

**SARDAR PATEL UNIVERSITY**  
**VALLABH VIDYANAGAR - 388 120****Semester End Examination November 2017****S.Y BA (Advanced) Semester III**  
**UA03CEEC02 Indian Economy**Date: 28<sup>th</sup> November 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.

**Q-1 MCQ ( Attempt All)****(15)**

- 1 Who among the following had known as father of the Green revolution in India?  
A M.S.Swaminathan B Narman Borlaug  
C N.R.Viswanathan D Viswe Swaraiah
- 2 Which of the following is direct tax?  
A Wealth tax B Income tax C Estate Duty D all of these
- 3 India economy is characterized by.....  
A Socialistic economy B Gandhian economy  
C Mixed economy D Free economy
- 4 economic reforms started in .....?  
A 1999 B 1909 C 1991 D 1919
- 5 According to Demographic Transition Theory I there are .....stages?  
A one B two C three D Four.
- 6 The author of the Book " An Essay On Principles Of Population" is  
A Malthus B James Princep C Keynes D Frank Notenstein
- 7 Deficit Financing implies  
A Printing new denomination of currency notes  
B Replacing new currency with worn out currency  
C Public expenses in excess of public revenue.  
D Public revenue is excess of public expenditure
- 8 paper currency first started in India?  
A 1861 B (15)42 C 1601 D 1880

CP.T.O.)

- 9 Increasing unemployment and Inflation is a situation of  
A Hyper inflation B Galloping inflation C Stagflation D Reflation
- 10 Who was the Prime Minister when India opened its economy to liberalization  
A Narshimha B R. Gandhi C Manmohan Singh D Bajpai
- 11 Green revolution in India has been most successful in the case of  
A Wheat & Rice B Wheat & Potatoes  
C Mustard & Oil seeds D Tea & Coffee
- 12 The biggest public sector under taking in the country is  
A Railways B Iron & Steel Plants C Airways D None of these
- 13 Which year is considered a great demographic divide in India  
A 1911 B 1921 C 1931 D 1951
- 14 What is the overall literacy rate of India as per 2011 census?  
A 74.04% B 82.14% C 76.06% D 65.5%
- (15) In India which of the following measures of Money denotes the Broad Money.  
A M1 B M2 C M3 D M4

**Q-2** Discuss the objectives and achievements of planning in India (15)

**OR**

**Q-2** Discuss the importance of Industries in the Indian Economy. (15)

**Q-3** Explain causes and effects of Inflation in India. (15)

**OR**

**Q-3** Discuss various features of public and private sector. (15)

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

- A Theory of Demographic Transition  
B Sources of revenue  
C Deficit Financing in India  
D Features of under development Economy

—————X—————

SEAT No. \_\_\_\_\_

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**SARDAR PATEL UNIVERSITY**  
**VALLABH VIDYANAGAR – 388 120**

**Semester End Examination November 2017**

**S.Y BA (Advanced) Semester III**  
**UA03EEEC02 Public Finance**

Date: Friday 24<sup>th</sup> November 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.

**Q1) Attempt the following -**

**(15)**

1. When total tax revenue is less than expenditure, it is called:  
a. Surplus budget      b. Balanced budget      c. Deficit budget      d. None of these
2. \_\_\_\_\_ is responsible for budget of Government of India.  
a. RBI      b. Planning Commission      c. Ministry of Finance      d. Finance Commission
3. The revenue of the State Government is not raised from the following sources \_\_\_\_  
a. income tax      b. agricultural income tax      c. Entertainment tax      d. expenditure tax
4. Generally, the nature of direct tax is \_\_\_\_  
a. Progressive      b. Regressive      c. Proportional      d. None of the above
5. \_\_\_ GST \_\_\_ Progressive in nature.  
a. True /False
6. \_\_\_\_\_ cannot be called as a debt instrument as referred in the financial transactions.  
a. Certificate of deposit      b. Bonds      c. Stocks      d. Commercial papers
7. The Impact of tax refers to:  
a. The level and rate of taxation      b. Who ultimately pays the tax  
c. on whom the first burden falls.      d. The way in which tax is collected
8. Who is the exponent of the law of increasing state activities?  
a. Dalton      b. Wagner      c. Seligman      d. Musgrave
9. The income of the government through all its sources is called  
a. Public expenditure      b. public revenue      c. Public finance      d. None of these
10. The most important source of income of a government is:

(P.T.O.)



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SARDAR PATEL UNIVERSITY  
VALLABH VIDYANAGAR – 388 120

Semester End Examination November 2017

S.Y.BA (Elective III) Semester III (English Medium)

UA03/EEEC03- Economic Growth & Development

Date: 25<sup>th</sup> November 2017

Total marks: 60

Time: 2.00 pm to 4.00 pm

Q-1 Attempt the following -

(15)

- 1 Which statement depicts the best definition of sustainable development?  
A It means optimal utilization of natural resources  
B Sustainable use of natural resources without considering the need of the future generation  
C Present generation fulfills its needs while considers the needs of the future generation as well  
D None of these
- 2 Who among the following economist introduced the term Human Development?  
A Mehbub Al Haque B Amarty Sen  
C Adam Smith D Both a and b
- 3 Who has given "Big Push Theory"?  
A R.Rodan B Jack Hamilton C Amritya Sen D Dr. Abhishek Mathur
- 4 Who has propounded the theory of unbalanced growth?  
A E. Domar B A.O. Hirsman C W.A. Lewis D R.Rodan
- 5 Which of the following about strategy of balanced growth is right?  
A Simultaneous investment in all sectors B All sectors are independent  
C Both D None
- 6 Among the various determinants of the growth of national wealth Adam Smith accorded central place to:  
A Division of labor B Capital C Natural resources D Technology
- 7 The first person classified the stages of Economic Growth was  
A Colin clark B Ragnar Nurkse C J.A.Schumpeter D Karl Marx
- 8 The foremost obstacle to economic development  
A Vicious circle of poverty B Low Capital formation  
C High population rate D Low rate of purchasing power
- 9 Which of the following represents the concept of human capital?  
A Total human resources  
B Total population

C.P.T.O.)

