

EAT No. _____

No. of Printed pages: 02

[74/A-36]

SARDAR PATEL UNIVERSITY**T.Y.B.A Examination 5th - Semester****Wednesday, 15, November 2017****Time: 02.00 pm to 05.00 pm****Course Code: UA05EECO23 – Part - I****Indian Economy**

કુલ ગુણ: ૭૦

સૂચના: જમણી બાજુના આંકડા પ્રશ્નના ગુણ દર્શાવે છે.

- પ્રશ્ન : ૧ ભારતીય અર્થતંત્રમાં ખેતીના મહત્વની સમજ આપો. (૧૮)
અથવા
- પ્રશ્ન : ૧ માથાદીઠ આવકનો અર્થ જણાવી ભારતમાં માથાદીઠ આવક નીચી હોવાના કારણો જણાવો.
- પ્રશ્ન : ૨ ભારતીય અર્થતંત્રના લક્ષણો જણાવો. (૧૭)
અથવા
- પ્રશ્ન : ૨ નવી આર્થિક નીતિની ચર્ચા કરો.
- પ્રશ્ન : ૩ ભારતના ગ્રામીણ અર્થતંત્રના લક્ષણોની ચર્ચા કરો. (૧૭)
અથવા
- પ્રશ્ન : ૩ ભારતમાં ખેતઉત્પાદકતા નીચી હોવાના કારણો અને ખેતઉત્પાદકતા વધારવાના ઉપાયોની ચર્ચા કરો.
- પ્રશ્ન : ૪ ટૂંકનોંધ લખો (કોઈપણ બે) (૧૮)
- (૧) ઉદારીકરણની અસરો
 - (૨) ભારતીય અર્થતંત્રમાં જાહેર ક્ષેત્રનો ફાળો.
 - (૩) નીચી માથાદીઠ આવક વધારવાના ઉપાયો.
 - (૪) ભારતીય અર્થતંત્રમાં ખાનગી ક્ષેત્રનો ફાળો

Q.1 Explain Importance of Agriculture in Indian Economy. (18)

OR

Q.1 Give the meaning of per capita Income. Explain Causes for Low per capita Income in India.

Q.2 Explain the characteristics of Underdeveloped Economy in India. (17)

OR

Q.2 Discuss in details New Economic policy in India.

Q.3 Explain the characteristics of Rural Economy of India. (17)

OR

Q.3 Discuss reasons for Low productivity of Agriculture productivity and remedial of increase Low productivity.

Q.4 Write short notes (Any Two) (18)

1. Effects of Liberalization
2. Role of Public sector in Indian Economy
3. Remedial of Increase Low per capita Income.
4. Role of Private sector in Indian Economy

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SADARPATELUNIVERSITY

VALLABH VIDYANAGAR - 388 120

Semester End Examination November-

No of printed pages:02

2017

UA05EEEC02 Economic systems

T.Y.B.A. (Advanced) Semester V

Date: 15th November 2017

Time: 2:00 pm to 4.00 pm

Total Marks: 60

Q-1 Attempt the following -

(15)

1. Mixed Economy signifies.

A Stability

B Balanced development

C Maximizes productivity

D All of the above

2. Capitalism leads to

A Rapid economic growth

B Maximum efficiency

C More economic activity

D All of the above

3. Demerits of mixed economy can be seen in

A Inefficiency B Corruption C Fear of nationalism D All of the above

4. There is absence of role of government in

A Capitalist economy

B Socialist economy

C Mixed economy

D Primitive economy

5. Capitalism is also called

A Command economy

B Planned economy

C Laissez-faire economy

D Perfectly competitive economy

6. Which is the best attribute for Socialism ?

A Free market economy

B Laissez-faire economy

C Command economy

D Perfectly competitive economy

7. An organizer will always take

A Innovations B Traditions C Risks D None

8. Which of the following is not a type of economic system?

A Free market economy

B Public market economy

C Command economy

D Traditional economy

9. In which economic system would a person expect the widest selection of consumer goods?

A Communist B Traditional C Socialist D Free enterprise

10. All economic systems are components of the
 A World wide web B Global economy
 C Macro economics D Micro economics

11. Socialism means
 A No freedom to enterprise B Complete role of government
 C No competition D All of the above

12. Who makes decisions for the public sector in a mixed economy
 A Government B Individuals C Businesses D Individuals and Govt.

13. India has adopted as its economic system to bring about a socialistic pattern of society
 A Socialism B Mixed economy C Capitalism D Political economy

14. Who said "Capitalism contain seeds of its own destruction".
 A Karl Marx B Adam smith C Ricardo D Samuelson

15. Indian economy is characterized by.....

Q-2 Define mixed economy? Explain achievements and failures of mixed economy system (15)

OR

Q-2 What is meant by Capitalism? Discuss strength and defects of capitalism (15)

Q-3 What is meant by socialism? Explain merits and demerits of socialism? (15)

OR

Q-3 What is meant by Production? Explain modes of production. (15)

Q-4 Attempt any two of the following (15)

A Functioning of capitalism

B The economy as a system

C India towards a free market economy

D Features of Socialism

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SADARPATELUNIVERSITY
VALLABH VIDYANAGAR - 388 120

Semester End Examination November-December 2017

UA05EEEC03 Industrial Economics
T.Y.BA (Advanced) Semester V

Date: 16th November 2017
Time: 2:00 pm to 4.00 pm

Total Marks: 60

Q-1 Attempt the following

(15)

