

No. of Printed Pages : 2

(58)

Sardar Patel University

SYBA (Advanced): SEM-IV (CBCS) (REG. & NC)

UA04CEEN04 – Indian Writing In English

Friday, April 7, 2017, Time: 02:00 pm to 004:00 pm

Marks: 60

Q 1. Attempt the Following Multiple Choice Questions.

15 marks

- Which among the following is the first novel of Arun Joshi?
 - The Apprentice*
 - The Foreigner*
 - The Strange Case of Billy Biswas*
 - The Last Labyrinth*
- Which novel of Arun Joshi is distantly inspired by Albert Camus' *The Outsider*?
 - The Apprentice*
 - The Foreigner*
 - The Strange Case of Billy Biswas*
 - The Last Labyrinth*
- Which among the following is the last novel of Arun Joshi?
 - The Strange Case of Billy Biswas*
 - The City and the River*
 - The Foreigner*
 - The Apprentice*
- The Strange Case of Billy Biswas* by Arun Joshi was published in the year _____.
 - 1972
 - 1973
 - 1974
 - 1975
- Sudeep Sen is a visiting scholar at _____ university.
 - Manchester
 - Oxford
 - Cambridge
 - Harvard
- _____ is better known as Munshi Premchand.
 - Dhanpat Rai Srivastava
 - Dhanpat Raj Srivastava
 - Dhiraj Rai Srivastava
 - Dhiraj Raj Srivastava
- _____ among the following earned his/her Ph.D. at the age of twenty-two.
 - Arun Joshi
 - Meena Alexander
 - Sudeep Sen
 - Mahesh Dattani
- Khushwant Singh studied _____.
 - Arts
 - Commerce
 - Science
 - Law
- Sudeep Sen is an Indian English poet born in _____.
 - Mumbai
 - Kolkata
 - New Delhi
 - Chennai
- Sudeep Sen completed his education from _____ University.
 - Cambridge
 - Harvard
 - Oxford
 - Columbia
- Khushwant Singh was awarded the Sahitya Akademi Fellowship by Sahitya academy of India in the year _____.
 - 2010
 - 2011
 - 2009
 - 2012
- Meena Alexander lives and works in _____ city.
 - Delhi
 - New York
 - Manchester
 - Sudan
- Meena Alexander is Distinguished Professor of English at _____ College.
 - Cambridge
 - Columbia
 - Hunter
 - Oxford
- Tara* by Mahesh Dattani was published in the year _____.
 - 1989
 - 1992
 - 1991
 - 1990
- Munshi Premchand died at the age of _____.
 - 55
 - 56
 - 57
 - 59

Q.2.A. Can we consider *Tara* by Mahesh Dattani as a feministic play? Discuss.

OR

15 marks

Q.2.B. Expound on the presentation of male characters in *Tara* by Mahesh Dattani.

Q.3.A. Critically analyse the character of Billy Biswas as depicted in Arun Joshi's *The Strange Case of Billy Biswas*.

OR

15 marks

Q.3.B. Examine *The Strange Case of Billy Biswas* by Arun Joshi in the light of existentialism.

Q.4. Attempt ANY TWO short notes.

15 marks

- 1) Sudeep Sen's *The Blank Letter*.
- 2) Meena Alexandra's *Her Garden*.
- 3) *The Shroud* by Prem Chand.
- 4) *Karma* by Khushwant Singh.

(2)

SEAT No. _____

No of printed page/s: 03

[67]

SARDAR PATEL UNIVERSITY

BA (ADVANCED) (FOURTH SEMESTER) APRIL: 2017

DAY, DATE: MONDAY, APRIL 10, 2017

UA04CEJM05: Introduction to Public Relations

TIME: 02.00PM TO 04.00PM

TOTAL MARKS: 60

Q: 1 Multiple Choice Questions (MCQs)

15

1. Who among the following is widely known as the father of the modern public relations industry?
A. Phineas T. Barnum B. Ivy Lee
B. C. Andrew Jackson D. Sir Walter Raleigh
2. While Marketing's implicit goal is 'profit', the public relations' implicit goal is _____.
A. Developing positive perception.
B. Gathering public opinion.
C. Positioning of the organization with its public.
D. All the above.
3. Which set of characteristics most accurately describe PR?
A. Low cost, low credibility, high control
B. B. High cost, low credibility, high control
C. High cost, high credibility, low control
D. Low cost, high credibility, low control
4. Disinvestment policy refers to _____.
A. Transfer of funds between organisations.
B. Accepting public investment by selling shares
C. Foreign Direct Investment
D. None of the specified.
5. When facing a crisis, management should consider _____.
A. Not holding a press conference until things cools down.
B. Freezing all the organizational assets.
C. Implementing the crisis-management plan through PR.
D. Hiding from situation to save themselves from attacks.
6. The high-quality communication plan follows directly from the goal that is absolutely attainable and measureable.
A. True B. False

7. The more general and broad the audience, the more difficult it is to tailor and deliver a powerful, compelling message.

A. True

B. False

8. _____ are those who do not make use of an organization's products or services currently, yet there is always a possibility that they might become a customer, in future.

A. Loyal customers'

B. Targeted audience

C. Potential customers

D. None of the specified

9. International Code of Ethics for Public Relations was adopted by the Public Relations Society of India (PRSI) at its 1st National Conference at New Delhi in _____.

A. 1980

B. 1968

C. 1948

D. 1986

10. _____ is a model that seeks feedback from the target public through research, and persuades them to support only the organizations' interests. This is also called as imbalanced approach.

A. Press Agency

B. Public Information

C. Two way Asymmetrical.

D. Two way Symmetrical

11. _____ is the process of building and maintaining relations with legislators and administration in order to influence laws and policies.

a. Public Advocacy b. Lobbying

c. Public Opinion d. Government relations.

12. It is the _____ aspects of marketing mix that PR contributes most, by bringing a range of activities which can support and supplement advertising and marketing.

A. Product

B. Price

C. Placement

D. Promotion

13. The role of Public relations in boosting up the consumer delight is accomplished by _____.

A. Assisting in programmes concerning in consumerism.

B. Building customer relationships by offering enhancements.

C. Training and motivating the frontliners (the staff) for smooth delivery of services to customers.

D. All the above

14. The press releases, media tours, by-lined articles fall under _____ media category

A. Controlled B. Uncontrolled, C. Semi-controlled D. None of the specified

15. Entry of private foreign investors is giving a tough challenge to Indian business persons to compete with

A. True B. False

Q2 Some are born great, some achieve greatness, and some hire public relations officers. Justify your answer on above sentence in context of growing importance for public relations with examples. **15**

OR

Q2 Discuss in detail the role of PR towards various internal and external publics of an organization. **15**

Q3 The public is more willing to forgive an honest mistake than a calculated lie. Justify this statement by explaining how a crisis should be responded when it actually turns up. Substantiate your arguments with suitable case studies. **15**

OR

Q3 Discuss in detail how to draft impactful messages for a PR campaign with relevant examples. Also discuss the importance of endorsers in carrying the messages to public with examples. **15**

Q4 Write short notes (Attempt any two) **15**

1. Tools of PR
2. PR in digital world.
3. Role of PR in Pre-crisis stage



SEAT No. _____

No. of Printed Pages : 2

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SARDAR PATEL UNIVERSITY

B.A. Advance (Semester – IV) (CBCS) Examination

Friday, 7th April, 2017

Time : 02:00p.m. to 04:00 p.m.