- C Human resources gainfully employed in productive activities  
D All of the above

- 10 Economic growth tackles the problem of  
A Scarcity B Shortages C Surpluses D Spending
- 11 The components of HDI is/are  
A Life expectancy index B Infant mortality rate  
C Population growth rate D All of the above
- 12 Market failure is usually the result of:  
A Market power B Externalities  
C Asymmetric information D All of the above
- 13 Economic growth has reference to which of the countries  
A Developing B Undeveloped C Developed D Under- developed
- 14 The investment by government to create socio-economic infrastructure is  
A Induced investment B Autonomous investment  
C Incremental COR D None of the above
- 15 A successful inclusive growth strategy includes  
A Equal opportunities B Financial inclusion  
C Equity D All the above

Q-2 Examine Big Push Theory and explain its limitation (15)

OR

Q-2 Critically examine Balance growth theory (15)

Q-3 Karl Marx theory of development (15)

OR

Q-3 Explain factors affecting economic growth. (15)

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

- A Human development index  
B Vicious circle of poverty  
C Market failure and good governance  
D Inequality of income

—————X—————

Day and Date: Thursday, 23<sup>rd</sup> November 2017

Marks:60

Time: 2.00 p.m. to 4.00 p.m.

## Q.1 Attempt the following -

1. A \_\_\_\_\_ represents a concept or an item whose magnitude can be represented by a number. 1 mark  
 (a) Matrix (b) function (c) variable (d) none
2.  $x = \log_4 16$ , then  $x =$  \_\_\_\_ 1 mark  
 (a) 6 (b) 2 (c) 4 (d) none
3. Identify which of the following is monomial or polynomial. Justify. 3 marks  
 (a)  $y^3x$  (b)  $3x + 3xy^2$  (c)  $5x^3y^2 + 6xy^2 + 9$
4. If  $f(x) = 2x^2 - 3$  then  $f(-2) =$  \_\_\_\_ 1 mark  
 (a) 5 (b) -10 (c) -2 (d) 6
5.  $\log \frac{x}{y} =$  \_\_\_\_ 1 mark  
 (a)  $\log x - \log y$  (b)  $\log x + \log y$  (c)  $\log xy$  (d) none
6. Identify which of the following are linear or nonlinear function. Justify. 3 marks  
 (a)  $y = x^2$  (b)  $y = 2x + 3$  (c)  $y = x + 3$  (d)  $y = x + 2x^2$
7. Optimization analysis involves \_\_\_\_ 1 mark  
 (a) Maximization of objective function  
 (b) Minimization of objective function  
 (c) Maximization or minimization of objective function  
 (d) Determining the first derivative of a function.
8. In graphical representation of straight line, important points are \_\_\_\_ 1 mark  
 (a) X – intercept (b) Y – intercept (c) both (a) & (b) (d) none
9. Function with more than one independent variable are called \_\_\_\_ function. 1 mark  
 (a) Single (b) Univariate (c) Multivariate (d) None
10. Under perfect competition TR is 1 mark  
 (a) Positively sloping (b) Negatively sloping  
 (c) Parallel to X – axis (d) None of the above

C.P.T.O.)

11. Marginal cost curve always cuts \_\_\_\_\_ curve at its lowest point.

1 mark

- (a) TC      (b) AC      (c) both (a) & (b)      (d) None of the above

**Q.2**

- (a) Solve following system of linear equations (Find  $x, y$  and  $z$ ):

09 marks

$$x + y + z = 3$$

$$x + 2y + 3z = 6$$

$$3x + y + 2z = 6$$

- (b) The production of a company at present is 40,000 tons. It aims at 9% growth rate of Production. Find out its production at the end of 8th year?

06 marks

**OR**

- Q.2** Explain the relationship between (i) TC, TVC and TFC

15 marks

(ii) AC and MC

(iii) AFC, AVC and AC

**Q.3**

- (a) Solve following system of linear equations:

7 marks

$$3x + 2y = 7$$

$$5x - y = 3$$

- (b) Let  $A = \begin{bmatrix} 4 & 2 & -3 \\ 7 & 3 & 5 \\ 1 & 2 & 0 \end{bmatrix}$ . Then evaluate following Minors and Cofactor:

8 marks

(1)  $|C_{11}|$  (2)  $|M_{13}|$  (3)  $|M_{22}|$  (4)  $|C_{12}|$

**OR**

- Q.3** Explain the relationship between TR, AR and MR under perfect and imperfect competition.

15 marks

- Q.4** Attempt any two (Each question carries 7.5 marks):

15 marks

- (a) What is Linear Programming? Write its Uses.

- (b) Use Laplace expansion to find determinant of matrix  $A = \begin{bmatrix} 3 & 2 & -3 \\ 1 & 4 & 3 \\ 2 & 1 & 0 \end{bmatrix}$ .

- (c) Find the output ( $q$ ) for maximum profit. Also find maximum profit.

$$TR = 300q - 2q^2$$

$$TC = 12q^3 - 44q^2 + 60q + 30$$

- (d) If the demand function is  $q = 20 - 3p$ , find elasticity of demand when

(1)  $p = 2$  and (2)  $p = 3$

————— X —————



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

[15]

(Each Question Carries One Mark)

1. What is a departure from the ordinary form of expressions, or the ordinary course of ideas in order to produce a great effect?  
A. Prosody B. Meter C. Imagery D. Figure of Speech
2. Among which poem is not sonnet?  
A. *True Love* B. *The Soldier* C. *Requiescat* D. *Ozymandius of Egypt*
3. In which type of rhyme the same sounds occur in two words but in unstressed syllables?  
A. Imperfect Rhyme B. Single Rhyme C. Dactylic Rhyme D. Double Rhyme
4. Who has introduced the irregular Ode?  
A. M. H. Abraham B. Abraham Cowley C. Matthew Arnold D. Lord Byron
5. Which patterns of rhyme usually have a comic quality?  
A. Single Rhyme B. Double Rhyme C. Triple Rhyme D. Perfect Rhyme
6. Which figure of speech is a statement emphatic by over statement?  
A. Hyperbole B. Irony C. Metonymy D. Antithesis
7. Which rhyme is also known as the 'partial rhyme' or 'near rhyme'?  
A. Perfect rhyme B. Imperfect Rhyme C. Triple Rhyme D. Regular Rhyme
8. Which rhyme denotes the effect of maltreatment of seeing surrender helplessly?  
A. Double Rhymes B. End Rhyme C. Forced Rhyme D. Feminine Rhyme
9. Which figure of speech denotes the comparison between two objects of different kinds which have however at least one point in common?  
A. Personification B. Metaphor C. Hyperbole D. Simile
10. Which has two unstressed syllables followed by a stressed syllable?  
A. Iambic B. Dactylic C. Anapestic D. Trochaic
11. What is the type of meter in classic Greek and Latin languages?  
A. Quantitative B. Syllabic C. Accentual D. Dactylic
12. Which rhyme occurs within a verse line?  
A. Opening Rhyme B. Internal Rhyme C. End Rhyme D. Double Rhyme

(P.T.O.)