1. _____ is an activity in the public sector only
A Transportation B Consumer goods production
C Retail and Wholesale trade D Atomic power
2. Large scale Industries involve investment of _____
A 100 crore and above B Minimum C Large D 10 crore.
3. The members of a co- operative society have _____ liability
A Limited B Unlimited C Joint D Joint and several
4. In which year was the first privatization effected in India?
A 1998 B 1999 C 2000 D 1989
5. _____ is an Industrial Country
A Japan B China C India D Sri Lanka
6. Which of the following is an example of Joint- sector enterprise in India?
A Maruti udyog limited B The Indian oil corporation
C Hindustan Antibiotic Ltd. D Bharat Aluminum Ltd.
7. Who manufactures the largest Quantity of jute goods in the world
A India B Bangladesh C Thailand D Myanmar
8. Co- operative movement originated first in _____
A Germany B England C France D Spain
9. Which of the following is not a public sector undertaking?
A Bharat Earth Movers Limited B Educational Consultants India Limited
C Balmer Lawrie & Co Ltd D None of the above
10. Which problem is faced by small Industries?
A Lack of adequate finance B outdated technology
C Shortage of raw materials D All

(P.T.O.)

11. Where do MNCs choose to set up production?
 A Cheap goods B Cheap labor resources
 C Economic sustainability D None of these
12. Which of the following does not affect the location of industries?
 A Land B Entrepreneur C Infrastructure D None of the above
13. For which of the following industry humid climate is helpful
 A Cotton B steel C Light Bulb D Automobile
14. Which is the only Industry in India, which is self-reliant?
15. A Textile Industry B Iron and steel C Electrical D sugar

Q-2 What is Large-scale Industry? Discuss Cotton, Iron, and Steel Industries in detail. (15)

OR

Q-2 What is the difference between public and private sector? Explain features of public and private sector in detail. (15)

Q-3 Discuss importance and role of industries in economic and social development. (15)

OR

Q-3 Explain impact of liberalization and privatization on SSI Sector. (15)

Q-4 Attempt any two of the following (15)

- A Industrial Classification
- B Location of Industries
- C Merits and demerits of Cottage Industries
- D Importance of MNCS and their role in an economy.

— X —

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SADARPATEL UNIVERSITY
VALLABH VIDYANAGAR – 388 120

Semester End Examination November-December 2017

T.Y.B.A SEMESTER V
UA05EEEC01- Economic Analysis-I

Date: 14th November 2017, Tuesday
Time: 2.00 pm to 4.00 pm

Marks: 60

Note: Figures to the right indicate marks.

Draw diagram and cite examples wherever necessary.

(15)

Q. 1

1. The point of zero profit is
 - A) TR is maximum
 - B) TR is maximum and TC minimum
 - C) BEP
 - D) none of these
2. When TC is lowest and TR is highest -
 - A) profit is zero
 - B) there is abnormal profit
 - C) there is break even
 - D) profit is maximum
3. _____ is not a qualitative method of demand forecasting.
 - A) End Use method
 - B) Consumer survey Method
 - C) Time series analysis
 - D) All of these
4. _____ is the most important objective of a modern firm.
 - A) profit maximization
 - B) sales maximisation
 - C) employee satisfaction
 - D) none of these
5. Demand for consumer goods is a
 - A) direct demand
 - B) derived demand
 - C) autonomous demand
 - D) none of these
6. Demand for durables goods is
 - A) collective demand
 - B) individual demand
 - C) autonomous demand
 - D) none of the above
7. Industry demand is not affected by
 - A) Price
 - B) final demand
 - B) Advertisement
 - D) None of these
8. Perishable goods have _____ demand
 - A) more elastic
 - B) less elastic
 - C) inelastic
 - D) perfectly elastic
9. Demand by segment means
 - A) different age groups
 - B) different geographical region
 - C) different group of people
 - D) none of these

10. Indirect tax is better than direct tax. True/False
11. Boumol's model states _____
12. Supply curve of labour is backward bending. True/False
13. For producers' goods advertisement is essential. True/False
14. Subsidy in cash is better than subsidy in kind. True/False
15. Contract curve is _____

Q.2 Discuss non statistical methods demand forecasting in detail. (15)

OR

Q.2 Explain in detail sales and profit maximizing objectives of modern firm. (15)

Q.3 Do you believe that subsidy in cash is better than subsidy in kind? (15)

OR

Q.3 Discuss the meaning, objectives and significance of demand forecasting. (15)

Q.4 Attempt **ANY TWO** of the following (15)

- A) Industry demand and firm's demand.
- B) Explain Baumol's Model.
- C) Supply curve of labour.
- D) Time series analysis method of demand forecasting.

— X —

(2)

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No. of Printed Pages : 2

SARDAR PATEL UNIVERSITY

TYBA (ADVANCED) SEMESTER – V (CBCS)

(UA05EEEN01) READING AND UNDERSTANDING DRAMA

TUESDAY, NOVEMBER 14, 2017

TIME: 02:00 PM – 04:00 PM

TOTAL MARKS: 60

Q:1 Choose the correct option from the multiple choice questions.

[15]

(Each Question Carries One Mark)

1. Which of the following nicknames is not a nick name Torvald uses for Nora?
A. Squiller B. Silly girl C. Peaches D. Skylark
2. Who loses the opportunity to marry Portia by choosing the Silver casket?
A. The Prince of Arragon B. The Jew of Malta
C. The Duke of Earl D. The Viscount of Normandy
3. Who is the president of the administrative committee who hold Palotin in his mind?
A. Sibilot B. Mouton C. Goblet D. Veronica
4. Who is an internationally wanted swindler in Nekrassov?
A. Demidoff B. Veronica C. Jules Palotin D. Georges De Valera
5. Which part of Shakespearean comedy drawn partly from life and partly from literature?
A. The Clown B. Songs C. Mirth D. Fantasy
6. Which was a debased form of tragedy as Farce may be considered a coarser form of comedy?
A. Melodrama B. Masque C. Farce D. Comedy
7. Who is blonde, full-figured, radiantly beautiful, laughing and talkative girl in *Antigone*?
A. Lady Messenger B. Nurse C. Antigone D. Ismene
8. Which among is not the example of melodrama?
A. *Spanish Tragedy* B. *The Duchess of Malfi* C. *Dr. Faustus* D. *The White Devil*
9. Who is Dionysus?
A. God of Wine B. God of Theatre C. Both A & B D. None of the above
10. What crime earned Krogstad his bad reputation?
A. Robbery B. Forgery C. Murder D. Copying
11. Who enters into the court as a disguised form of young doctor of law Balthazar?
A. Nerissa B. Lorenzo C. Jessica D. Portia
12. Which is not the characteristic of Shakespearean Comedy?
A. Fate and Character B. Songs C. Part played by women D. Mirth and Laughter