Subject : Political Science

Sub Code: UA04CEPL01

Subject Title : International Political Organizations

Total Marks- 60

Q.1 Multiple Choice questions :

(15 Marks)

1. How many members are there in OAS?

- (a) 32 (b) 29 (c) 31 (d) 35

2. Who acts as the de facto spokesman of the United Nations?

- (a) President of general assembly (b) Secretary-General
(c) chief secretary (d) none of the above

3. ASEAN was preceded by which of the below given organization?

- (a) Association of Southeast Asia (b) Association of South Asia
(c) Association of South America (d) Association of South Africa

4. In which year ASEAN was given observer status at the United Nations?

- (a) 2004 (b) 2002 (c) 2006 (d) 2005

5. India is a _____ in OAS.

- (a) permanent observer (b) observer (c) temporary observer (d) none of the above

6. _____ refers to practice of diplomacy among government channels.

- (a) Track II (b) Track I (c) Track III (d) Track IV

7) SAARC Secretariat was established in _____.

- (a) Kuala Lumpur (b) Dhaka (c) New Delhi (d) Kathmandu

8. United Nations was founded in _____.

- (a) 1945 (b) 1950 (c) 1914 (d) 1919

9. What is the full form of UNICEF?

- (a) United Nations Children's Fund (b) United Nations Child Fund
(c) United Nations Child Forum (d) United Nations Child Function

10. What is the full form of WFP?

- (a) World Fund Programme (b) World Food Programme
(c) World Food Pool (d) World Food Fund

11. OAS's headquarter is located at _____.

- (a) London (b) Washington, D.C. (c) New York (d) Paris

12. _____ where heads of government of each member of ASEAN meet to discuss and resolve issues, as well as to conduct other meetings with other countries outside of the bloc with the intention of promoting external relations.

- (a) ASEAN Meeting (b) ASEAN Forum (c) ASEAN Summit (d) None of the above

13. ASEAN heritage Parks is a list of nature parks first launched in _____.

- (a) 1984 (b) 1987 (c) 2002 (d) 2004

14. Union of African States was founded in _____.

- (a) 1947 (b) 1958 (c) 1967 (d) 1955

15. What is the full form of NAM?

- (a) Non Alignment Movement (b) Non Allied Movement
(c) No Alignment Movement (d) None of the above

Q.2 Evaluate United Nations working in bringing world peace.

Or (15 Marks)

Discuss UAS's (Union of African States) genesis.

Q.3 Discuss in detail the formation and objectives of Organization of American States(OAS).

Or (15 Marks)

Critically discuss SAARC's significance as a regional grouping.

Q.4 Short Notes (Attempt any two) (15 Marks)

1. European Union
2. International Political Organizations
3. Significance of ASEAN
4. NAM(Non-Alignment Movement)

—X—
(2)

SEAT No. _____

No. of Printed pages: 02

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SARDAR PATEL UNIVERSITY
S.Y.B.A. (ADVANCED) (FOURTH SEMESTER) (CBCS) EXAMINATION 2017

Saturday 8th April, 2017

Time: 2.00 to 4.00 p.m.

UA04CEPS03: Counselling Psychology

Note: All questions are compulsory.

Total Marks: 60

Q.1 (A.) Multiple choice questions. (Each carry one mark)

10 marks

1. Which is NOT the type of question typically addressed by clinical assessment?
 - a. What is this person's diagnosis?
 - b. What type of intervention might be optimal?
 - c. Does this person have executive potential?
 - d. Does this person need to be hospitalized?
2. What is the acceptable size of members for group counseling?
 - a. 3-4 members
 - b. 5-10 members
 - c. 7-8 members
 - d. 11-13 members
3. _____ is pre-statement or opinion on the use of diagnosis.
 - a. Prognosis
 - b. Synthesis
 - c. Follow up
 - d. Analysis
4. Clients generally gain _____ insight before emotional insight.
 - a. Internal
 - b. Physical
 - c. Intellectual
 - d. Environmental
5. Clinical psychologists and counseling psychologists
 - a. Have in common the fostering of personal growth.
 - b. Use many of the same tools of assessment.
 - c. Both receive training in assessment and therapy.
 - d. All of the above.
6. The empirical literature shows that helpers' values do not influence clients.
 - a. True
 - b. False
7. Internal factors contributing to clients' problems may be
 - a. Positive or negative
 - b. Trait or state
 - c. Conscious or unconscious
 - d. Individual or communal
8. One of the following theories is known as growth oriented theory
 - a. Humanistic theory
 - b. Client centred theory
 - c. Counsellor oriented theory
 - d. Cognitive learning theory
9. To be effective, group composition should be homogeneous on all variables
 - a. True
 - b. False
10. What are the two most common clinical symptoms presented when a client voluntarily requests counseling services?
 - a. Depression and mania
 - b. Substance abuse and anxiety
 - c. Anxiety and depression
 - d. Neurosis and psychosis

Q.1. (B) .Elaborate and analyse the below mention case study in detail

05

Sakshi, a 25 year old female. She finished her B.Tech from one of the IITs and then went on to study marketing from one of the IIMs. She quit her job as a marketing executive to pursue civil services. For that she back to her parent's home to prepare for the competitive examinations. Sakshi constantly suffers from anxiety, panic attacks and depression and most of these episodes are triggered by her emotionally abusive mother. Sakshi and her mother has a long history of physical abuse. She had stopped beating Shakshi just a few years back.

Sakshi's relationship with her mother is toxic and it doesn't seem to bother her for she never admits to intentionally hurting Sakshi. She is sarcastic when Sakshi confront her. Sakshi's mother asks her why she is so pathetic, self-destructive and unhappy even after graduating with an IIT-IIM tag, as if to mock her educational qualifications. Despite all the emotional abuse now and physical abuse of the past, Sakshi cannot snap out of this relationship because her mother has been a role-model and strong figure in her life as much as she has been an abuser and Sakshi always seeks out that caring part of her which seems to be diminishing with time. The thought of emotionally detaching from her sickens Sakshi and putting her into depression.

Q.2. Describe the factors affecting the counseling process 15

Or

Q.2. Define group counseling. Explain formation and values of group counseling

Q.3. Write in detail theories of counseling 15

Or

Q.3. What is counseling? Write down characteristics of counseling psychology.

Q.4 Short Notes (Any Two) 15

I. Interview process in counseling

II. Goals of counseling psychology

III. Steps of Case study analysis

IV. Analyse the following Case

-Martin is a 21 year-old business major at a large university. Over the past few weeks his family and friends have noticed increasingly bizarre behaviors. On many occasions they've overheard him whispering in an agitated voice, even though there is no one nearby. Lately, he has refused to answer or make calls on his cell phone, claiming that if he does it will activate a deadly chip that was implanted in his brain by evil aliens.

