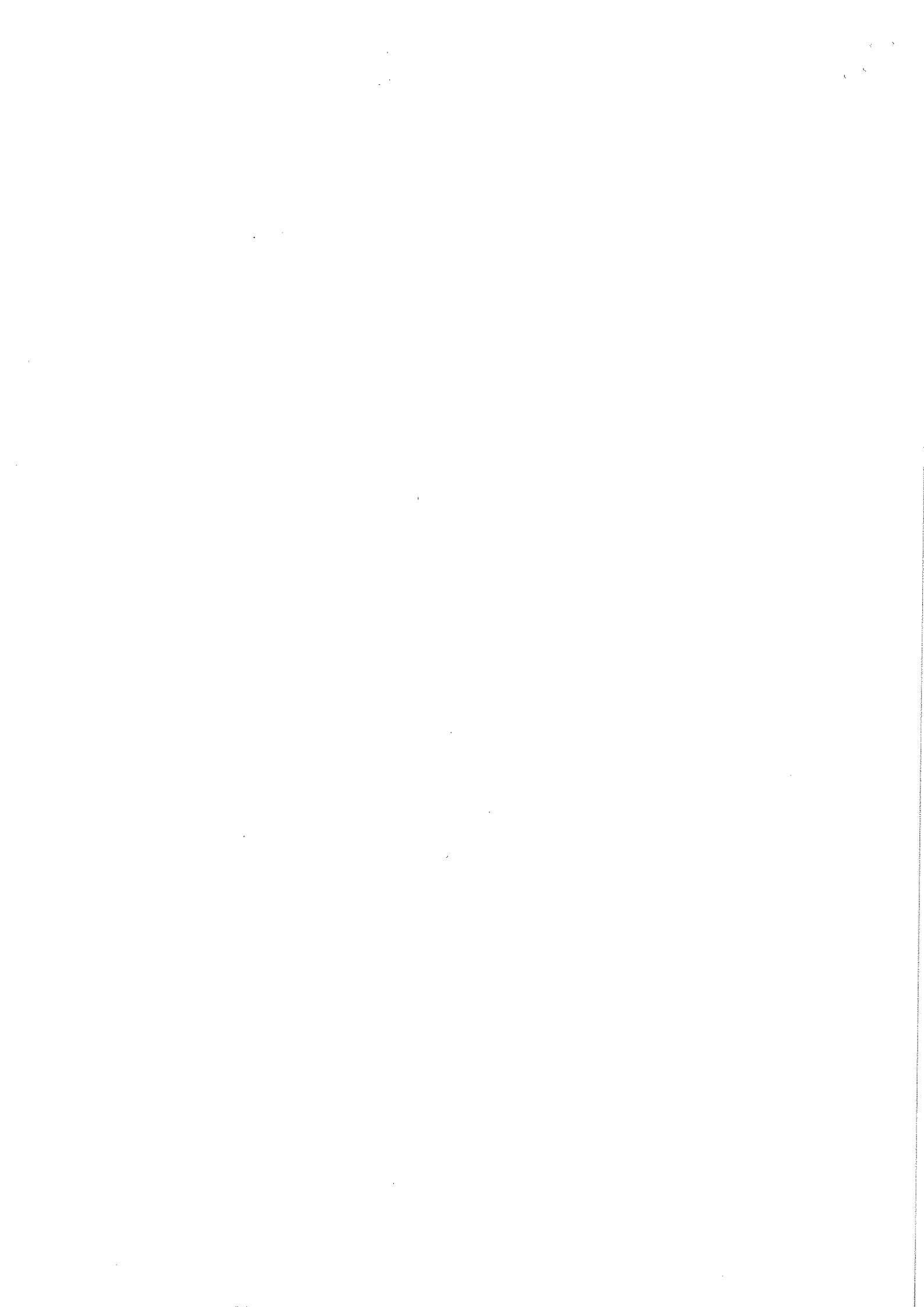
03X03 = 09 Marks

Answer following essay type questions, each question carries 03 marks.

Q.1 What is meant by accounting?

Q.2. What do you mean by depreciation. What are its objectives?