13. Who is the poet of On First Looking into Chapman's Homer?

A. Lord Byron B. Matthew Arnold C. P. B. Shelley D. John Keats

14. Which is the example of ballad?

A. *To a Skylark* B. *To Evening* C. *The Lady of Shalott* D. *Shakespeare*

15. Who has written *To a Skylark*?

A. P. B. Shelley B. W. B. Yeats C. John Keats D. Lord Byron

**Q:2[A]** Critically evaluate the ode *To a Skylark* by P. B. Shelley. [15]

OR

**[B]** What is an elegy? Discuss the poem *O Captain! My Captain* by Walt Whitman [15]  
is fall under the category of elegy.

**Q:3[A]** What is sonnet? Discuss *The Soldier* by Rupert Brooke is a sonnet. [15]

OR

**[B]** What is ballad? Discuss *The Lady of Shalott* by Lord Alfred Tennyson has the [15]  
characteristics of ballad.

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

1. Sonnet
2. *Requiescat*
3. Meter
4. *True Love*

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[20]

**Sardar Patel University**

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

UA03EEEN02 – Literary Criticism-I

Friday, November 24, 2017, Time: 02:00pm to 04:00pm

**Total Marks: 60**

**Q 1. Attempt the Following Multiple Choice Questions.**

**15 Marks**

1. Arnold's high concept of poetry results from his \_\_\_\_\_.  
a. Moral bias                      b. Sharp intellect  
c. Classicism                      d. Critical Criticism
2. \_\_\_\_\_ is the full name of S.T.Coleridge.  
a. Semuel Taylor Coleridge                      b. Samuel Taylor Coleridge  
c. Semuel Tailor Coleridge                      d. Samuel Tailor Coleridge
3. Coleridge and Lamb died in the same year \_\_\_\_\_.  
a. 1830                      b. 1834                      c. 1850                      d. 1828
4. Who among the following was opium addicted?  
a. S.T.Coleridge                      b. Matthew Arnold                      c. Aristotle                      d. Plato
5. *Table Talk* is an essay on Shakespeare by \_\_\_\_\_.  
a. Plato                      b. Matthew Arnold                      c. Aristotle                      d. S.T.Coleridge
6. S.T.Coleridge criticism is \_\_\_\_\_.  
a. Idealistic                      b. Descriptive                      c. Textual                      d. Legislative
7. S.T.Coleridge was influenced in his critical thoughts by \_\_\_\_\_.  
a. Immanuel Kant                      b. Hegel                      c. Spinoza                      d. German ethics
8. Aristotle was the son of \_\_\_\_\_.  
a. Nichomachus                      b. Michanach                      c. Aristophanes                      d. Naristophan
9. During Aristotle's period of Greek history virtues were \_\_\_\_\_.  
a. wisdom                      b. Religions                      c. moral values                      d. courage and heroism
10. Which man, according to Aristotle does not unnecessarily expose himself to danger yet is ready to give his life?  
a. a good man                      b. the ideal man                      c. a virtuous man                      d. brave man
11. Plato attacked poetry because he believed that \_\_\_\_\_.  
a. poetry had a bad influence on social morality                      b. poetry is a copy of reality  
c. poets aroused emotions                      d. poetry is irrational frenzy
12. Plato desired that poetry should have \_\_\_\_\_.  
a. a structure                      b. form and style                      c. a moral purpose                      d. austerity
13. Plato believed that poetry should have \_\_\_\_\_.  
a. decorum and order                      b. a definite form                      c. little experimental                      d. None
14. Who said that poetry must have a moral basis, an essential requirement for good art?  
a. Aristotle                      b. Socrates                      c. Plato                      d. Aristophanes
15. Matthew Arnold died at the age of \_\_\_\_\_.  
a. 65                      b. 66                      c. 67                      d. 68

(P.T.O.)

**Q.2.** What is Criticism? Discuss the function of criticism.

**OR**

**15 marks**

**Q.2.** Examine critically Coleridge view on Imagination and fancy.

**Q.3.** Discuss in detail Plato's objection of poets and poetry with reference to his theory of *Imitation*.

**OR**

**15 marks**

**Q.3.** Critically examine Matthew Arnold's view about poetry and the function of poetry.

**Q.4.** Attempt ANY TWO short notes.

**15 marks**

- 1) Classical and Romantic Criticism.
- 2) Qualifications of a Critic.
- 3) Aristotle's theory of *Catharsis*.

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SEAT No. \_\_\_\_\_

No. of Pages: 02

[19]

**Sardar Patel University**

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

UA03EEEN03: History of Indian English Literature

25/11/2017, Saturday, Time: 02:00 P.M. to 04:00 P.M.