His parents have tried to get him to go with them to a psychiatrist for an evaluation, but he refuses. He has accused them on several occasions of conspiring with the aliens to have him killed so they can remove his brain and put it inside one of their own. He has stopped attending classes altogether. He is now so far behind in his coursework that he will fail if something doesn't change very soon.

Although Martin occasionally has a few beers with his friends, he's never been known to abuse alcohol or use drugs. He does, however, have an estranged aunt who has been in and out of psychiatric hospitals over the years due to erratic and bizarre behavior.

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SARDAR PATEL UNIVERSITY

B.A. (Advanced SEMESTER-IV) (CBCS) EXAMINATION

TUESDAY, 11th APRIL 2017

UA04EEEC01 : Statistical Techniques in Economics

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

Total Marks : 60

- Note : (1) Figures to the right indicate marks.
 (2) Use of simple calculator is permitted.

Q1 (A) Tick the correct answer.

[15]

- (1) The height of an individual is an example of a:
 - (i) discrete variable
 - (ii) continuous variable
 - (iii) categorical variable
 - (iv) constant.
- (2) Number of times the data value is repeated is called
 - (i) Observation
 - (ii) Frequency
 - (iii) Repetition
 - (iv) None of these.
- (3) The minimum value of frequency is
 - (i) $-\infty$
 - (ii) 1
 - (iii) 0
 - (iv) None of these.
- (4) If mean is 25 and standard deviation is 5 then C.V (Coefficient of variation) is
 - (i) 100 %
 - (ii) 25%
 - (iii) 20%
 - (iv) None of these.
- (5) Lack of symmetry is called
 - (i) absolute dispersion
 - (ii) relative dispersion
 - (iii) skewness
 - (iv) None of these.
- (6) If arithmetic mean is 12 and number of observations are 20 then the sum of all observations is
 - (i) 8
 - (ii) 240
 - (iii) 360
 - (iv) none of these.
- (7) For a normal distribution the value of mean, median and mode are always
 - (i) in ascending order
 - (ii) in descending order
 - (iii) equal
 - (iv) None of these.
- (8) Which of the following statistics is not a measure of central tendency?
 - (i) mean
 - (ii) median
 - (iii) mode
 - (iv) range
- (9) If the occurrence of one event does not depend on occurrence or non-occurrence of other events then two events are called
 - (i) conditional events
 - (ii) joint events
 - (iii) independent events
 - (iv) none of these.
- (10) In binomial distribution the parameter p is
 - (i) probability of success
 - (ii) probability of failure
 - (iii) probability of impossible event.
 - (iv) None of these.
- (11) In a throw of coin what is the probability of getting head.
 - (i) 1
 - (ii) $\frac{1}{2}$
 - (iii) 2
 - (iv) 0.

- (12) The outcomes which define the events are called
 (i) complementary outcome (ii) elementary outcomes
 (iii) Favorable outcomes (iv) None.
- (13) If $P(A/B) = P(A)$ then A and B are
 (i) dependent (ii) conditional
 (iii) Independent (iv) None of these.
- (14) Tossing an unbiased coin until head occurs is an example of
 (i) certain sample space (ii) Infinite sample space
 (iii) Finite sample space (iv) None of these.
- (15) Skewness of normal distribution is
 (i) 1 (ii) -1 (iii) 0 (iv) None of these.

Q2 (A) Define statistics. Write difference between Primary data and Secondary data. [5]

(B) From the following information prepare frequency distribution with equal class intervals of length 10 containing 120-130 as one of the classes. [4]

107 108 126 132 149 136 125 112
 138 155 125 138 136 127 118 148
 138 125 119 111 154 147 165 137
 139 132 148 137 142 135 125 126

(C) Find mean and median for the following distribution. [6]

Class	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	4	8	12	20	24	15	7

OR

Q2 (A) The average marks secured by 36 students were 52. But it was discovered that an observation 64 was misread as 46. Find the correct mean marks. [5]

(B) Daily income of 10 persons is given below. Find range and coefficient of variation. [10]

Income (Rs)	107	127	185	160	135	172	200	162	148	140
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Q3 (A) What is skewness? Explain the positive and negative skewness of distributions. [5]

(B) Compute the mean deviation about the mean for the following data. [10]

Class	5-7	7-9	9-11	11-13	13-15
Frequency	2	3	7	5	3

OR

Q3 (A) Explain the following terms : [6]

(i) Mutually exclusive events (ii) Independent events (iii) Sample space.

- (B) A and B are two independent events and $P(A) = \frac{1}{2}$ and $P(B) = \frac{1}{5}$. [4]
Find (i) $P(A \cap B)$ and (ii) $P(A \cup B)$
- (C) The probability that a contractor will get a plumbing contract is $\frac{2}{3}$ and [5]
probability that he will not get an electric contract is $\frac{5}{9}$. If the probability of
getting at least one contract is $\frac{4}{5}$ what is the probability that he will get
both? [5]
- Q4 (A) Show that $P(\overline{A}) = 1 - P(A)$. [5]
- (B) Write the properties of Poisson distribution. [5]
- (C) The probability that an evening college student will graduate is 0.4. [5]
Determine the probability that out of 5 students (i) none (ii) one will
graduate.

OR

- Q4 (A) State the properties of normal distribution. [5]
- (B) Write the assumptions of binomial distribution. [4]
- (C) There are 100 misprints in a book of 100 pages. If a page is selected at [6]
random find the probability that
(i) there will be no misprints in the page.
(ii) there will be 1 misprint
(iii) there will be at the most 2 misprints. $[e^{-1} = 0.3679]$

[75]

Sardar Patel University
Vallabh Vidyanagar – 388 120

Semester End Examination April 2017

S Y B.A. (Advance) Semester 4

UA04EEEC03 - Banking and Financial System

Date: 13/ 04/2017

Total Marks: 60

Time: 2.00 pm To 4.00 pm

Note: Figures to the right indicate marks

Draw Diagrams and cite examples wherever necessary.

All the questions are compulsory.

Q1) Attempt the following -

(15)

- 1 Which of the following is the most important function of Central bank?
A) Bankers Banker B) Custodian of Foreign exchange
C) Printing of money D) Framing of monetary policy
- 2 Deposit of commercial bank is treated as
A) asset B) profit
C) liability D) none of the above
- 3 Acceptance of cheque and Merchant Banking are the functions of _____
A) Commercial Banks B) Central Bank
C) Both A and B D) None of these
- 4 _____ not an instrument of quantitative method of monetary policy?
A) Open market operation B) CRR
C) SLR D) Moral Suasion
- 5 _____ is treated as acceptable in economic development.
A) Inflation and no growth B) Slow growth and slow inflation
C) Growth with inflation D) None of these
- 6 _____ is not an instrument of credit control.
A) Open Market Operation B) Bank Rate Policy
C) Repo Rate D) Demonetization
- 7 Credit creation is inversely proportionate to
A) CRR B) SLR
C) A and B D) None of these
- 8 Reverse Repo rate is
A) Interest paid by commercial Bank to RBI B) National Interest rate
C) Interest paid by RBI to commercial Bank D) All of these