Q.3. What is Business Entity Concept?





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B. Voc. Program, V Semester,
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Answer Key

Course Code: GEN1503

Time: 1 Hour

Course Name: Financial Accounting

Max. Marks: 20

Section – A

05X01 = 05 Marks

Answer following objective type questions, each question carries 01 mark.

Q1 ____ is the measure of goods at any point of time.

- a) Asset b) Goods c) **Stock** d) All of Above

Q2. Which account is not a liability account?

- a) Creditors b) **Cash** c) Term Loan d) Bills Payable

Q.3 The money which is withdrawn by the owner for personal uses is called.....

- a) **Drawings** b) Asset c) Term Loan d) Bank

Q.4. Accounting Equation is =

- a) Assets = Liabilities
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c) **Assets= Liabilities+ Capital**
d) None

Q 5.Which of the following is not an economic/ financial event?

- a) Sale of Goods to customers b) Purchase of materials from supplier
c) Payment of rent to Landlord d) **Hiring a new employee**

Section – B

03X02 = 06 Marks

Answer following short answer type questions, each question carries 02 marks.

Q.1 What is full form of GAAP? Briefly explain it.

Ans. Generally Accepted Accounting Principles (GAAP or US GAAP) are a collection of commonly-followed accounting rules and standards for financial reporting. The specifications of GAAP, which is the standard adopted by the financial authorities, include definitions of concepts and principles, as well as industry-specific rules. The purpose of GAAP is to ensure that financial reporting is transparent and consistent from one organization to another.



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Q.2 Name and elaborate any two users of accounting information?

Ans. Users of accounting information are internal and external. External users are creditors, investors, government, trading partners, regulatory agencies, international standardization agencies, journalists and internal users are owners, directors, managers, employees of the company.

Q.3. What are Tangible Assets?

Ans. A tangible asset is an asset that has a finite monetary value and usually a physical form. Tangible assets can typically always be transacted for some monetary value though the liquidity of different markets will vary. Tangible assets are the opposite of intangible assets which have a theorized value rather than a transactional exchange value.

Tangible assets are typically physical assets or property owned by a company, such as computer equipment. Tangible assets are the main type of assets that companies use to produce their product and service.

Section – C

03X03 = 09 Marks

Answer following essay type questions, each question carries 03 marks.

Q.1 What is meant by accounting?

Ans. Accounting is a systematic process of identifying, recording, classifying, summarizing, interpreting and communicating financial information. It reveals profit or loss for a given period, and the value and nature of a firm's assets, liabilities and owners' equity.

Q.2. What do you mean by depreciation. What are its objectives?

Ans. Depreciation is an accounting method of allocating the cost of a tangible asset over its useful life and is used to account for declines in value. Businesses depreciate long-term assets for both tax and accounting purposes. It includes a reduction in the value of an asset over time, due in particular to wear and tear.

The purpose of charging depreciation includes:

- ① To calculate proper profits.
- ① To show asset at its reasonable value.
- ① To keep the original monetary value of the asset intact
- ① To provide for replacement of asset.
- ① For tax purposes.



Q.3. What is Business Entity Concept?

Ans. The business entity concept states that the transactions associated with a business must be separately recorded from those of its owners or other businesses. Doing so requires the use of separate accounting records for the organization that completely exclude the assets and liabilities of any other entity or the owner. Without this concept, the records of multiple entities would be intermingled, making it quite difficult to discern the financial or taxable results of a single business.





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Registration No.:

School of General Education
Session: 2021-22 (Summer Semester)
B.Voc. Program, V Semester
1st In-Sem. Examination

Course Code: GEN 1506

Time: 1 Hour

Course Name: Digital Marketing and Analytics

Max. Marks: 20

Section – A

05X01 = 05 Marks

Answer following objective-type questions, each question carries 01 mark.

Q 1. 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 2. What is the name of Facebook's analytic package?

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

Q 3. 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 4. 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 5. 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.



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Section – B

03X02 = 06 Marks

Answer following short answer type questions, each question carries 02 marks.