13. What is the meaning of 'peripeteia' in the Greek tragedy?
A. Nobel B. Arrogance C. Reversal D. Recognition
14. What is the last act done by Nora in of *A Doll's House*?
A. A door Slamming B. A Gun Shot C. Suicide D. Dance
15. Who is the protagonist of the *Nekrassov*?
A. Goblet B. Jean Paul Sartre C. Sibilot D. Georges De Valera

Q:2[A] Examine the significance of symbolism by Henrik Ibsen in *A Doll's House*. [15]

OR

[B] What is Greek tragedy? Discuss *Antigone* as a tragedy. [15]

Q:3[A] Which are the characteristics of the Shakespearean comedy and estimate [15]
The Merchant of Venice as a romantic comedy?

OR

[B] Critically evaluate *Nekrassov* by Jean Paul Sartre. [15]

Q:4 Write any two short notes: [15]

1. Character of Nora
2. Character of Portia
3. Masque
4. Opening Scene of *Nekrassov*

— X —
②

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TYBA (ADVANCED): SEM-V (CBCS) (REG. & NC)

Wednesday, November 15, 2017, Time: 02:00pm to 04:00pm

Total Marks: 60

(15)

- 1

15 *Principles of Literary Criticism* was published in _____.

a. 1924

b. 1925

c. 1927

d. 1928

Q.2.A. Critically examine J.C. Ransom's *From Criticism as Pure Speculation*.

OR

(15)

Q.2.B. Elaborate on T.S. Eliot's views as presented in *Tradition and Individual Talent*.

Q.3.A. Discuss in detail Matthew Arnold's pre-occupation in *The Function of Criticism at the Present Time*.

OR

(15)

Q.3.B. Expound on the idea of I.A. Richards' *The Four Kinds of Meaning*.

Q.4. Attempt ANY TWO short notes.

(15)

- 1) Define Tradition in *Tradition and Individual Talent*.
- 2) T.S. Eliot's ideas on the Historical sense.
- 3) Depersonalization of poetry in *Tradition and Individual Talent*.

*****X*****X*****

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Sardar Patel University

BA (Advanced English Medium): SEM -V (CBCS)

UA05EEEN03: Introduction to English Language Teaching- I

16/11/2017, Thursday, Time: 02:00 P.M. to 04:00 P.M.

Total Marks: 60

Q.1. Attempt the Following Multiple Choice Questions.

15 Marks

1. _____ competence means the interpretation of individual message elements in terms of their interconnectedness and of how meaning is represented in relationship to the entire discourse text.
a. Grammatical b. Discourse c. Sociolinguistic d. Strategic
2. _____ Language Teaching was the major approach to teaching English as a FL.
a. Strategic b. Second c. Situational d. Special
3. In 1972, _____ proposed a functional or communicative syllabus for language teaching.
a. Anthony b. Brumfit c. Littlewood d. D. A. Wilkins
4. In Hymes' view, a person who acquires _____ competence acquires both knowledge and ability for language use.
a. Grammatical b. Semantic c. Communicative d. Strategic
5. Traditional approach to language teaching gave priority to _____ competence as the basis of language proficiency.
a. Grammatical b. Communicative c. Discourse d. Sociolinguistic
6. _____ is the level at which assumptions and beliefs about language and language learning are specified.
a. Approach b. Method c. Technique d. All of these
7. Which of the following also referred to Teaching English as a Native Language?
a. Teaching English as a Mother Tongue b. Teaching English as a First Language
c. Both A and B d. None of these
8. TEFL stands for _____.
a. Teaching English as a First language b. Teaching English as Foreign Learner
c. Teaching English as a First Learner d. Teaching English as a Foreign Language
9. Concepts such as time, sequence, quantity, location and frequency fall under _____ category.
a. Notional b. Functional c. Objective d. Deductive
10. Needs analysis can be carried out in number of different ways which can be classified under _____ or _____.
a. Inductive, Objective b. Subjective, Objective
c. Deductive, Subjective d. Inductive, Deductive

(P.T.O.)

11. _____ needs are derived from the learners themselves and influence the teaching methodology of syllabus.
- a. Deductive b. Objective c. Subjective d. Inductive
12. Knowledge of grammatical rules can be the result of _____.
- a. Intuition b. Learning c. Acquisition d. None of these
13. Which of the following is not concerned with acquisition?
- a. Deductive teaching b. Inductive Coaching c. Practice d. Natural
14. Learning is _____ where as Acquisition is _____.
- a. Natural, Artificial b. Technical, Personal
- c. Personal, Technical d. Practice, Theory
15. _____ inspired approaches are tied to syllabus and emphasise the production of knowledge about the target language.
- a. Learning b. Acquisition c. Interaction d. Teaching

Q.2. Songs and Music is a great teaching tool which can create one of the best and most motivating resources in the classroom. Explain the statement with reference to the importance of Songs and Rhyme in teaching and Learning.