- 9 RBI is
- A) Banker's Bank B) Apex bank
C) Central Bank D) All of these.
- 10 CRR is _____
- 11 Bank Rate is _____
- 12 Open Market Operation is _____
- A) Sale and purchase of government bonds and securities B) Make foreign currency cheap
C) Make domestic currency easily available D) All of these
- 13) Dear money policy means
- A) Make foreign currency dear B) Make domestic currency dear
C) Devaluation of domestic currency D) None of these of these
- 14 _____ is one of the objectives of monetary policy.
- A) Controlling Inflation B) Controlling Deflation
C) Full Employment D) All of these
- 15 _____ of the following is a non banking financial intermediary.
- A) Power Finance corporation B) Infrastructure Development Finance Company
C) LIC Housing Finance D) All of these
- Q2 Discuss various credit control methods of monetary policy. (15)
- OR**
- Q2 Elaborate various functions of commercial banks with special reference to multiple credit creation. (15)
- Q3 Monetary policy of Central Bank aims at economic development – discuss. (15)
- OR**
- Q3 Write a note on - (15)
- (i) financial market reforms and (ii) Role of banks in economic development
- Q4 Attempt **ANY TWO** of the following - (15)
- A) Cheap and Dear Money policy
B) Narsimham Committee Report
C) Monetary policy for a developing economy.
D) Non Banking Financial Intermediaries.

— X —

SEAT No. _____

[69]

No. of Printed Pages : 02

Sardar Patel University

B.A. (ADVANCED): SEM –IV (CBCS)

UA04EEEN01: Reading and Understanding Fiction

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

Total Marks: 60

15 marks

Q 1. Attempt the Following Multiple Choice Questions.

1. *The Unfortunate Traveler* is one of the best examples in English of what is called the _____ novel.
a. Social b. Psychological c. Picaresque d. Historical
2. _____ is one of the outstanding figure of modern English Literature who wrote realistic novels like *Mr. Polly* and *Kipps* and also a great writer of science fiction.
a. H. G. Wells b. Sir Walter Scott c. Robert Graves d. Sir Thomas More
3. Which of the following is known as Spanish masterpiece?
a. *Unfortunate Traveler* b. *Don Quixote* c. *Nicholas Nickleby* d. *Moll Flanders*
4. *Adam Bede*, *The Mill on the Floss* and *Middlemarch* are written by _____.
a. Thackeray b. George Eliot c. Meredith d. Jane Austene
5. Who of the followings has not written stream-of consciousness novels?
a. Dorothy Richardson b. James Joyce c. Virginia Woolf d. Iris Murdoch
6. Industrial Revolution swept through Europe in the _____ century.
a. Early Eighteenth b. Mid Eighteenth c. Late Nineteenth d. Mid Twentieth
7. What object does Doctor Manette keep during his imprisonment in order to escape "in spirit"?
a. The Bible b. His Wife's Watch c. A necklace d. his wife's lock of hair
8. When the Marquis is murdered; the murderer has left a note signed with the nickname adopted by French revolutionaries: _____.
a. "Jacques" b. "Wilson" c. "Jack" d. "David"
9. _____ is a resident of Tangier who hired Santiago for a work in his shop.
a. Melchizedek b. Crystal Merchant c. Englishman d. Stephen
10. Santiago became Shepherd because _____.
a. he like the sheep b. an old man advised him
c. he wanted to travel the world d. he got failed in studies
11. How does the alchemist claim to know that Santiago would be coming?
a. Gypsy woman told him b. The wind told him
c. A Magician told him d. He has imagined so
12. What is the main principle of Mr. Gradgrind's philosophy?
a. Fancy b. Imagination c. Fact d. love
13. Why is Stephen unable to marry Rachael?
a. he is poor b. his father denied
c. he is already married d. Rachael did not like him
14. "I don't like to call myself a feminist writer" said _____.
a. Gayatri Spivak b. Julia Kristeva c. Shashi Deshpande d. Sasthi Brata

15. . _____ robbed the bank and made an intrigue for the same.

- a. Louisa b. Mrs. Pegler c. Stephen d. Tom

Q.2. Elaborate the reflections of Victorian age and its literary characteristics in *Hard Times* by Charles Dickens.

OR

15 marks

Q.2. Elaborate the journeys of each character for pursuing their Personal Legend in *The Alchemist* by Paulo Coelho.

Q.3. How far the statement “I had learnt it at last no questions, no retorts, only silence” from *That Long Silence* by Shashi Deshpande draws the plight of woman in Indian Society? Write detailed answer with reflections of Indian Feminisms in the text.

OR

15 marks

Q.3. Discuss in detail the term “Novel” its types and development.

Q.4. Attempt ANY TWO short notes.

15 Marks

- 1) Autobiographical elements in *Hard Times* by Charles Dickens
- 2) Lucie Manette
- 3) End of the novel *A Tale of Two Cities*
- 4) Supernatural elements in *The Alchemist*

—X—

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Sardar Patel University

UA04EEEN03 – History of Indian Writing in English -II

Marks: 60

15 marks

1. _____ among the following is the only novel by R.K.Narayan which depicts a co-wife.
a. *Grandmother's Tale*
c. *The English Teacher*
- b. *The Guide*
d. *Swami and Friends*
2. _____ was the first recipient of the Sahitya Akademi Award for the best writing in English.
a. Vikram Seth
c. Amitav Ghosh
- b. R.K.Narayan
d. V.S. Naipaul
3. A very popular film was made on _____ novel of R.K.Narayan.
a. *The English Teacher*
c. *Grandmother's Tale*
- b. *The Guide*
d. *Swami and Friends*
4. _____ was the first novel of R.K.Narayan.
a. *Grandmother's Tale*
c. *The English Teacher*
- b. *The Guide*
d. *Swami and Friends*
5. _____ novel of R.K.Narayan won the Sahitya Akademi Award in 1960.
a. *The English Teacher*
c. *The Guide*
- b. *Swami and Friends*
d. *The Bachelor of Arts*
6. Vikram Seth has published _____ books of poetry and three novels.
a. Three
c. Two
- b. Five
d. Six
7. Vikram Seth wrote his first poem of Mappings in the year _____.
a. 1980
c. 1982
- b. 1981
d. 1983
8. Author _____'s mother became the first female Chief Justice of Delhi High Court.
a. Amitav Ghosh
c. V.S. Naipaul
- b. Vikram Seth
d. Rohinton Mistry
9. _____ is the first novel of Vikram Seth.
a. *An Equal Music*
c. *A Suitable Boy*
- b. *A Golden Gate*
d. *My True Face*
10. _____ is the first novel of Amitav Ghosh.
a. *The Glass Palace*
c. *The Shadow Lines*
- b. *The Circle of Reason*
d. *The Countdown*
11. Amitav Ghosh was born in Calcutta on 11th July _____.
a. 1954
c. 1956
- b. 1955
d. 1957
12. Amitav Ghosh was awarded the Padma Shri in the year _____.
a. 2006
c. 2008
- b. 2007
d. 2009
13. _____ work by Amitav Ghosh won the Sahitya Akademi Award.
a. *The Circle of Reason*
c. *In an Antique Land*
- b. *The Shadow Lines*
d. *The Calcutta Chromosome*
14. *An Area of Darkness* by V.S. Naipaul was published in the year _____.
a. 1962
c. 1964
- b. 1963
d. 1965

15. Rohinton Mistry was awarded the Neustadt International Prize for Literature in the year_____.

a. 2011

b.2012

c.2013

d. 2014

Q.2.A. Define Feminism in the light of Indian writing in English.