- Q 1. Impressions should be your first social media metrics for analytics. Justify the statement using Facebook as an example.
- Q 2. Write a short note on the Facebook Graph API. Outline its key features.
- Q 3. Outline and discuss the value addition that the adoption of social media analytics adds to any business.

Section – C

03X03 = 09 Marks

Answer following essay-type questions, each question carries 03 marks.

- Q 1. How data becomes Knowledge-Wisdom? Explain it in terms of social media analytics and the DIKW Pipeline.
- Q.2 What are 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 "Predicting the future with social media"?



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School of General Education

Session: 2021-22 (Summer Semester)

B.Voc. Program, V Semester

1st In-Sem. Examination

Course Code: GEN 1506

Course Name: Digital Marketing and Analytics

Answer key

Time: 1 Hour

Max. Marks: 20

Section – A

05X01 = 05 Marks

Answer following objective type questions, each question carries 01 mark.

- Q 1. Two increasingly important ethical aspects of social media are
- Ratings and traffic.
 - Transparency and privacy.**
 - Identity and honesty.
 - Virtue and virality.
- Q 2. What is the name of Facebook's analytic package?
- Princeps
 - GlassDoor
 - Discovery
 - Insights**
- Q 3. Which of the following best describes third-party apps interacting with Facebook?
- AoF calls
 - AFI calls
 - API calls**
 - alk3 calls
- Q 4. 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?
- ROI**
 - Sunk costs
 - CTR
 - CPM
- Q 5. 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.

Section – B

03X02 = 06 Marks



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Answer following short answer type questions, each question carries 02 marks.

Q 1. 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 Crowdboost. Views are the main engagement action on YouTube, making them the equivalent of impressions.

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. 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:



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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.

Section – C

03X03 = 09 Marks

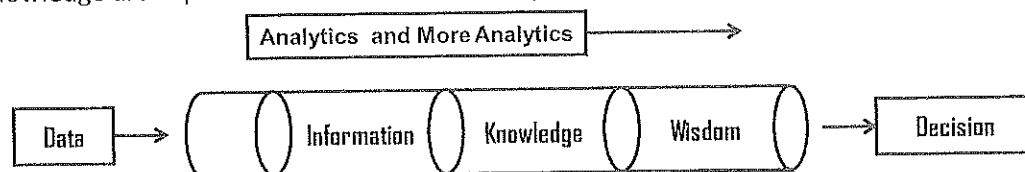
Answer following essay type questions, each question carries 03 marks.

Q 1. 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:

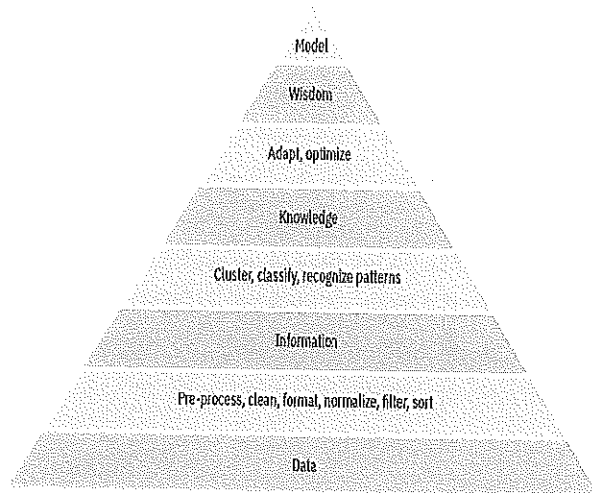


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- Developing an understanding of problem-solving methods
- Developing insights by analyzing data and information for a given context
- Gathering intelligence from other people solving the same problems

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 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 "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.





BHARTIYA SKILL DEVELOPMENT UNIVERSITY
School of General Education

Session: 2021-22 (Summer Semester)

B. Voc. Program, 5th Semester,
1st In-Sem. Examination

Course Code: GEN 1507

Time: 1 Hour

Course Name: Reasoning & General Awareness

Max. Marks: 20

Student Name		
School		
Reg. No.		
Invigilator Name		
Invigilator Sign with date		

Tick the correct answer

20×01 = 20 Marks

Q1. What is the full form of "TOEFL"?