Total Marks: 60

**Q. 1. Attempt the Following Multiple Choice Questions.**

**15 marks**

1. Which of the following is the first book written by an Indian in English in 1974?  
a. *The Travels of Dean Mahomed* b. *The Post Office*  
c. *Cycle of Spring* d. *Natya Shastra*
2. National School of Drama was established in \_\_\_\_\_.  
a. Mumbai b. Delhi c. Chennai d. Bangalore
3. Rabindranath Tagore's *Geetanjali* brought \_\_\_\_\_ to India in 1913.  
a. Booker Prize b. Pulitzer Prize c. Nobel Prize d. All of these
4. *The Namesake* was written by \_\_\_\_\_.  
a. V S Naipaul b. Kiran Desai c. Jhumpa Lahiri d. Amit Chaudhari
5. Asif Currimbhoy's *Inquilab* is an example of \_\_\_\_\_ drama.  
a. Historical b. Tragedy c. Pastoral d. Patriotic
6. Raja Ram Mohan Roy's work was continued by \_\_\_\_\_.  
a. Rabindranath Tagore b. Prince Dwarkanath Tagore  
c. Maharshi Dwarkanath Tagore d. Both C and D
7. Which of the following is not written by Rabindranath Tagore?  
a. *The King and the Queen* b. *Malini* c. *Ratnavali* d. *Chitra*
8. Kiran Desai's *Inheritance of Loss* was published in \_\_\_\_\_.  
a. 2006 b. 2003 c. 2011 d. 2009
9. A lecture on 'Asia's Message to Europe' in 1883 was given by \_\_\_\_\_.  
a. Rabindranath Tagore b. Dayanand Saraswati c. Keshub Chandra Sen d. Kashinath
10. Which of the following is not Pre-Independent Indian English writer?  
a. Sri Aurobindo b. Madhusudan Dutt c. Arun Joshi d. Harindranath
11. Dalit Literature began with \_\_\_\_\_ and then was written in many regional languages later on.  
a. Gujaratis b. Marathis c. Bengalis d. Punjabis
12. \_\_\_\_\_ produces his famous memorandum 'Minutes on Indian Education' in 1835.  
a. Ram Mohan Roy b. William Hawkins c. Henry Derozios d. T B Macaulay
13. Indian was the \_\_\_\_\_ country where Indian writers were writing in a foreign language-English.  
a. Second World b. Third World c. Fourth World d. Fifth World
14. The word Dalit was used by \_\_\_\_\_ for the first time.  
a. Mulk Raj Anand b. Sri Aurobindo c. Ambedkar d. Kiran Desai
15. *Who were the Shudras?* Was written by \_\_\_\_\_.  
a. Ambedkar b. Jhumpa Lahiri c. Mulk Raj Anand d. V S Naipaul

(P.T.O.)

Q.2. What major changes Indian Literature witnessed in terms of Literary Writings after Independence?

OR

15 Marks

Q.2. How the impact of English education, national awakening and the European models are chief factors responsible for the rise and development of Post Independent Indian English Novel?

Q.3. Comment on the literary tendencies of Pre Independent Indian English Drama.

OR

15 Marks

Q.3. Elaborate the Renaissance in India and Beginning of Indian English and the contribution of Raja Ram Mohan Roy.

Q.4. Attempt ANY TWO short notes.

15 Marks

- 1) Dalit Literature
- 2) Brahma Samaj
- 3) Multiculturalism
- 4) Diaspora

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No. of Printed Pages: 03

[17]

Sardar Patel University  
External Exam November 2017

Subject: Journalism and Mass Communication Semester - 3

Paper: SY BA JMC E- 1 (Principles of Marketing) UA03EEJM01

Date: 23/11/2017

Time: 2 Pm to 4 Pm.

Total marks: 60

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

day (Thursday)

1. Which element of the marketing mix includes the distribution of products?
  - a. Product
  - b. Price
  - c. Place
  - d. Promotion
2. To be ethically effective, marketing plans must be
  - a. honest and truthful
  - b. flexible enough to contain differences of opinion
  - c. varied according to management responsibility level
  - d. substantially different from compliance requirements
3. A(n) \_\_\_\_\_ is a document that communicates a marketing strategy for an offering.
  - a. research paper
  - b. market plan
  - c. mission statement
  - d. annual report
4. In a SWOT analysis, SWOT stands for
  - a. strategies, weaknesses, obligations, threats
  - b. strengths, weaknesses, opportunities, threats
  - c. strengths, work requirements, opportunities, time
  - d. strategies, worth, obligations, time
5. Raw data transforms to information when
  - a. it is calculated
  - b. a manager is aware that it exists
  - c. it becomes useful
  - d. a manager looks at it
6. Which of the following is true about participating in professional networking websites?
  - a. They are frequently used by employers and recruiters.
  - b. They are less helpful for mid- and late career professionals.
  - c. They are more frequently used by experienced workers.
  - d. They are most helpful to people who are currently employed.
7. \_\_\_\_\_ are especially useful to marketers.
  - a. Age, income, gender
  - b. Location, locomotion, liberation
  - c. Profitability, reliability, predictability
  - d. Proactivity, reactivity, alacrity
8. What term is used to describe when a customer purchases a product with no planning or forethought?
  - a. Extended problem solving
  - b. Impulse buying
  - c. High-involvement purchasing

(P.T.O.)

- d. Evaluation implementation
- 9. What type of segmentation is the primary starting point for most marketers?
  - a. Psychographic
  - b. Use-pattern
  - c. Demographic
  - d. Cultural
- 10. In the business-to-business buying process, what is the next step after the need is described and quantified?
  - a. Searching for potential suppliers
  - b. Evaluating proposals
  - c. Establishing an order routine
  - d. Recognizing a need
- 11. Which of the following is a skill that could advance career goals in global marketing?
  - a. Ability to speak two or more languages
  - b. Experience in a single geographical area
  - c. Computer literacy
  - d. Having a foreign driver's license
- 12. When a product is sold in as many outlets as possible a(n) distribution strategy is being used.
  - a. selective
  - b. intensive
  - c. extreme
  - d. exclusive
- 13. What is a useful way to empower customers?
  - a. Ask customers to participate in product design.
  - b. Conduct customer feasibility studies.
  - c. Refer customers to competitors for quality comparisons.
  - d. Give customers free products.
- 14. Which of the following is a key function of "positioning" in marketing campaigns?
  - a. To provide a reason why the customer should buy the product.
  - b. To divert the customer's attention from the product's flaws.
  - c. To override the customer's previous mindset.
  - d. To distract the customer from considering a competitor's product.
- 15. \_\_\_\_\_ is defined as the variety of marketing communications an organization utilizes.
  - a. Promotional mix
  - b. Personal selling
  - c. Advertising
  - d. Publicity



Q2	What is market research? why it is important in marketing	15 marks
	Or	
Q2	Identify and explain several situations in which price cuts or price increases might be necessary.	15 marks
Q3	What is segmentation? Explain market segmentation with example	15 marks
	Or	
Q3	Why "Dipawali" is so important for Indians? write your answer in context of marketing	15 marks
Q4	Write short notes (any 2) 1) B2B and B2C 2) stages of product development 3) Social Marketing 4) 4ps of marketing	15 marks



SEAT No. \_\_\_\_\_

No. of pages: 02

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**SARDAR PATEL UNIVERSITY**  
**SYBA, English Medium, Semester-III (CBCS)**