OR

15 marks

Q.2.B. Define Existentialism. Discuss in detail Indian Existentialism.

Q.3.A. Examine the growth and development of Contemporary Indian English Drama.

OR

15 marks

Q.3.B. Elaborate the various thematic variations in Indian English Literature.

Q.4. Attempt ANY TWO short notes.

15 marks

- 1) Myth
- 2) Amitav Ghosh
- 3) Rohinton Mistry
- 4) V.S. Naipaul

— X —

SEAT No. _____

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No. of Printed Pages : 02

SARDAR PATEL UNIVERSITY

B.A. (ADVANCED), SEMESTER - 4 (CBCS) (REG.), April 2017

UA04EEJM01: Introduction to Advertising

Date: 11-04-2017
Time: 2 pm to 4 pm

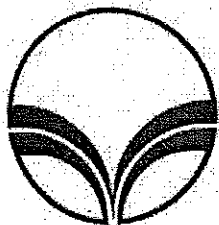
Day: Tuesday
Total Marks: 60

Q: 1 Multiple Choice Questions (Attempt all)

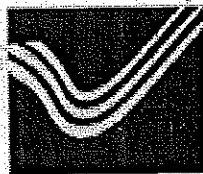
15 Marks

1) Which one of the following sections of an ad copy provides the main text portion of advertising message?	
A) Illustration	B) Body Copy
C) Art design	D) Standing Details
2) Which one of the following is the primary focus of advertising toward target audience?	
A) Persuasion	B) Availability of a product
C) Push the customer	D) Information of a new product
3) Advertisement is communication between sponsor and audience meant for informing or reminding about the product. Which of the following is NOT serving the informing objective of advertisement?	
A) Make consumers aware of new product	B) Announcing a new price of product
C) Products are still available for sale	D) Explaining how a product works
4) Which of the following tools is/are the ingredient/s of promotional mix?	
A) Advertising	B) Personal selling
C) Public relations	D) All of the above
5) Recently Deepika padukone become brand ambassador of which mobile manufacturing company.	
A) Oppo	B) Vivo
C) Samsung	D) Gionee
For questions 6 to 10 identify the product or brand from Tagline or punch line .	
6. "The Ultimate Driving Machine"	
7. "Fly the good times"	
8. "Umeed Se Saje Zindagi".	
9. "Rishte Wahi, Soch Nayi"	
10. "Khabar Wahi Jo Sach Dikhave"	
For questions 11 to 15 identify the name of the companies from the given below logos.	

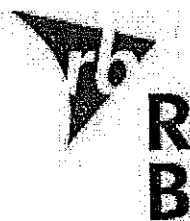
11)



12)



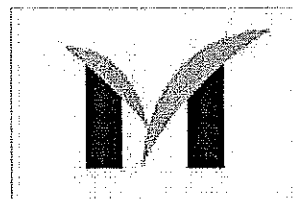
13)






14)



15)



Q2	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">1) </div> <div style="text-align: center;">2) </div> <div style="text-align: center;">3) </div> </div> <p>Find out one common word from above logos and make advertisement campaign from that word.</p>	15 marks
	Or	
Q2	Toothpaste is toothpaste. How are they differentiated in advertisement in order to sell in market? Illustrate your answer with at least two toothpaste advertisements.	15 marks
Q3	A) Write an essay on evolution of modern advertising in India. B) How will you classify the various appeals used in advertising?	7.5+7.5=15 marks
	Or	
Q3	What kind of benefit Oppo will get from title sponsoring of BCCI as well as please mention new advertisement campaign strategy.	15 marks
Q4	Write Short Notes with examples (Any Three) 1) AIDA and DUGMAR 2) Copywriting 3) Visualization 4) Client Servicing	15 marks

SEAT No. _____

No. of Printed Pages : 02

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SARDAR PATEL UNIVERSITY

B.A. (ADVANCED), SEMESTER -4 (CBCS) (REG.), April 2017

UA04EEJM03: Advertising and Marketing Research

Date: 13-04-2017
Time: 2 pm to 4 pm

Day: Thursday
Total Marks: 60

Q: 1 Multiple Choice Questions (Attempt all)

15 Marks

1) The process of translating thought into a symbolic form is known as _____.

- A- Encoding B- Feedback C- Noise D- Decoding

2) Which of the following is NOT a requirement for setting advertising objectives?

- A- Objectives must specify the amount of change. B- Objectives must be stated in terms of profits.
C- Objectives must be realistic. D- Objectives must be clear and in writing.

3) In terms of execution styles, a family seated at the dinner table enjoying the advertised product would be an example of which of the following types of advertising?

- A- Lifestyle B- Mood or imagery C- Slice of life D- Personality symbol

4) Which one of the following types of advertising promotes products, services or ideas with the expectation of making a profit?

- A- Product advertising B- Non-commercial advertising
C- Action advertising D- Commercial advertising

5) Which one of the following refers to number of times the audience is exposed to an advertisement message?

- A- Frequency B- Reach C- Scheduling D- Coverage

6) Which promotion mix ingredient costs considerably more than advertising to reach one person but can provide more immediate feedback?

- A- Publicity B- Personal selling C- Sales Promotion D- Public relations

7) Which one of the following is included in classification of advertisement?

- A- Perceptible B- Imperceptible C- Target Audience D- Induced

8) The process of marketing involves all of the following EXCEPT:

- A. Product B. Production C. Pricing D. Distribution E. Promotion

9) Problem identification research is undertaken to:

- A. Help identify problems that are not apparent on the surface and yet exist or may exist in the future.
B. Develop clear, concise marketing segments.
C. Help solve specific research problems.
D. Establish a procedure for development of a primary research plan.

10) Which of the issues listed below would be addressed using problem-solving research?

- A. the need to understand market potential
- B. the need to understand current cultural trends
- C. the need to understand changes in consumer behavior
- D. the need to determine where to locate retail outlets

11) Every marketing research project is unique in its own sense.

- A. True
- B. False

12) Marketing managers require the information from marketing research for various reasons. Which of the following is/are the reason(s) for the requirement of that information?

- A. More and more companies are facing international competition.
- B. Consumers have become very demanding and are asking for newer products and services all the time.
- C. Managers are becoming distant from consumers due to layers in organizational hierarchy.
- D. All of the above.

13) In contrast to marketing researchers, management decision-makers are more focused on:

- A. scientific and technical analysis of emerging phenomenon
- B. market performance
- C. proactive research
- D. long-term strategic investigation of marketplace

14) A research project can involve both problem identification and problem-solving research.