OR

15 Marks

Q.2. What is CLT and its current trends? How far Communicative Language Teaching is significant for teaching English? Elaborate how you will use CLT for your class on the basis of your studying CLT.

Q.3. Discuss in detail the process of Language Acquisition and Language Learning.

OR

15 Marks

Q.3. What is Needs Analysis? Elaborate the importance of Needs Analysis in ELT.

Q.4. Attempt ANY TWO short notes.

15 Marks

- 1) Define: ESP, TESOL, TEFL
- 2) Method, Technique
- 3) Classroom Activities in CLT
- 4) Process of using Song in Classroom teaching

_____ X _____

(50)

SEAT No. _____

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SARDAR PATEL UNIVERSITY
SEMESTER 5TH EXTERNAL EXAMINATION

Subject: Journalism and Mass Communication

Paper: TY BA JMC E-1 (Branding) UA05EEJM01 - Brand Building

Date: 14/11/17 (Tuesday), Time: 2 pm to 4 pm.

Total marks: 60

Q1 WRITE 15 OUT OF 15 (each carry one mark)

Q.1 A brand based organization provides which of the following benefits?

- a) Clarity of role
- b) Commitment to brand growth
- c) A collective responsibility
- d) All of the given options

Q.2 _____ lets you to have your loyal customer's lifetime worth in terms of your brand's purchasing.

- a) Lifetime value of a customer
- b) Lifetime value of a brand
- c) Lifetime value of a company
- d) Lifetime value of a market

Q.3 _____ lets you to have a clear picture of the number of customers or usage of your brand in comparison with competition.

- a) Market share
- b) Brand share
- c) Product share
- d) Customer share

Q.4 _____ works best under the circumstances of high differentiation that gives you a sustainable advantage in a quality conscious market.

- a) Value-in-use Pricing
- b) Skim Pricing
- c) Segment pricing
- d) Strategic account pricing

Q.5 Which of the following strategy give the benefit of premium pricing?

- a) Umbrella strategy
- b) Line brand strategy
- c) Product brand strategy
- d) Branding strategy

Q.6 Delivery services offered by restaurants and other food chains in our market on phone calls are examples of:

- a) Sales promotion
- b) Direct marketing
- c) Publicity
- d) Personal selling

Q.7 Duration of _____ should be short and should not be repeated too often.

- a) Sales promos
- b) Market promos
- c) Brand promos
- d) Product promos

Q.8 An effective advertising campaign:

- a) Revolves around a strong single idea
- b) Should appeal to self interest of customer
- c) Must not wander off
- d) All of the given options

Q.9 The term "story board" is specifically related to:

- a) TV commercial
- b) Newspaper Editorial
- c) Magazine ad
- d) Press release

Q.10 _____ evokes a hierarchical set of customer response effects – i.e. building awareness, comprehension, intentions, and actions.

- a) Distribution
- b) Communication
- c) Merchandizing
- d) Branding

Q.11 To keep your brand into recognition, it is important to _____ according to an effective through plan.

- a) Advertise
- b) Position
- c) Place
- d) Market

Q.12 In _____, internal workshop consisting of important aspects of 'detailed strategic definition' and 'objectives of the brand' is arranged.

- a) Brand chartering
- b) Brand planning
- c) Brand extension
- d) Brand equity

Q.13 Apart from the 'four Ps' of marketing mix, the three additional elements of service brands are people, process, and _____.

- a) Physical evidence b) Physiological evidence
c) Psychological evidence d) Packaging

Q.14 A _____ organization is customer-centric, and all the decisions it makes are based on involvement of all in the organization.

- a) Brand-based b) Customer-based
c) Product-based d) None of the given options

Q.15 According to researches, the highest brand loyalty of customers is among:

- a) Coffee
b) Shampoo
c) Cigarette
d) Tea

Q2	A) Define Celebrity Endorsement. "Indian TV advertisement IS full of celebrities", discuss the reasons for the same. B) Explain the role of celebrities as brand ambassadors with successful brands in India	15 marks
	Or	
Q2	What are brand loyalty programmes? Explain brand loyalty programmes in retail sector service brands?	15 marks
Q3	Explain the 3 different types of product rebranding & re launching.	15 marks
	Or	
Q3	What is brand equity? Explain any three methods used to calculate brand equity.	15 marks
Q4	Write short notes (any 2) 1) Difference between branding and advertising 2) Brand Research 3) Brand recall	15 marks

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SARDAR PATEL UNIVERSITY
BA (Advanced) Journalism and Mass Communication (V - Sem.) Examination
2017
Wednesday, 15th November
2.00 pm to 4.00 pm
UA05EEJM02 - Broadcast Journalism
Total Marks: 60

Given below are 15 multiple choice questions. Each carries one mark. All are compulsory