**UA03EEJM02: Feature and Opinion**

**Day & Date: Friday, November 24, 2017**

**Time: 02.00PM-04.00PM**

**Total Marks: 60**

**Q1 Multiple Choice Questions (Each carry one mark)**

**(15)**

1. What is OP-ED in Newspaper?  
a. Edit page b. opposite edit page c. Edit article d. None of these
2. "Vox populi" means,  
a. Voice of the influential people of the society b. Voice of the people  
c. Voice of the authority d. None of these
3. Which is the oldest feature agency of the country?  
a. IPTA b. INFA c. IANS d. IATA
4. Who is the creator of "Common Man"?  
a. RK Laxman b. Amit Trivedi c. Ajit Ninan d. Unni
5. Editorials are the....  
a. Voice of the paper c. Noise of the paper  
b. Choice of the paper d. None of these
6. Freelancers are on the regular payroll of newspaper  
a. True b. False
7. 'Autobiographical' feature = 'Personal narrative' feature  
a. True b. False
8. Bob Dylan won Noble Prize for his contributions to,  
a. Physics b. Literature c. Medicine d. Peace movement
9. The Sunday Express column "Inside Track" is written by,  
a. Shombit Sengupta b. Bachi Karkaria c. MJ Akbar d. Coomi Kapoor
10. Benjamin Guy Horniman was associated with,  
a. The Hindu b. Free Press Journal c. Bombay Chronicle d. The National Herald
11. "The Faithful Scribe" is written by,  
a. Rajdeep Sardesai b. Shahan Mufti c. Rana Ayub d. Hussain Zaidi
12. A feature story is not hard news and is distinguished by the quality of the writing  
a. True b. False
13. Who was the founder of "The National Herald (India)"?  
a. Feroz Gandhi b. Motilal Ghosh c. MC Raus d. Jawaharlal Nehru
14. Durga Das was associated with India News and Feature Alliance (INFA)  
a. True b. False
15. Frank Moraes was the first Indian Editor of 'The Times of India'  
a. True b. False

(P.T.O.)

**Q2 What is News Feature? Prepare a news feature on "Battle of political campaigns" between two major parties ahead of Gujarat Assembly Elections (15)**

**OR**

**Q2 Write Profile: 1. Kazuo Ishiguro, Noble Prize Winner In Literature (15)**  
**Write Obituary: 2. 'Thumari Queen' Girija Devi**

**Q3 Describe main components and types of a Feature (15)**

**OR**

**Q3 Prepare an editorial on – Consequences of GST (15)**

**Q4 Short Notes (Any Two) (15)**

1. Hard News v/s Soft News
2. News V/s Features
3. Jazz Journalism

**X**

SEAT No. \_\_\_\_\_

No. of Printed Pages : 03

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SARDAR PATEL UNIVERSITY

SY – BA (ADVANCED) JOURNALISM AND MASS COMMUNICATION

PAPER CODE : UA03EEJM03

DATE : 25/11/2017.

PAPER TITLE : PRINT PRODUCTION AND PHOTOGRAPHY

DAY : Saturday

TIME : 2 P.M. TO 4 P.M.

MARKS : 60

Q1: Given below are 15 multiple choice questions. Each carries one mark. All are compulsory

1) If you have a flash with a guide number of 100 feet, and you want to shoot at f/16, at what distance should your subject be from the flash?			
a) 16 feet	b) 0.16 feet	c) 6.25 feet	d) 6.25 metres
2) Full form of JPEG is?			
a) Joint Photographic Experts Graphic	b) Juxtaposed Photographs Essentials Groups	c) Joint Photographic Experts Group	d) Joined Pictures Encrypted in Groups
3) Given below are two statements in context of photography. Assertion (A) and Reason (R). Study and answer (A): Normal for 35mm photography is considered to be 50mm (R): The frame dimension for 35mm photography is 24x35mm			
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
4) Given below are two statements. Study and answer (i) Lenses with bigger and bigger aperture openings are called fast lens. (ii) Fast lenses allow users to freeze motion easily			
a) Both (i) and (ii) are true	b) Both (i) and (ii) are false	c) Only (i) is true	d) Only (ii) is true
5) _____ of a light source is judged in terms of shadows it forms			
a) Contrast	b) Intensity	c) Quality	d) Unevenness
6) It graphs the tones in your image from black (on the left) to white (on the right) on the camera. What is it?			
a) Chrome graph	b) Histogram	c) Gray Scale	d) Light tone chart
7) If you have a tungsten balanced light while shooting indoors, which of the following will you use to get an effect of daylight?			
a) Red/yellow gel on light	b) Blue gel on light	c) Blue gel on camera lens	d) Red/yellow gel on camera lens
8) If the distance between light source and subject is increased by 4.7 times, the light intensity will increase by?			
a) $4.7^2$	b) $1/4.7 \times 4.7$	c) $4.7 \times 4.7$	d) None of the above
9) In terms of colour temperature, which of the following is the warmest?			
a) Bright daylight	b) LCD Screen	c) Flash	d) Moonlight
10) Parallax error is a phenomenon associated with?			
a) TLR	b) SLR	c) Silkscreen printing	d) Rangefinder
11) What effect will shorter focal length have on image size?			

C.P.T.O.)

a) image gets blurred	b) image gets bigger	c) image gets smaller	d) no change in size
12) A RAW file type image is bigger than JPEG			
a) True	b) False	c) Can't say	
13) Image size is inversely proportional to?			
a) Focal Length	b) Distance between lens and film plane	c) Distance between lens and subject	d) Subject position
14) The first SLR was called Hasselblad ____?			
a) SLR	b) 501C	c) 501K	d) 1957
15) What is the basic requirement of a pan shot?			
a) Choosing a static subject	b) Keeping camera on burst mode	c) Keeping aperture wide open	d) Keeping shutter speed slow

Q2: Is a formal training in photography required in today's era? Support your argument citing proper examples	15
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OR

(I) Explain colour temperature and how you can use the feature creatively	10
(II) Giving suitable examples, explain exposure triangle	05

Q3: (I) Explain construction and diagram of SLR	10
(II) Explain factors controlling DOF	05