- A. True
- B. False

15) Marketing research can assist in the decision making process

- A. True
- B. False

Q2	A Company marketing ground cooking oil since many years is now planning to introduce mustard cooking oil. The company has selected you to carry out a research study. (i) What kind of survey will you conduct? (ii) Draw up the research design in detail.	15 marks
	Or	
Q2	Explain in brief with examples 1) Packaging research 2) concept test 3) Mystery shopping Research	5+5+5=15 marks
Q3	A)What should one keep in mind when drawing up a questionnaire ? B)Draw up a detailed questionnaire for a study to be conducted amongst mothers on their children's TV viewing habits.	7.5+7.5=15 marks
	Or	
Q3	A) What is Probability Sampling Technique? Explain the techniques. B) Write Any two projective techniques with example.	7.5+7.5=15 marks
Q4	Write short notes on any three questions with examples. 1) Write briefly about physiological testing. 2) Explain any two data collection techniques. 3) product Research 4) Halo effect	15 marks

SEAT No. _____

No. of Printed Pages : 02

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SARDAR PATEL UNIVERSITY

B.A. Advance (Semester –IV) (CBCS) Examination

Tuesday, 11th April, 2017

Time : 02:00 p.m. to 04:00 p.m.

Subject : Political Science

Sub Code: UA04EEPL01

Subject Title : Modern Indian Political Thinkers

Total Marks-60

Q.1 Multiple Choice questions :

(15 Marks)

1. Who wrote 'Tufat-Ul-Muhawuddin'?

- (a) Raja Ram Mohan Roy
(c) Vinoba Bhave

- (b) M.K.Gandhi
(d) None of the above

2. Who wrote 'Hind Swaraj'?

- (a) M.N.Roy (b) M.K.Gandhi (c) Jawaharlal Nehru (d) None of the above

3. _____ denotes the method of securing rights by personal suffering; it is opposed to resistance by arms.

- (a) Passive resistance (b) Satyagraha (c) Swaraj (d) Swadeshi

4. For _____ swaraj could be obtained only through intense suffering and continuous struggle.

- (a) Rabindranath Tagore (b) Mahatma Gandhi (c) Jawaharlal Nehru (d) M.N.Roy

5. _____ is good for all, no violence against any one.

- (a) Swadeshi (b) Sarvodaya (c) Swaraj (d) None of the above

6. Who launched Mahad Satyagraha?

- (a) M.K.Gandhi (b) B.R.Ambedkar (c) Rabindranath Tagore (d) None of the above

7. Who wrote 'Discovery of India'?

- (a) M.K.Gandhi (b) B.R.Ambedkar (c) Rabindranath Tagore (d) None of the above

8. Who wrote 'India in Transition'?

- (a) M.N.Roy (b) M.K.Gandhi (c) Rabindranath Tagore (d) None of the above

9. Who wrote 'The Life Divine'?

- (a) M.K.Gandhi (b) Aurobindo Ghose (c) B.R.Ambedkar (d) None of the above

10. Which political thinker was given the title of 'Indian Mazzini'?

- (a) M.K.Gandhi (b) Aurobindo Ghose (c) B.R.Ambedkar (d) None of the above

11. Who gave the title of 'Gurudev' to Tagore?

- (a) M.K.Gandhi (b) Jawaharlal Nehru
(c) Dadabhai Naoroji (d) None of the above

12. Whose autobiography is titled "My Experiments With Truth"?

- (a) B.R.Ambedkar (b) M.K.Gandhi (c) Jawaharlal Nehru (d) None of the above

13. Who started the newspaper 'Mirat-ul-Akbar'?

- (a) B.R.Ambedkar (b) Raja Ram Mohan Roy
(c) M.K.Gandhi (d) None of the above

14. Who is the author of "Who were the Shudras"?

- (a) M.K.Gandhi (b) B.R.Ambedkar (c) Rabindranath Tagore (d) None of the above

15. Who started "Young India"?

- (a) M.N.Roy (b) B.R.Ambedkar (c) Raja Ram Mohan Roy (d) M.K.Gandhi

Q.2 Write a detailed note on Gandhi's Idea of Swaraj.

Or

(15 Marks)

Discuss Rabindranath Tagore's idea of freedom (Mukti).

Q.3 Evaluate Rabindranath Tagore's critique of nationalism.

Or

(15 Marks)

Elucidate the critique of Brahminical Hinduism by Bhimrao Ambedkar.

Q.4 Short Notes (Attempt any two)

(15 Marks)

1. Jawaharlal Nehru
2. Satyagraha
3. Politics of Non-Violence
4. M.N.Roy

—X—

SEAT No. _____

No. of Printed Pages : 02

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SARDAR PATEL UNIVERSITY

B.A. Advance (Semester – IV) (CBCS) Examination

Thursday, 13th April, 2017

Time : 02:00 p.m. to 04:00 p.m.

Subject : Political Science

Sub Code: UA04EEPL03

Subject Title : Theoretical Dimensions of International Relations

Total Marks-60

Q.1 Multiple Choice Question:

(1×15=15 Marks)

1. LDCs stands for
 - a. Lower developed countries
 - b. Larger developed countries
 - c. Less developed countries
 - d. None of the above
2. What is the first step towards making and understanding International relation and politics?
 - a. Domestic interest
 - b. Inter-states interest
 - c. National interest
 - d. Peace and Democracy
3. Schelling's famous theory in IR is popularly known as.
 - a. Dependency theory
 - b. Bargaining theory
 - c. Game theory
 - d. Deterrence theory
4. Which one of the following according to realist IR Scholar is less significant in International politics?
 - a. Power
 - b. National interest
 - c. Cooperation
 - d. Conflict
5. The demand for New International economic order (NIEO) is raised by
 - a. The First world
 - b. The second world
 - c. The third world
 - d. The fourth world
6. Which one is an important element in the concept of power?
 - a. Justice
 - b. Order
 - c. Authority
 - d. Right
7. According to realist IR scholars, what are the three important features relevant to the traditional international politics.
 - a. National interest, Power and Conflict
 - b. Cooperation, Dependency and Coexistence
 - c. Peace, Democracy and Decolonization
 - d. Military security, Trade and Transactions
8. "_____ preserves the necessary nexus with policy and action that a careless use of power often overlooks."
 - a. Influence
 - b. Capacity
 - c. Capability
 - d. Force
9. Who propounded the idea "struggle for power among nations" in international politics.
 - a. KJ Holsti
 - b. KW Deutch
 - c. David J Singer
 - d. HJ Morgenthau

10. The idea "A wins and B loses" in the game of international relations and politics is
 a. Zero-sum games b. Non-zero sum games
 c. Two persons zero-sum games d. None of the above
11. According to whom, "International politics is the art of influencing, manipulating or controlling major groups, so as to advance the purposes of some against the opposition of others."
 a. HJ. Morgenthau b. H. Laski c. Q Wright d. R. Dahl
12. Which among the following is not an ingredient of power in International relations?
 a. Force b. Influence c. Right d. Capability
13. According to whom power lurks in the background of all the relation between sovereign states?
 a. R.A Dahl b. K.W Deutch c. Hartmann d. K.J Holsti
14. OPEC stands for
 a. Oil producing and exporting countries
 b. Oil promoting and exporting countries
 c. Oil and petroleum exporting countries
 d. Oil price and exporting countries.
15. Who propounded the idea "A has power over B to the extent that A can get B to do something that B would not otherwise do"?
 a. Schwarzenberger b. Schleicher c. Dahl d. Holsti

Q.2. Explain the origin, growth and development of International relations. What are the significance and purposes of international relations?