1) Babbar Sher is a popular filler on which FM station?			
a) 91.1	b) 94.3	c) 98.3	d) 92.7
2) Given below are two statements in context of Radio. Assertion (A) and Reason (R). Study and answer Assertion (A): Radio is a blind medium Reason (R): The presenter has to create a visual scenario for whatever he/she speaks on mic			
a) Both A and R are true and R is the correct explanation of A	b) Both A and R are true but R is not the correct explanation of A	c) A is true but R is false	d) A is false but R is true
3) Which of the following does not hold true in context of SITE?			
a) The telecasts happened thrice a day-morning, noon, evening	b) Main objective was to educate poor people of India in rural extremes	c) It covered 20 districts	d) It was designed jointly by NASA and ISRO
4) Which of the following triplets related to DD1 is a misfit?			
a) Ramayana, ArunGovil, Arvind Trivedi	b) Ye Jo Hai Zindgi, SwaroopSampat, PareshRawal	c) The Jungle Book, Vishal Bhardwaj, Gulzar	d) Mahabharata, Gajendra Chauhan, Mukesh Khanna
5) Given below are two statements. Study and answer (i) TV service began in India on 15/09/1959 (ii) A major milestone in the history of Indian television was the national coverage of 9 th Asian Games by Doordarshan in 1982			
a) Only (i) is true	b) Only (ii) is true	c) Both (i) and (ii) are true	d) Both (i) and (ii) are false
6) Find the odd one out- NidhiRazdan, Naghma Sahar, NidhiKulpati, AnjanaKashyap			
a) NidhiRazdan	b) Naghma Sahar	c) NidhiKulpati	d) AnjanaKashyap
7) Suhana Safar with Annu Kapoor on Big Fm is an example of which of the following?			
a) Interview	b) Radio Docudrama	c) Fillers	d) Radio Talk
8) Given below are two statements. Study and answer (i) New media doesn't include TV programs, feature films, books, magazines, or paper based publications unless they contain technologies that enable digital interactivity (ii) There are no platforms online combining internet accessible digital text, images and video with web links, creative participation of contributors and so on			
a) Only (i) is true	b) Only (ii) is true	c) Both (i) and (ii) are true	d) Both (i) and (ii) are false

9) The year 1976 holds significance in the process of evolution of TV for?			
a] A Hindi film was telecast for the first time	b] Hum Log began its telecast	c] First news bulletin was aired	d] First TV commercial was aired
10) Given below are two statements. Study and answer (i) TV script follows the standard pattern of a film script (ii) TV pilot is a full episode and not a set of shots			
a] Both (i) and (ii) are false	b] Both (i) and (ii) are true	c] Only (ii) is true	d] Only (i) is true
11) Prasar Bharti was established in?			
a] 1997	b] 1995	c] 1996	d] NOTA
12) Who was the Prime Minister of India when DD1 provided national coverage of Asian Games for the first time?			
a] AB Vajpayee	b] Rajiv Gandhi	c] L B Shastri	d] Indira Gandhi
13) SITE was conducted between?			
a] Aug '75- Apr '76	b] Mar '76- Jul '76	c] Sep '74- Aug '75	d] Aug '75- Jul '76
14) Who directed 'Ramayana' on TV starring ArunGovil as Ram?			
a] RamnathSagar	b] RamavtarSagar	c] RamshankarSagar	d] NOTA
15) Which of the following is not a part of DD Network?			
a] DD Metro.	b] DD Bharati	c] DD Gyandarshan	d] DD Baal-Vihaar

Q2: (I) What are the qualities and weaknesses of private English or Hindi news channels? Discuss with situations and examples	15
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OR

Q2: (II) Do you think TV news plays a role in influencing audience's minds for a particular issue, like opinion polls, movie reviews, forming or breaking someone's image? How? Discuss with relevant examples	15
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Q3: (I) Considering various formats, discuss merits, demerits, and reasons of radio FM channels being overloaded with ads rather than spoken word or music	15
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OR

Q3: (II) Is media today hyping the news, courtesy loud anchors or visuals/images? Evaluate any one of the following issues covered by TV news channels in the above light 1. Baba Ram Rahim's arrest 2. Kapil Mishra's allegations on Delhi CM	15
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Q4: (I) Do you think Indian Media did justice to all the dimensions while covering the issue of bullet train's foundation in India? Were all the aspects discussed and informed to the audiences? What is your take?	15
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OR

Q4: (II) In context of their media coverage, write in about 150 words on any three 1) Three years of Modi led NDA government 2) Two captains in one team: Dhoni, Kohli 3) IromSharmila, the Iron Lady 4) FIFA U-17 in India	15
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[4]

SARDAR PATEL UNIVERSITY^{+NC}

B.A. (Advanced) FIFTH SEMESTER - (CBCS) (REG.) NOVEMBER 2017

UA05EEJM03: CONSUMER BEHAVIOUR

Date: 16-11-2017

Day: Thursday

Time: 02:00 pm to 04:00 pm

Total Marks: 60

Q: 1 Multiple Choice Questions (Attempt all)

15 Marks

- 1) According to Freud's Psychoanalytic Theory, the Super Ego works on _____ principle.
A) Pleasure Seeking B) Realistic C) Perfectionist D) Logical
- 2) Which social scientist has developed the VALS Typology?
A) Leon Festinger B) Karen Horney C) Sigmund Freud D) Arnold Mitchell
- 3) What a man can be, he must be. Which part of Maslow's hierarchy of needs does this phrase relate to?
A) Self-Actualization B) Self Esteem C) Love / Affection D) All of the above
- 4) Mr. Raj is very rigid and more likely to choose established products rather than innovative or product alternatives. Hence the trait theory suggests that she is _____.
A) Unique B) Low in Dogmatism C) High in Dogmatism D) Sensation seeking
- 5) The endorsers' credibility is a substitute to corporate credibility.
A) True B) False
- 6) _____ are crucial informal group who have got a special position among community or society because of their knowledge, awareness, values and beliefs.
A) Normative groups B) Endorsers C) Opinion Leaders D) Buzz agents
- 7) The method in which the individuals are asked to estimate their own social-class positions is called as _____.
A) Subjective measure C) Reputational measure
B) Objective measure D) Non-structured measure
- 8) Younger kids see the product being used by their elders and want to follow their lead. This behaviour is used strategically by advertisers by using _____ theory?
A) Pester Effect C) Child-dominant Effect
B) Trickle-down Theory D) None
- 9) An opinion leader who is capable enough to specialize in multiple topics is called as _____.
A) Monomorphic C) Metamorphic
B) Polymorphic D) Zoomorphic
- 10) Selecting the most viable and profitable segment(s) is called as _____.
A) Targeting C) Positioning
B) Segmenting D) None of the specified

C.P.T.O.)