OR

(I) What is exposure? Explain exposure setting and measurement modes. Give situations where you can use the measurement modes to enhance the pictures	15
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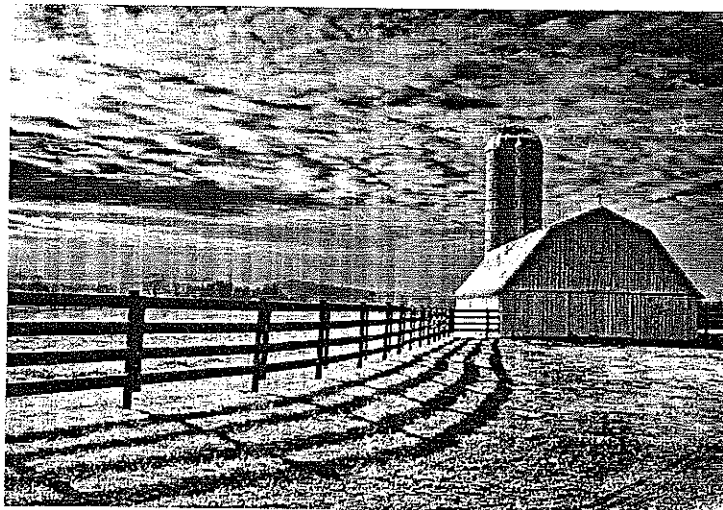
Q4: (I) Explain the following: 1) Parallax Error 2) Rangefinder 3) Shutter button 4) TLR 5) DOF	05
(II) Write a fictional story on the following picture	10



OR

(I) Explain any two of the following terms: 1) Fast lens 3) Inverse Square Law 4) Focal Length 5) Large film format	05
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(II) Comment on overall composition of the picture	10
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—X—





SEAT No. \_\_\_\_\_

Number of Printed Pages: 02 (Two)

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**SARDAR PATEL UNIVERSITY**

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

**Date: 23-11-2017, Thursday**

**Time: 2:00 p.m. to 4:00 p.m.**

**UA03EEPL01 - Introduction to International Politics**

**Total Marks: 60**

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

**(15 Marks)**

1. How many UN Member Nations are there?

- a) 201                      b) 193                      c) 100                      d) 51

2. World War II ended in \_\_\_\_\_.

- a) 1991                      b) 1939                      c) 1945                      d) 1919

3. Which of these is NOT a Permanent Member of UN Security Council?

- a) Germany                      b) India                      c) Japan                      d) None of the Above

4. Constructivism is an/a \_\_\_\_\_, not a theory.

- a) Political Thought                      b) Political system                      c) Ontology                      d) Ad-hoc to the Systems Theory

5. Which is an example of Unipolarity?

- a) Mongolian Empire (13th and 14th Century)                      b) Ottoman Empire (15th to 17th Century)  
c) The U.S.A. (with the fall of the Soviet Union since 1991)                      d) All of the Above

6. Many "third world" countries are located in \_\_\_\_\_.

- a) Asia                      b) Africa                      c) Latin America                      d) All of the Above

7. The term "third world" was coined by economist \_\_\_\_\_ in an article in the French magazine L'Observateur of August 14, 1952.

- a) John Rawls                      b) George Kenan                      c) Alfred Sauvy                      d) Francis Fukuyama

8. \_\_\_\_\_ is a process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology. This process has effects on the environment, on culture, on political systems, on economic development and prosperity, and on human physical well-being societies around the world.

- a) Terrorism                      b) Globalization                      c) Communication                      d) None of the Above

9. In international politics, a distribution of power in which more than two nation-states have nearly equal amounts of military, cultural and economic influence, this is called \_\_\_\_\_.

- a) Multipolarity                      b) Unipolarity                      c) Bipolarity                      d) None of the Above

10. Which of these has decided to exit the European Union?

- a) Germany                      b) Greece                      c) Ireland                      d) United Kingdom

11. For \_\_\_\_\_ the international system is defined by anarchy—the absence of a central authority.  
a) Realism                      b) Institutionalism                      c) Critical Theorists                      d) Purists
12. \_\_\_\_\_ relies on microeconomic theory and game theory to a conclusion—that co-operation between nations is possible.  
a) Realism                      b) Institutionalism                      c) Critical Theorists                      d) Purists
13. \_\_\_\_\_, a French term meaning “the easing of strained relations” was used by Henry Kissinger to describe the Richard Nixon and Gerald Ford administrations’ (1969–1977) goals for American-Soviet relations.  
a) Détente                      b) Monde                      c) Anglaises                      d) Allemande
14. During the Cuban Missile Crisis, leaders of the U.S. and the Soviet Union engaged in a tense, 13-day political and military standoff in October 1962.  
a) Korean War                      b) Vietnam War                      c) Cuban Missile Crisis                      d) 13 Day War
15. Full Form of ISIS.  
a) Islamic State of Iran and Syria                      b) Islamic State of the International System  
c) Islamic State of Iraq and Syria                      d) Islamic State of Iraq and Saudi Arabia

Q. 2 Today’s terrorism is transnational in cause, operation and effect. Discuss.

OR

(15 Marks)

What are the Major Theories in International Politics?

Q. 3 The nation-state system in international relations began taking shape around the year 1648 when the Thirty-year War in Europe was brought to an end by the Treaty of Westphalia. Discuss the Rise, Features and Fall of the Sovereign State System.

OR

(15 Marks)

Discuss the Cold War Politics with a special focus on Détente.

Q. 4. Short Note (Attempt Any TWO)

(15 Marks)

- Both the Americans and Soviets were sobered by the Cuban Missile Crisis. Elaborate.
- Illustrate what Uni-polarity, Bi-polarity and Multi-polarity are, with examples.
- Comment on “Third World”.
- Colonialism is a particular relationship of domination between states, involving a wide range of interrelated strategies, including territorial occupation, population settlement, and extraction of economic resources by the colonizing state. Elaborate.

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Number of Printed Pages: 02 (Two)

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**SARDAR PATEL UNIVERSITY**

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

**Date: 24-11-2017, Friday**

**Time: 2:00 p.m. to 4 p.m.**

**UA03EEPL02: Western Political Thought - I**

**Total Marks: 60**

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

(15 Marks)

1. Plato fixed the population of ideal state at \_\_\_\_\_.

- a) 3040      b) 5040      c) 4050      d) 4030

2. The \_\_\_\_\_ is an art of argument by skilful questions and answers, the aim of which is to arrive at answers with the fewest possible words which should be precise and to the point.