OR

(15 Marks)

Q.2. Explain the concept of power with particular reference to Morgenthau's national power. Identify the various elements prepared by him.

Q.3 Discuss the meaning, nature and notion of balance of power. Identify the various devices and methods applied in the balance of power system.

OR

(15 Marks)

Q.3. Explain the impact of Afro-Asian resurgence on world politics.

Q.4 Write short notes on any two of the following.

(15Marks)

- a. Game theory
- b. Bargaining theory
- c. Demand for NIEO
- d. North-South dialogue in UN.

— X —

SEAT No. _____

No. of Printed pages: 02

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SARDAR PATEL UNIVERSITY

S.Y.B.A. (ADVANCED) (FOURTH SEMESTER) (CBCS) EXAMINATION 2017

Tuesday 11th April, 2017

Time: 2.00 to 4.00 p.m.

UA04EES01: Experimental Psychology (Theory)-II

Total Marks: 60

Note: All questions are compulsory.

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

15marks

1. Creativity measures were started during
 - a. World War II
 - b. World War I
 - c. In 20th century
 - d. in 21st century
2. Following are Guilford's components of divergent thinking except
 - a. originality
 - b. Flexibility
 - c. Experiences
 - d. fluency
3. Some people are very well in behaviour, what's that?
 - a. Abstract intelligence
 - b. concrete intelligence
 - c. Social intelligence
 - d. All of above
4. General intelligence tests are ____
 - a. Achievement tests
 - b. Aptitude tests
 - c. performance tests
 - d. Success tests
5. Psychologists recognize three kinds of intelligence activity. These do not include—
 - a. Psychological
 - b. Mechanical
 - c. Abstract
 - d. Social
6. Select the false statement ____
 - a. Intelligence is equal in all humans
 - b. Intelligence and physical development both develop simultaneously up to a certain age
 - c. Many factors contribute in formation of intelligence
 - d. Intelligence develops through life
7. The study of gifted children was initiated by—
 - a. Spearman
 - b. Terman
 - c. Thorndike
 - d. Thurstone
8. Thurston felt that intelligence could be broken down into a number of primary abilities. To find these abilities he applied the method of—
 - a. Content analysis
 - b. Context analysis
 - c. Synthesis
 - d. Factor analysis
9. If we see one of twin brothers we remember the other one automatically. This is example of which law of association.
 - a. Similarity
 - b. Contrast
 - c. Contiguity
 - d. None
10. Association is organization of two or more
 - a. Thoughts
 - b. Emotions
 - c. Experiences
 - d. All

11. New things or experiences have clear impact in our mind. This description represents

- a. Law of frequency
- b. Law of recency
- c. Law of vividness
- d. Law of contiguity

12. Jung and Well's classification of association excludes _____.

- a. Emotional responses
- b. Factual responses
- c. Facial responses
- d. Verbal responses

13. Evidence obtained from measures of reaction time, inspection time and physiological changes suggests that general intelligence has a _____ basis.

- a. Biological
- b. Social
- c. Cognitive
- d. Cultural

14. Creativity is defined as ability to

- a. Generate ideas
- b. recognize possibilities
- c. Solving problems
- d. all of the above

15. The first test designed to measure intelligence were developed by _____

- a. Alfred Binet
- b. Simon
- c. Galton
- d. Thrustone

Q.2. What is Intelligence? Explain any three theories of intelligence.

15 Marks

OR

Q.2. Define reaction time and explain determinants of reaction time.

Q.3. What is creativity? Describe the stages of creative thinking.

15 Marks

OR

Q.3. Give meaning of Association and Illustrate Types of association.

Q.4. Write Short Notes (any two)

15 Marks

1. Clinical and diagnostic use of association
2. Group test of intelligence
3. Laws of association
4. Content analysis

SEAT No. _____

No. of Printed pages: 02

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SARDAR PATEL UNIVERSITY

S.Y.B.A. (ADVANCED) (FOURTH SEMESTER) (CBCS) EXAMINATION 2017

Thursday 13th April, 2017

Time: 2.00 to 4.00 p.m.

UA04EEPS03: Fields of Psychology -II

Total Marks: 60

Note: All questions are compulsory.

Q.1 Multiple choice questions. (Each carry one mark) 15marks

1. Polygraph is more popularly known as
 - a. Fact finder
 - b. Galvanic skin response
 - c. Nonspecific activity
 - d. None of these
2. Experts in forensic psychological assessment are called upon to testify in matters relating to
 - a. Dangerousness to oneself or others.
 - b. Criminal responsibility.
 - c. Competency to stand trial.
 - d. All of these
3. Terrorism is used driven by a particular political and/or religious motivation.
 - a. True
 - b. False
4. Sketching the significant psychological and demographic features of a person or persons is:
 - a. Composite sketching
 - b. Profiling
 - c. A psychological autopsy
 - d. Crime prevention
5. Environmental stressors include air pollution and climate change, as well as:
 - a. Political conflict and time pressures
 - b. Traffic and noise
 - c. Unemployment and an ailing economy
 - d. Infection and malnutrition
6. When noise creates stress it is called:
 - a. Audio-strain
 - b. Noise pollution
 - c. Noise anxiety disorder
 - d. Sound contamination
7. Achievement motivation relates to
 - a. Need of the person
 - b. Knowledge of the person
 - c. Experience of the person
 - d. Aptitude of the person.
8. The term Rehabilitation came from the latin word Rehabilitate which means
 - a. Draw it out
 - b. Run it out again
 - c. Make a treatment plan
 - d. Make it fit again

9. The level of _____ will determine how they actually perform.
a. Intensity b. Concentration c.Rehearsal d. Attitude
10. The one factor consistently shown to be the best, single predictor of future violence among juveniles is:
a.Poor school performance. b.Prior violent behavior.
c.Mental or behavioral disorders. d.Negative peer relationships.
11. The underlying motivation for acts of aggression is—
a.Intent to harm b.Anger c.Retaliatioin d.Need to exert control
12. The disease Cholera, Typhoid and Jaundice are due to pollution of.....
a.Air b.Water c.Food items d.Noise
13. The polygraph or "lie detector" primarily measures which component of emotion?
a. Attribution b. Emotional expression
c.Physiological arousal d.Vocal modulation
14. Which of the following is not an extrinsic motivator?
a. Pay b.Promotion c. Feedback d.Interest of play.
15. The word _____ refers to all that is around us.
a. Psychology b. Environment c. Human relationship d. Ecology

Q.2.Define forensic psychology and Describe role of forensic psychologist. 15
Or

Q.2. Discuss the role of sport psychology in improving performance of athletes and sports person.

Q.3. Explain types of Environmental pollutions and its effects on health. 15
Or

Q.3.Define the term rehabilitation and Discuss steps and goal of rehabilitation.