- (A) Test of English and French Language
- (B) Test of English as a Foreign Language
- (C) Test of English and Finance Lesson
- (D) Test of Engineering and Foreign Language

Q2. What is the full form of "EVM"?

- (A) Electronic Voting Machines
- (B) Electronic Voters Machines
- (C) Electrical Voting Machines
- (D) Electronic Vote Machines

Q3. The abbreviation *EMI* in banking sector stands for:

- (A) Equal Monthly Increment
- (B) Equalized Monthly Instalment
- (C) Equated Money Instalment
- (D) Equated Monthly Instalment

Q4. What is the full form of "BBC"?

- (A) Board of British Corporation
- (B) Business on Bulk Credit
- (C) British Business Corporation
- (D) British Broadcasting Corporation

Q5. Ajanta Caves in Maharashtra have rock-cut cave monuments of which religion?

- (A) Sikhism
- (B) Buddhism
- (C) Christianity
- (D) Hinduism

Q6. Kailasa temple in the Caves is the largest rock-cut monument in the world.

- (A) Elephanta
- (B) Ajanta
- (C) Ellora
- (D) Karla



BHARTIYA SKILL DEVELOPMENT UNIVERSITY

- Q7. Which of the following monuments is known as Palace of winds?
- (A) Taj Mahal (C) Victoria Memorial
(B) Leh Mehal (D) Hawamahal
- Q8. What is the term of a judge of the International Court of Justice?
- (A) 5 years (C) 8 years
(B) 7 years (D) 9 years
- Q9. Which of the following is NOT a specialized agency of the United Nations Organization?
- (A) World Trade Organization (WTO)
(B) World Health Organization (WHO)
(C) World Meteorological Organization (WMO)
(D) World Intellectual Property Organization (WIPO)
- Q10. Which of the following countries is a permanent member of the UN Security Council?
- (A) India (C) France
(B) Japan (D) Spain
- Q11. 150, 102, 70, 46, 26, ?
- (A) 16 (C) 10
(B) 8 (D) 2
- Q12. 10, 14, 28, 52, 134, ?
- (A) 302 (C) 300
(B) 304 (D) 268
- Q13. 10, 26, 74, 218, 650, ?
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- Q14. Peace : Chaos :: Creation : ?
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- (A) Cage (C) Nest
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- Q16. BLOCKED : YOLXPVW :: ? : OZFMMXS
- (A) LAUNNCH (C) LABOURS
(B) RESULTS (D) DEBATES

Q17. **Statement:** Only good singers are invited in the conference. No one without sweet voice is a good singer.

Conclusions I All invited singers in the conference have sweet voice.

Conclusions II Those singers who do not have sweet voice are also invited in the conference.

- (A) Only conclusion I is true
(B) Only conclusion II is true
(C) Both conclusions I and II true
(D) Both conclusions I and II are false

Q18. **Statement:** Book your flat before 15th June and avail interest free loan from the builders. An advertisement.

Conclusions I. No flat will be booked afterwards.

Conclusions II. After 15th June, no loan will be provided.

- (A) only conclusion I follows
(B) only conclusion II follows
(C) either I or II follows
(D) neither I nor II follows

Q19. **Statement:** A large number of people in ward X of the city are diagnosed to be suffering from a fatal malaria type.

Courses of Action:

- (I) The city municipal authority should take immediate steps to carry out extensive fumigation in ward X.
(II) The people in the area should be advised to take steps to avoid mosquito bites.
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Q20. **Statement:** As stated in the recent census report the female to male ratio is alarmingly low.

Courses of Action:

- (I) The government should conduct another census to verify the results.
(II) The government should immediately issue orders to all the departments to encourage people to improve the ratio.
(A) Only I follows
(B) Only II follows
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Rough Work



BHARTIYA SKILL DEVELOPMENT UNIVERSITY
School of General Education

Session: 2021-22 (Summer Semester)

B. Voc. Program, 5th Semester,

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Answer Key

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BHARTIYA SKILL DEVELOPMENT UNIVERSITY

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(A) Only I follows (C) Neither I nor II follows
(B) **Only II follows** (D) Both I and II follow

Rough Work