- a) Dialogue      b) Dialectical Method      c) Debate      d) None of the above

3) In writings of which of the following thinker one can find the idea of allegory of cave?

- a) Socrates      b) St. Augustine      c) Plato      d) Aristotle

4. Who found the Lyceum?

- a) Socrates      b) Plato      c) Aristotle      d) Machiavelli

5. Which of the following is not a writing of Plato?

- a) Protagoras      b) Meno      c) Rhetoric      d) The Republic

6. \_\_\_\_\_ dream was to enlighten the minds of men so that they might be able to follow the dictates of their inner self through self-investigation and questioning all sources of knowledge.

- a) Socrates'      b) Plato's      c) Aristotle's      d) Hume's

7. Which among the following thinkers has written the book titled 'Politics'?

- a) Socrates      b) Plato      c) Aristotle      d) Voltaire

8. \_\_\_\_\_ is the description of the political ideas of a host of political philosophers from beginning to the end.

- a) Political Philosophy      b) Political Theory      c) Political Thought      d) Political Ideology

9. Who among the following said, 'Political Thought has no concluding chapters'?

- a) Karl Marx      b) Professor Sabine      c) Harold Laski      d) Ernest Barker

10. The two swords are \_\_\_\_\_, in theory of two swords.

- a) Identical      b) Co-Equal      c) Conflictual      d) None of the Above

11. \_\_\_\_\_ has written the book 'Nichomachean Ethics'?

- a) Plato      b) Socrates      c) Aristotle      d) Voltaire

12. Aristotle was an Athenian. True or False.

13. Out of this political disorder and fragmentation of middle ages emerged the idea of the modern state as a political entity owing no allegiance to any power above itself, and with a monopoly on violence within its own territory. True or False.

14. Who has written the book 'On being and essence'?

a) St. Thomas Aquinas      b) St. Augustine      c) Plato      d) Aristotle

15. \_\_\_\_\_ studied 158 constitutions and can be said to be the early comparativist.

a) Plato      b) Aristotle      c) Socrates      d) None of the above

### Q.2 Answer in detail

Elucidate the political ideas of Socrates

Or

(15 Marks)

Write a detailed note on Plato's Republic

### Q.3. Answer in detail

Discuss Aristotle's ethical and political ideas in detail.

Or

(15 Marks)

Examine the reasons/assumptions of transition between medieval and modern political thought.

### Q.4. Short Note (Any Two)

(15 Marks)

- a. Aristotle
- b. Plato's Idea of Good
- c. Church-State Relation
- d. Western Political Thought.

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**SARDAR PATEL UNIVERSITY**

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

**Date: 25-11-2017, Saturday**

**Time: 2 p.m. to 4 p.m.**

**UA03EEPL03: Public Administration**

**Total Marks: 60**

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

**(15 Marks)**

1. What does the "D" in POSDCoRB stand for?  
a. Delegation                      b. Dimensions                      c. Directing                      d. Dominance
2. The Decision Making Theory is given by \_\_\_\_\_  
a. John Rawls                      b. Marshall Dimock                      c. Herbert Simon                      d. Woodrow Wilson
3. There are \_\_\_\_\_ types of Delegation.  
a. Three                      b. Ten                      c. Five                      d. Six
4. During President's Rule, the Annual Budget of that State under is presented to \_\_\_\_\_.  
a. Lok Sabha                      b. Legislative Assembly                      c. Rajya Sabha                      d. Legislative Council
5. Public Administration does not carry a greater social prestige than private administration.  
a. True                      b. False
6. There are \_\_\_\_\_ seats are there in the Rajya Sabha  
a. 100                      b. 545                      c. 250                      d. 552
7. What is not a correct statement? Robert Dahl...  
a. Talks of need for normative considerations and human behaviour in Public Administration  
b. Emphasizes on historical considerations in Public Administration  
c. Importance to sociological factors  
d. Emphasizes on Environmental effects
8. Who said, "Public Administration consists of all those operations having for their purpose the fulfilment of public policy as declared by authority."  
a. Woodrow Wilson                      b. L.D. White                      c. Henri Fayol                      d. Marshall E. Dimock
9. The period of dichotomy in Public Administration is considered to be the \_\_\_\_\_.  
a. Phase I                      b. Phase II                      c. Phase III                      d. Phase IV
10. The President of India must be of at least \_\_\_\_\_ years of age.  
a. 18                      b. 35                      c. 25                      d. 55
11. Which International Organizations which have shown interest in Modern Public Administration:  
a) World Bank                      b) OECD                      c) Both a and b                      d) Neither a nor b

12. The financial year commences in India on \_\_\_\_\_ each year.  
a. April 1                      b. March 21                      c. January 1                      d. November 20
13. The General Budget is presented in Lok Sabha by the \_\_\_\_\_.  
a. Prime Minister              b. Finance Minister              c. Home Minister              d. President
14. In 1911 \_\_\_\_\_ published his fundamental work "Principles and Methods of Scientific Management".  
a. Frederick W. Taylor      b. Woodrow Wilson      c. L. D. White              d. Herbert Simon
15. \_\_\_\_\_ means a graded organization of successive steps or levels in which each of lower level is immediately subordinate to the next higher one and through it, to the other higher steps right up to top.  
a. Hierarchy                      b. Delegation                      c. Direction                      d. Span of Control

- Q. 2 Give your views on the following aspects of Public Administration:  
i) Delegation  
ii) Span of Control  
iii) Hierarchy

OR

(15 Marks)

Elaborate on the Evolution of the discipline of Public Administration.

- Q. 3 Decision Making Theory and Two Factor Theory are important Administrative Theories. Elaborate on them.

OR

(15 Marks)

Discuss the Budget in India.

- Q. 4. Short Note (Attempt Any TWO)

(15 Marks)

- a. Hierarchy is "a body of person or things ranked in grades, orders or classes, one above another". Discuss.
- b. POSDCoRB is an important aspect used in Administration. Elaborate on POSDCoRB.
- c. Public administration and private administration are two species of the same genus, namely administration. Compare the two.
- d. What is the Eligibility Criteria and the Election Process of the President of India?

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SARDAR PATEL UNIVERSITY  
S.Y.B.A. (ADVANCED) (THIRD SEMESTER) (CBCS) EXAMINATION 2017  
Thursday, 23<sup>rd</sup> November, 2017  
2.00 To 4.00 p.m.