- 11) What is defined as "Personality of Society"
 A) Family B) Culture C) Reference Groups D) Social Status
- 12) _____ model assumes that decision maker seeks to simplify the decision making process by identifying an "implicit favourite" before alternatives are evaluated.
 A) Bounded Rationality C) Retrospective decision making
 B) Classical Decision making D) Classical Conditioning
- 13) The term "Oniomania" is associated with _____
 A) Compulsive Consumption Behaviour C) Fixated Consumption Behaviour
 B) Novelty Seeking D) Fear of Foreign Products
- 14) "Consumers forget the source of message faster than the message itself". What is this phenomenon called as?
 A) Mind blocking B) Sleeper Effect C) Grazing D) All the specified
- 15) McDonald's in India doesn't serve beef or pork in any form of food item. Which form of segmentation has been adopted by McDonalds in the specified case?
 A) Geographical C) Demographic
 B) Cultural D) Psychographic

Q2 Define Consumer Behavior? Why is the study of consumer behavior essential for the marketers? Explain with examples. (15 marks)

Or

Q2 How are market segmentation, targeting, and positioning interrelated? Illustrate how these three concepts can be used to develop a marketing strategy for a product of your choice. (15 marks)

Q3 Write Short notes on any three with examples: a) Psychoanalytic theory of Freud b) One sided, Two Sided Message c) Functions of Attitudes d) Central and Peripheral routes to persuasion e) Needs, Wants and Goals (15 marks)

Or

Q3 What do you understand by reference groups? Discuss in brief, the various reference groups and their significance to the marketer. (15 marks)

Q4 Answer any two of the following: Each question carries 7.5 marks. (15 marks)
 a. Cite three examples of existing ads using three different types of appeals, and justify them.
 b. Mention the characteristics of culture.
 c. Marketing application of Maslow's Theory of Needs.

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SARDAR PATEL UNIVERSITY

BA (Fifth Semester) (Under CBCS)

EXAMINATION NOVEMBER-2017

Wednesday, 15th Nov

02.00pm to 05.00pm

UA05EENG23: FUNCTIONAL ENGLISH-IX

Note: i) Attempt all questions.

ii) Figures to the right indicate marks.

Total Marks: 70

Que: 1 Discuss in detail the techniques of presentation with appropriate examples. (20)

OR

Que: 1 Write a speech as general secretary introducing a new employee in front of other members.

Que: 2 Write a detailed note on Facebook and Twitter as social networking sites. (20)

OR

Que: 2 Attempt following short notes:

A) Meeting

B) Advantages and disadvantages of Social Networking Sites.

Que: 3 A retailer is in need of cell phone urgently. Send a fax message on behalf of the retailer, requesting the supplier to send competitive quotation for bulk order. (18)

OR

Que: 3 Draft a solicited application for the post of a Gujarati teacher in higher secondary school.

Que: 4 (A) Match words in 'A' with their antonyms in 'B'. (06)

A _____ B

1) Glad

2) Justice

3) Lofty

4) Victory

5) Excited

6) Absence

A) Lowly

B) Presence

C) Calm

D) Sorry

E) Defeat

F) Injustice

Que: 4 (B) Match words in 'A' with their synonyms in 'B'. (06)

A _____ B

7) Candid

8) Damp

9) Maze

10) Perplex

11) Transfer

12) Lean

A) Slim

B) Complexity

C) Astonish

D) Moist

E) Convey

F) Honest

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SARDAR PATEL UNIVERSITY

T.Y.B.A. (ADVANCED) (FIFTH SEMESTER) (CBCS) EXAMINATION 2017

Date: 14th November 2017; Tuesday

Time: 2.00 PM to 4.00 PM

UA05EEPL01: Modern Western Political Thought – I

Total Marks: 60

Q. 1. Multiple Choice Questions. (One Mark Each)

(15 Marks)

1. Who wrote 'De Cive'?
a) Thomas Hobbes b) St. Augustine c) Rousseau d) John Locke
2. The first treatise of John Locke is a refutation of Sir Robert Filmer's _____.
a) Patriarchy b) Patriarcha c) Science of State d) State and People
3. _____ was deductive and geometric through and through.
a) Thomas Hobbes b) John Locke c) Rousseau d) None of the above
4. "Covenants, without sword, are but words, and of no strength to secure man at all." The bonds of words are too weak to bridle men's ambition, avarice, anger, and other passions, without the fear of some coercive power." - With which of the following thinkers you will associate this statement?
a) Hobbes b) Rousseau c) Bodin d) John Locke
5. In which year Machiavelli wrote 'The Prince'?
a) 1515 b) 1513 c) 1518 d) 1525
6. Machiavelli's political philosophy was _____.
a) Normative b) Liberal c) Scientific and empirical d) None of the above
7. _____ discarded religious thinking and said, 'end justifies the means.'
a) Machiavelli b) Hobbes c) John Locke d) Rousseau
8. _____ believed that the Prince is above all laws.
a) Machiavelli b) John Locke c) Rousseau d) Hobbes
9. Machiavelli separated religion and morals from politics but Hobbes subordinated both to politics.
True or False.
10. Who wrote 'Essay concerning Human Understanding'?
a) Machiavelli b) Hobbes c) John Locke d) Jean Jacques Rousseau
11. According to John Locke, "Reason consists of two part; first, an inquiry as to what things we know with certainty; and second, an investigation of propositions which it is wise to accept in practice, although they have only probability and not certainty in their favour."
True or False

12. _____ states that the sovereign power created by the contract is vested in the community as a whole and not in any one single person.

- a) Rousseau b) John Locke c) Hobbes d) Voltaire

13. _____ is considered as the father of liberalism.

- a) Rousseau b) Hobbes c) John Locke d) Machiavelli

14. _____ is considered as the father of political realism.