Q.4. Short notes. (Any two) 15
A. Causes of Juvenile delinquency
B. Psychology of terrorism
C. Polygraph testing
D. Offender profiling

SEAT No. _____

No of Printed Pages (3)

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SARDAR PATEL UNIVERSITY

SY BA ADVANCED (FOURTH SEMESTER) (CBCS) EXAMINATION 2017

DAY: SATURDAY DATE: 15/04/2017 TIME: 2.00 to 4.00 pm

PAPER CODE: UA04EERM04 RESEARCH METHODOLOGY

TOTAL MARKS: 60

SECTION A

Q. 1) Multiple choice questions (ATTEMPT ALL THE QUESTIONS)

(15 Marks)

1	Procedure of selecting desire portion from population which describes characteristics of whole population is called			
	A) Sampling	B) Extracting	C) Deviation of sample	D) Variation of sample
2	People who are available, volunteer or can be recruited are used in the sampling method called			
	A) Simple random	B) Cluster	C) Systematic	D) Convenience
3	Sampling Error can be reduced by _____			
	A) non- probability sampling	B) Increasing the Population	C) Decreasing sample size	D) Increasing sample size
4	Any hypothesis which is tested for the purpose of rejection under the assumption that it is true is called ____ hypothesis			
	A) Null	B) Alternative	C) Simple	D) Composite
5	What type of error occurs if you fail to reject H_0 when, in fact, it is not true?			
	A) Type 2	B) Type 1	C) Either Type I or Type II, depending on the level of significance	D) Either Type I or Type II, depending on whether the test is one tail or two tail
6	If the researcher has to rank individuals according to their socio- economic level which measurement technique would be the most appropriate?			
	A) Nominal	B) Ordinal	C) Interval	D) Ratio
7	Intelligence an example of _____			
	A) Construct	B) Concept	C) None of these	

(1)

8	_____ research deals with understanding of human behavior and the reasons that governs such behavior.			
	A) Qualitative	B) Quantitative	C) None of these	
9	_____ studies are usually holistic founded on the idea that humans are best understood in the fullest possible context including the place they live.			
	A) Ethnography	B) Ethonography	C) Ethoungraphy	D) none of these
10	The problems related with education like adjustment, self concept anxiety can be known through _____ interview			
	A) Diagnostic	B) Remedial	C) Unstructured	D) None of these
11	To study the effect of Schoalistic achievement on the self concept of creative students identify the dependent variable out of the options mentioned below?			
	A) Self-Concept	B) Scholaistic achievement	C) Creative students	D) Effect
12	To study the effect of schoalistic achievement on the self concept of Boys and Girls identify the moderating variable out of the options mentioned below?			
	A) Self-Concept	b) Scholaistic achievement	c) creative students	d) Boys and Girls
13	_____ research tests the feasibility of solution using empirical evidence			
	A) Empirical research	B) Descriptive	C) Survey	D) Proportional stratified sampling
14	The word etymology means the study of the origin of words and the way in which their meanings have changed throughout history			
	A) True	B) False	C) Cant say	D) None of these
15	The error of rejecting a true null hypothesis is?			
	A) a Type I error	B) a Type 2 error	C) committed when not enough information is available	D) None of these.

ANSWER IN DETAILS

Q.2 Clarify the concept of Research and enumerate in details various types of research with appropriate examples of each? **15 marks**

OR

Q.2 Variables are important in bringing clarity to conceptualization of a research problem, for hypothesis formulation and development of research instrument. Critically comment on the statement citing the various types of variables used in research? **15 marks**

Q.3 Discuss in details various types of probability and probability sampling citing the examples of each type? **15 marks**

OR

(2)

STUDENTS	A	B	C	D	E	F	G	H	I	J
RANK BY EVALUATOR 1	3	9	6	5	1	2	4	7	8	10
RANK BY EVALUATOR 2	4	7	6	8	1	3	2	5	10	9

Q. 4) SHORT NOTES (ANY TWO)**15 Marks**

- 1) Types of hypothesis and Errors in Hypothesis.
- 2) Types of Measurement.
- 3) Etymology of Research.
- 4) Steps in Research

SEAT No. _____

No. of Printed Pages : 2

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SARDAR PATEL UNIVERSITY

B.A. (ADVANCED) SEMESTER – IV (CBCS)

(UA04FECC01) CORPORATE COMMUNICATION – II

THURSDAY, APRIL 6, 2017

TIME: 02:00 p.m. to 04:00 p.m.

TOTAL MARKS: 60

Q:1 Choose the correct option from the multiple choice questions. (Each Question Carries One Mark) [15]

01. Which symbol is used by proof reader to insert space during proof reading?

(A)] (B) = (C) # (D) +

02. Which punctuation mark is used for the alternatives or two equivalent meanings and spelling?

(A) Slash (B) Comma (C) Full Stop (D) Hyphen

03. Which types of report is usually in the form of a person-to-person communication?

(A) Informal reports (B) Formal reports (C) Both A & B (D) None of the above

04. Which part is defined as the official records of discussion held and decisions arrived at a meeting?

(A) Notice (B) Business letter (C) Agenda (D) Minutes

05. Which part is impartial and objective at the end of the report?

(A) Clarity (B) Recommendation (C) Relevance (D) Grammar

06. Which is not the subject of statutory meeting?

(A) Chairman's Speech (B) Statutory report (C) Dividend (D) List of Shareholders

07. What is the meaning of 'Devise'?

(A) Invasion (B) Instruments (C) Sweet dish (D) Making of

08. Which Latin word we used for beyond powers?

(A) extra jus (B) ex parte (C) ex facie (D) extra vires

09. Which is not the characteristic of a good report?

(A) Absurd (B) Reader-Oriented (C) Brevity (D) Clarity

(P.T.O)

10. What is the synonym of 'Spotless'?

(A) Fabricate (B) Fair (C) Hasty (D) Mingle

11. Who takes down notes while the meeting is going on?

(A) Manager (B) Chairperson (C) Secretary (D) C.E.O

12. Which kind of report deals with the non-recurrent problems?

(A) Formal (B) Informal (C) Periodical (D) Special

13. What is the meaning of the German word, 'Eureka'?

(A) Masterpiece (B) I have found it (C) Self-love (D) Men of wit

14. Which punctuation mark is used to explain or start an enumeration?

(A) Comma (B) Slash (C) Colon (D) Bracket

15. Which is the basic management tool used in decision-making?

(A) Report (B) Notice (C) Agenda (D) Proof reading

Q:2 (A) Discuss the characteristics of a good report and talk about various types of business reports.

OR

[15]

Q:2 (B) Draft an individual report on starting Film Cinema House in Vallabh Vidyanagar.

Q:3 (A) Draft a notice, agenda and minutes of the Statutory Meeting of Joint Stock Company.

OR

[15]

Q:3 (B) Draft a notice, agenda and minutes of the meeting of the Board of Directors of Royal Works Ltd., Vadodara.

Q:4 Write any two Short notes.

1. Significance of Report

2. Punctuation Marks and their technical usage

3. Introduction of Notice, Agenda and minutes

4. Use of symbols during proof reading

[15]

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