

6406531959006. ✖ Number of samples at node N = 8. If it is split, it will result in 5 samples in the left child and 3 samples in the right child.

## BDM

Section Id :	64065339719
Section Number :	13
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	10
Number of Questions to be attempted :	10
Section Marks :	17
Display Number Panel :	Yes
Group All Questions :	No
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Maximum Instruction Time :	0
Sub-Section Number :	1
Sub-Section Id :	64065384417
Question Shuffling Allowed :	No
Is Section Default? :	null

Question Number : 198 Question Id : 640653587109 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 0

Question Label : Multiple Choice Question

THIS IS QUESTION PAPER FOR THE SUBJECT "DIPLOMA LEVEL : BUSINESS DATA MANAGEMENT (COMPUTER BASED EXAM)"

ARE YOU SURE YOU HAVE TO WRITE EXAM FOR THIS SUBJECT?

CROSS CHECK YOUR HALL TICKET TO CONFIRM THE SUBJECTS TO BE WRITTEN.

(IF IT IS NOT THE CORRECT SUBJECT, PLS CHECK THE SECTION AT THE TOP FOR THE SUBJECTS REGISTERED BY YOU)

Options :

6406531959015. ✓ YES

6406531959016. ✗ NO

Sub-Section Number :	2
Sub-Section Id :	64065384418
Question Shuffling Allowed :	Yes
Is Section Default? :	null

Question Number : 199 Question Id : 640653587110 Question Type : SA Calculator : None

Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Short Answer Question

The total cost is Rs. 5000 and the quantity produced is 100 units. What is the average variable cost per unit if the fixed cost is Rs. 2,000? Round off to nearest whole number

Response Type : Numeric

Evaluation Required For SA : Yes

Show Word Count : Yes

Answers Type : Equal

Text Areas : PlainText

Possible Answers :

30

Question Number : 200 Question Id : 640653587113 Question Type : SA Calculator : None

Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Short Answer Question

A small company has current assets of Rs. 200,000, inventories of Rs. 50,000, and current liabilities of Rs. 100,000. What is the quick ratio? Round off to 2 decimal places

**Response Type :** Numeric

**Evaluation Required For SA :** Yes

**Show Word Count :** Yes

**Answers Type :** Equal

**Text Areas :** PlainText

**Possible Answers :**

1.5

**Question Number : 201 Question Id : 640653587114 Question Type : SA Calculator : None**

**Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 2**

Question Label : Short Answer Question

A consumer consumes three units of a good. The marginal utility obtained from the first unit is 10, and the marginal utility decreases by 2 with each unit consumed. What is the total utility? Round off to nearest whole number

**Response Type :** Numeric

**Evaluation Required For SA :** Yes

**Show Word Count :** Yes

**Answers Type :** Equal

**Text Areas :** PlainText

**Possible Answers :**

24

**Question Number : 202 Question Id : 640653587116 Question Type : SA Calculator : None**

**Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 2**

Question Label : Short Answer Question

A firm has Rs. 10,00,000/- as accounts receivable, while its annual sales turnover is Rs. 150,00,000/- . Calculate the firm's debtor days (round the answer to 2 decimal places).

**Response Type :** Numeric

**Evaluation Required For SA :** Yes

**Show Word Count :** Yes

**Answers Type :** Range

**Text Areas :** PlainText

**Possible Answers :**

24.30 to 24.40

**Question Number :** 203 **Question Id :** 640653587120 **Question Type :** SA **Calculator :** None

**Response Time :** N.A **Think Time :** N.A **Minimum Instruction Time :** 0

**Correct Marks :** 2

**Question Label :** Short Answer Question

A firm with no fixed costs employs 1 person with at a salary of Rs 25,000 per month and buys material worth Rs 3 lakhs a year to produce and sell 100 units of a product during the year. At what price should the product be sold so that the net profit margin as a percentage of sales is 25% ? Round off to the nearest integer value

**Response Type :** Numeric

**Evaluation Required For SA :** Yes

**Show Word Count :** Yes

**Answers Type :** Equal

**Text Areas :** PlainText

**Possible Answers :**

8000

**Sub-Section Number :** 3

**Sub-Section Id :** 64065384419

**Question Shuffling Allowed :** Yes

**Is Section Default? :** null

**Question Number : 204 Question Id : 640653587111 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

Which of the following is NOT a measure of liquidity?

**Options :**

6406531959018. ✔ Marginal utility

6406531959019. ✖ Current ratio

6406531959020. ✖ Quick ratio

6406531959021. ✖ Cash ratio

**Question Number : 205 Question Id : 640653587112 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

The current ratio is calculated by dividing:

**Options :**

6406531959022. ✖ Current liabilities by current assets

6406531959023. ✖ Total assets by total liabilities

6406531959024. ✔ Current assets by current liabilities

6406531959025. ✖ Total liabilities by total assets

**Question Number : 206 Question Id : 640653587115 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 1**

Question Label : Multiple Choice Question

An e-commerce website was having a dry spell despite running a price promotion. To boost the sales, the website started showing small banners below every product with statements such as “someone purchased this product 2 hours ago / 4 people are looking at this product” and uses this to charge a premium, because it now seems as if the demand is very high. What pricing strategy is the website using?

Options :

6406531959028. ✖ Customer value pricing

6406531959029. ✖ Contribution pricing

6406531959030. ✖ Going rate pricing

6406531959031. ✔ Psychological pricing

Sub-Section Number :4

Sub-Section Id :64065384420

Question Shuffling Allowed :No

Is Section Default? :null

Question Id : 640653587117 Question Type : COMPREHENSION Sub Question Shuffling Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Question Numbers : (207 to 208)

Question Label : Comprehension

The sales data of six firms in the same industry is shown below:

Firm	Sales in 2022
Firm A	3,000
Firm B	4,000
Firm C	1,000
Firm D	8,000
Firm E	3,000
Firm F	1,000

Based on the above data, answer the given subquestions.

Sub questions

**Question Number : 207 Question Id : 640653587118 Question Type : SA Calculator : None**

**Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 2**

Question Label : Short Answer Question

Calculate the market share of the top four firms. Round off to a whole number between 0 and 100

**Response Type : Numeric**

**Evaluation Required For SA : Yes**

**Show Word Count : Yes**

**Answers Type : Equal**

**Text Areas : PlainText**

**Possible Answers :**

90

**Question Number : 208 Question Id : 640653587119 Question Type : SA Calculator : None**

**Response Time : N.A Think Time : N.A Minimum Instruction Time : 0**

**Correct Marks : 2**

Question Label : Short Answer Question

Calculate the Herfindahl index. Round off to the nearest integer value between 0 and 10000

**Response Type : Numeric**

**Evaluation Required For SA : Yes**

**Show Word Count : Yes**

**Answers Type : Equal**

**Text Areas : PlainText**

**Possible Answers :**

2500

## **Business Analytics**

**Section Id :**

64065339720