- a) Plato b) Machiavelli c) John Locke d) Rousseau

15. Who wrote 'Emile'?

- a) Machiavelli b) Hobbes c) Locke d) None of the above

Q. 2 Write a detailed note on Machiavelli's attitude towards religion.

OR

(15 Marks)

Discuss Rousseau's views on Sovereignty.

Q. 3 Write a note on John Locke's views on natural rights.

OR

(15 Marks)

Assess the nature of Hobbes's social contract theory.

Q. 4. Short Note (Attempt Any TWO)

(15 Marks)

- a. Machiavelli
- b. General Will
- c. Rousseau
- d. Social contract theory

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SARDAR PATEL UNIVERSITY

T.Y.B.A. (ADVANCED) (FIFTH SEMESTER) (CBCS) EXAMINATION 2017

Date: November 15, 2017; Wednesday

Time: 02:00 P.M. To 04:00 P.M

UA05EEPL02: State and Local Government

Total Marks: 60

Q.1. Multiple Choice Questions. (One Mark Each)

(15 Marks)

1. The directorates translate into action the policies which are framed by _____

- a) Governor b) Chief Minister c) Secretariat d) Chief Secretary

2. Who has written the book – State Politics in India?

- a) Rajni Kothari b) Myron Weiner c) M.K. Gandhi d) Jawaharlal Nehru

3) Governor of a State in India is appointed by _____.

- a) Chief Minister b) Prime Minister c) Governor d) Chief Justice of India

4) Elections to the state legislative councils is conducted in accordance with which of the following electoral system?

- a) First Past the Post system b) proportional representation by the single transferable vote
c) Instant Round-Off voting d) None of the above

5) Advocate-General of the State is appointed by _____.

- a) Chief Minister b) Prime Minister c) Governor d) Chief Justice of India

6) The council of ministers shall be collectively responsible to the Legislative Assembly of the State and individually responsible to the _____.

- a) Chief Minister b) Chief Secretary c) Governor d) Speaker of Vidhan Sabha

7) The 73rd and 74th amendment to the Constitution of India made _____

- a) Panchayats for the first time in India b) Centre responsible for the functioning of PRIs
c) Panchayati Raj Institutions (PRIs) constitutional bodies d) None of the above

8) _____ administers the oath of office to the Governor of a State.

- a) President b) Chief Minister c) Chief Justice of India d) Chief Justice of the concerned High Court

9) What is the minimum age to contest elections for gram panchayats?

- a) 25 b) 21 c) 28 d) 18

10) RTI Act, 2005 mandates _____

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SARDAR PATEL UNIVERSITY

T.Y.B.A. (ADVANCED) (FIFTH SEMESTER) (CBCS) EXAMINATION 2017

Date: 16 November, 2017; Thursday

Time: 02:00 P.M. To 04:00 P.M.

UA05EEPL03 – India's Foreign Policy

Total Marks: 60

Q. 1. Multiple Choice Questions. (One Mark Each)

(15 Marks)

1. The first NAM summit was held in _____.
a) Westminster b) Colombo c) Hiroshima d) Belgrade
2. When was United Nations formed?
a) October 24th, 1945 b) January 17th, 1947 c) March 5th, 1944 d) May 1st, 1945
3. The War between India and China was in?
a) 1999 b) 1971 c) 1962 d) 1947
4. When did India and Pakistan have a war?
a) 1971 b) 1947 c) 1947 d) All of the Above
5. The approximate population of India is _____.
a) 130 Crores b) 08 Crores c) 80 Crores d) 100 Crores
6. How much is India's Land boundary?
a) 15200 km b) 18056 km c) 11587 km d) 13000 km
7. How much is India's coastal boundary?
a) 5507 km b) 7516 km c) 8807 km d) 9831 km
8. The Panchasheel agreement was signed between India and _____.
a) UK b) China c) USA d) Pakistan
9. China has a port project in Pakistan called _____.
a) Gwadar b) Islamabad c) Karachi d) Lahore
10. When did India go for Liberalisation, Privatisation and Globalisation?
a) 1999 b) 1991 c) 2000 d) 2014
11. India has always viewed _____ as a vehicle for peace and for peaceful change in world politics.
a) UNO b) Colonialism c) SAARC d) None of the Above
12. When did the Asian Relations Conference in New Delhi held?
a) 1947 b) 1950 c) 1948 d) 1951
13. Which India Prime Minister was a founding father of NAM?
a) Indira Gandhi b) Rajiv Gandhi c) Lal Bahadur Shastri d) Jawaharlal Nehru

14. India is a part of _____.

- a) South East Asia b) East Asia c) South Asia d) West Asia

15. When did the major Terrorist attack in Mumbai take place?

- a) 2008 b) 2009 c) 2010 d) 2011

Q. 2 India has come out as an Emerging Power in the World - Elaborate.

OR

(15 Marks)

Foreign Policy is made considering the prevailing conditions in International Politics and Global Factors. Which Global Factors influence India's Foreign Policy?

Q. 3 What are the basic Principles of Indian Foreign Policy?

OR

(15 Marks)

What is the Non Alignment Movement? Discuss India's role in NAM.

Q. 4. Short Note (Attempt Any TWO)

(15 Marks)

- a. What are the Challenges to India's Foreign Policy?
- b. What is the Non Alignment Movement?
- c. Write a short note on Geographical and Historical determinants of India's Foreign Policy.
- d. Is China a Regional Factor in India's Foreign Policy? If yes, please elaborate.