UA03EEPS01: EXPERIMENTAL PSYCHOLOGY-I

Total Marks: 60

Q.1 Multiple Choice Questions (each question carry one mark).

15 Marks

1. An essential aspect of all learning is
  - a. Emotion
  - b. Motivation
  - c. Imitation
  - d. Association.
2. In the simplest experiment, the two groups of subjects are treated exactly alike except for the \_\_\_\_\_ variable.
  - a. independent
  - b. extraneous
  - c. dependent
  - d. control
3. Characteristics of the scientific method include
  - a. anecdotal definition.
  - b. controlled observation.
  - c. analysis formulation.
  - d. adherence to inductive thinking or common sense reasoning.
4. The polygraph or "lie detector" primarily measures which component of emotion?
  - a. attribution
  - b. emotional expression
  - c. physiological arousal
  - d. vocal modulation
5. \_\_\_\_\_ is an inherent part of the scientific method.
  - a. observation
  - b. reinforcement
  - c. common sense
  - d. analysis
6. The essence of the experimental method is
  - a. accurate calculation of correlation's.
  - b. obtaining direct reports from subjects about their subjective experiences.
  - c. careful measurement and record keeping.
  - d. using control to identify cause-and-effect connections.
7. The Psychophysical curve expresses the relationship between
  - a. A psychological variable and a physical variable
  - b. A psychological variable and an absolute threshold variable
  - c. Sense modality and threshold
  - d. none of above.
8. When subjects in an experiment are chosen so that each has an equal chance of being in either the experimental group or the control group, we say that the subjects have been assigned
  - a. alternately.
  - b. randomly.
  - c. hypothetically.
  - d. consecutively.
9. In my experiment, I am going to investigate how sleep affects anxiety. The number of hours of sleep the subjects have is called the \_\_\_\_\_ variable.
  - a. control
  - b. dependent
  - c. experiential
  - d. independent

10. In an experiment to find out if taking Psychoactive drug decreases memory, the memory would be

- a. the independent variable.
- b. an extraneous variable.
- c. a control variable.
- d. the dependent variable.

11. The independent variable in an experiment is

- a. the subject himself.
- b. A measure of the subject's behavior.
- c. the variable that the experimenter chooses to manipulate.
- d. any unwanted variable that may adversely affect the subject's performance.

12. The Minimum physical energy necessary to activate a given sensory system is known as

- a. perception
- b. sense capacity.
- c. absolute threshold
- d. none of above.

13. A simple experiment has two groups of subjects called

- a. the dependent group and the independent group.
- b. the extraneous group and the independent group.
- c. the before group and the after group.
- d. the control group and the experimental group.

14. The most powerful research tool is a (an)

- a. clinical study.
- b. survey.
- c. experiment.
- d. correlational study.

15. To be confident that a cause-and-effect relationship exists, it is necessary to

- a. engage in naturalistic observation.
- b. develop a positive correlation.
- c. perform a controlled experiment.
- d. test for a negative correlation.

Q.2 Describe Physiological changes in emotion

15

OR

Q.2 What is experiment? Explain experimental Method.

Q.3 Define Learning and describe curves of learning..

15

OR

Q.3 What is Psychophysics? Explain any three methods of Psychophysics.

Q.4 Write short notes (any Two)

15

- 1. Measurement of learning.
- 2. Experimental errors
- 3. Basic concepts of Psychophysics.
- 4. Experimental group and control group.

--X—X—X--



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SARDAR PATEL UNIVERSITY  
S.Y.B.A. (ADVANCED) (THIRD SEMESTER) (CBCS) EXAMINATION 2017  
Saturday, 25<sup>th</sup> November, 2017  
2.00 To 4.00 p.m.

UA03EEPS03: FIELD OF PSYCHOLOGY-I

Total Marks: 60  
15 Marks

Q.1 Multiple Choice Questions (each question carry one mark)

1. ADHD is a childhood disorder in which 'H' stands for.  
a. Hypostatis      b. Hyperkinetic      c. Hyperactivity      d. None of these
2. In a projective test of personality the stimulus must be:  
a. Simple      b. Ambiguous      c. Complicated      d. Pictorial
3. Which one of the following is NOT the type of happiness according to the division of Seligman?  
a. The pleasant life      b. The good life      c. The meaningful life      d. The social life
4. Personality tests are designed to \_\_\_\_\_.  
a. Identify personality traits      b. Control personality  
c. Measure personality traits      d. Identify and measure personality traits
5. Which of the following is an example of a Specific Learning Disability?  
a. Mental Retardation      b. ADHD  
c. Dyslexia      d. Autistic spectrum disorders
6. The most powerful research tool is a (an)  
a. Clinical study      b. Experiment      c. Survey      d. Correlational study
7. The concept of mental age was developed by  
a. Binet and Stanford      b. Simon and Binet  
c. Stanford and Simon      d. Binet
8. The field of psychology that tries to explain difference among individual is  
a. Developmental Psychology      b. Personality Psychology  
c. Clinical Psychology      d. Psychopathology
10. "Well-being" implies:  
a. The absence of illness      b. Emotional, psychological and mental health  
c. An external locus of control      d. A pathogenic orientation

C.P.T.O.)

11. Community psychology deals with
- Conflicts and beliefs and values
  - Conflicts and child-rearing practices
  - Beliefs and values and child-rearing practices
  - Conflicts, beliefs and values and childrearing practices
12. A well adjusted person should not have
- Good health
  - Happiness at work
  - Unrealistic thinking
  - Emotional centre
13. An IQ test does NOT provide which of the following?
- High test re-test reliability
  - Good predictor of behaviour
  - High internal consistency
  - Good validity
14. Whose I.Q range from 35-50 is having \_\_\_\_\_ Mental retardation.
- Mild
  - Moderate
  - Profound
  - Severe
15. A/An \_\_\_\_\_ assessment is one which measures what it is intended to measure
- Valid
  - Invalid
  - Reliable
  - Unreliable

Q.2. What is psychological testing? Describe characteristics of good psychological test. 15

Or

Q.2 Explain nature and scope of educational psychology

Q.3. Describe any three major learning disabilities in children 15

Or

Q.3. A. Level of Mental Retardation B. Gifted child

Q.4 Write Short Notes (Any Two) 15

- Positive Psychology
- Types of psychological testing
- Happiness
- Community Psychology.

--X--X--X--