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SARDAR PATEL UNIVERSITY

T.Y.B.A. (ADVANCED) (FIFTH SEMESTER) (CBCS) EXAMINATION 2017

TUESDAY, 14TH NOVEMBER, 2017

2.00 To 4.00 p.m.

UA05EEPS01: PSYCHOPATHOLOGY-I

Total Marks: 60

15 marks

Q.1 Multiple choice questions (each carry one mark)

1. What, according to Rogers, is the cause of all psychological problems?
a. Emotional disturbances b. Impairment in our self-awareness
c. Blocks in our actualizing tendency d. Faulty learning.
2. A feeling of apprehension or tension is:
a. Frustration b. Panic c. Anxiety d. Delusion
3. When the individual is be unable to recognize everyday objects and name them correctly, this is known as
a. Prosopagnosia b. Anomia c. Agnosia d. Aphasia
4. A phobia of heights is known as:
a. Hematophobia b. Aquaphobia c. Microphobia d. Acrophobia
5. The psychologist who proposed the concept of the 'fully-functioning person' was _____.
a. John Watson b. Sigmund Freud c. Carl Rogers d. Abraham Maslow
6. What name did Freud give to his model of the mind which comprised the Id, Ego and Superego?
a. Topographical model b. Genetic model
c. Unconscious model d. Structural model
7. GAD stands for:
a. Generalized anxiety disorder b. Genetic anxiety disease
c. Global anxiety disorder d. Generally anxious diagnosis.
8. Which of the following correctly lists the three parts of the psyche according to Jung?
a. Id, ego, superego b. Ideas, ego, supraego
c. Mind, brain, unconscious d. Ego, personal unconscious, collective unconscious
9. The symptoms of post-traumatic stress disorder (PTSD) include:
a. Hallucinations and delusions b. Worry over many different life events
c. Reliving a traumatic event d. Flight of ideas.

10. In psychoanalytic theory, the defense mechanism that involves banishing threatening thoughts, feelings, and memories into the unconscious mind is known as:

- a.Repression b.Pleasure principle c.Reality principle d.Rationalization

11. When the individual is be unable to recognize everyday objects and name them correctly, this is known as

- a.Prosopagnosia b.Anomia c.Agnosia d.Aphasia

12. Phobia is a type of

- a. Neurosis b.Psychosis
c. Personality disorder d.Conversion reaction

13. False beliefs that are held even when the facts contradict them are called

- a. Fantasies. b. Hallucinations. c. Illusions. d. Delusions.

14. Erikson characterizes development as a series of _____

- a. Psychosexual stages b.Psychosocial stages.
c. Psychomoral stages. d. Ethical stag

15. Disorders in which psychological conflicts are translated into physical complaints are the:

- a. Anxiety disorders. b. Dissociative disorders.
c. Personality disorders. d. Somatoform disorders.

Q.2. Describe types of Somatoform disorders. 15
Or

Q.2. Explain Sigmund Freud's psychodynamic theory in detail.

Q.3. Write down an Essay on contribution of humanistic psychologists. 15
Or

Q.3. A.Amnesia and dementia
B.Delusion

Q.4. Write ant two Short Notes of the following 15
1. Collective Unconsciousness and Persona
2. Describe first three stages of psychosocial development
3. Phobia
4. Criteria of Abnormality

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SARDAR PATEL UNIVERSITY

T.Y.B.A. (ADVANCED) (FIFTH SEMESTER) (CBCS) EXAMINATION 2017

WEDNESDAY, 15TH NOVEMBER, 2017

2.00 To 4.00 p.m.

UA05EEPS02: INDUSTRIAL PSYCHOLOGY-I

Total Marks: 60

15marks

Q.1 Multiple choice questions (each carry one mark)

1. A job analysis is an accurate study of various components of a _____
 - a. Job
 - b. Role
 - c. Status
 - d. None
2. _____ is the systematic process of practice to determine the most qualified candidate
 - a. job analysis
 - b. job description
 - c. personnel selection
 - d. None of these
3. Human engineering is field of industrial psychology which involves
 - a. improving conditions such as lighting, ventilation etc.
 - b. development of management skills
 - c. innovations in the designs of machines
 - d. selection of employees
4. Instructing employees on specific parts of the job that they may not have experience with is called
 - a. performance appraisal
 - b. leadership
 - c. job analysis
 - d. training
5. In India first section of Industrial Psychology was established in _____.
 - a. Bombay University
 - b. Delhi University
 - c. Calcutta University
 - d. Madras University
6. Various job information are received from the personnel department in _____ method of analysis
 - a. record method
 - b. motion study
 - c. job analysis by text
 - d. None
7. Various researches indicate that variations in job and job satisfaction have _____ correlation.
 - a. positive
 - b. Negative
 - c. neutral
 - d. none of the above
8. The greatest contribution of the motion and time study is in area of
 - a. Job involvement
 - b. Job standardization
 - c. Job identification
 - d. none
9. The term scientific management was first used by _____
 - a. Frederick winslow taylor
 - b. Gilberth
 - c. Lillian
 - d. Mogensen

10. All of the following are duties of an industrial psychologist in a work setting EXCEPT
- organizational analysis and planning
 - psychotherapy and self clarification
 - test development and planning
 - job studies and analysis
11. Job Description Index is tool to measure _____.
- Job attitude
 - job satisfaction
 - Industrial morale
 - task oriented leadership
12. The study of job satisfaction is very difficult because _____.
- individuals are same in nature
 - individuals are different in nature
 - Industries are of different in nature
 - none
13. The main problem of Human engineering is/ are
- Position of individuals
 - Abilities of individuals
 - Limitations of individuals
 - Emotions of individuals
- 1 & 2
 - 2 & 3
 - 3 & 4
 - 1 & 4
14. HRM function does not include
- Recruitment
 - Selection
 - Training
 - Cost-control
15. A common definition of Organizational Behavior is that it is the study of:
- Patterns of organisational structure
 - Group behavior
 - Individual behavior
 - All of the above

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