

**Question Number : 17 Question Type : MSQ**

**Correct Marks : 2.5**

Question Label : Multiple Select Question

Which of the following are **not required** to build an empirical distribution?

**Options :**

- A. ✖ PDF or PMF
- B. ✖ Sample data
- C. ✖ Summary Statistics
- D. ✔ None of these

## **BDM**

**Number of Questions :** 17

**Section Marks :** 50

**Question Number : 18 Question Type : MCQ**

**Correct Marks : 0**

Question Label : Multiple Choice Question

THIS IS QUESTION PAPER FOR THE SUBJECT "DIPLOMA LEVEL: BUSINESS DATA MANAGEMENT"

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 :**

- A. ✔ YES

B. ✖ NO

**Question Number : 19 Question Type : MSQ**

**Correct Marks : 2.5**

Question Label : Multiple Select Question

The market-clearing price

**Options :**

- A. ✔ Must be above equilibrium point for "Surplus" quantities to exist
- B. ✖ Must be below equilibrium Point for "Surplus" quantities to exist
- C. ✖ Must be equal to equilibrium point for "Surplus" quantities to exist
- D. ✔ Must be below equilibrium point for "Shortage" quantities to exist
- E. ✖ Must be above equilibrium point for "Shortage" quantities to exist
- F. ✖ Must be equal to equilibrium point for "Shortage" quantities to exist
- G. ✖ "Surplus" and "Shortage" do not depend on the position of the equilibrium point

**Question Number : 20 Question Type : MSQ**

**Correct Marks : 2.5**

Question Label : Multiple Select Question

According to this course, which of the statements correctly defines a "Large" industry?

**Options :**

- A. ✖ An industry that has high capital investment from the Government
- B. ✔ An industry that employees a large number of employees
- C. ✖ An industry that is run by the Government
- D. ✖ An industry that is a "Public-Private Partnership" venture

**Question Number : 21 Question Type : MSQ**

**Correct Marks : 2.5**

Question Label : Multiple Select Question

Which of the following firm characteristics are used during competition analysis?

**Options :**

- A. ✓ Pricing power
- B. ✗ Supplier deliveries
- C. ✓ Product characteristics
- D. ✗ None of these

**Question Number : 22 Question Type : MSQ**

**Correct Marks : 2.5**

Question Label : Multiple Select Question

Given the following data on price (in Rs./ unit) and demand (# of units/day) for ice creams in a store. Then which of the following statements can be concluded based on the elasticity between Rs.6 and Rs.7 per unit?

Price	Demand
8	200
7	400
6	600
5	800

**Options :**

- A. ✓ Demand is elastic
- B. ✗ Demand is in-elastic
- C. ✗ Elasticity indicates that ice creams are luxuries
- D. ✗ Elasticity indicates that ice creams are necessities

**Question Number : 23 Question Type : MSQ**

**Correct Marks : 5**

Question Label : Multiple Select Question

The Board of Directors of Company-X have met and a discussion on acquiring another company-Y

is underway. A competitor firm wants to stop this merger due to fears that the market will become monopolistic. So, the competitor has approached the justice department. Then which of the following statements will **not assist** the competitor's claim?

**Options :**

- A. ✖ As the acquisition will cause the Herfindahl Index of the industry to change from 2000 to 8000 it should not be done
- B. ✔ As the acquisition will cause the Herfindahl Index of the industry to change from 8000 to 2000 it should not be done
- C. ✖ The 4-firm concentration ratio will change from 52% to 84%
- D. ✔ The concentration ratio is increasing by 10% because of the meagre
- E. ✔ The 4-firm concentration ratio will change from 84% to 52%

**Question Number : 24 Question Type : MCQ**

**Correct Marks : 2.5**

Question Label : Multiple Choice Question

Movement along a demand curve occurs when \_\_\_\_\_

**Options :**

- A. ✔ Price of the product varies
- B. ✖ Tastes change
- C. ✖ The number of buyers increase
- D. ✖ Income decreases

**Question Number : 25 Question Type : MCQ**

**Correct Marks : 2.5**

Question Label : Multiple Choice Question

If a product is said to have a price inelastic demand curve, what does this mean?

**Options :**

- A. ✖ If a person's income increases, then the product sales will increase.
- B. ✔ If the price is changed, sales volume will change very little.

- C. ✖ To sell more products, the price should rise.
- D. ✖ To make more sales revenue, the price should be lowered.

**Question Number : 26 Question Type : MCQ**

**Correct Marks : 2.5**

Question Label : Multiple Choice Question

Which of the following is not one of the five key indicators in Purchasing Manager's Index (PMI)?

**Options :**

- A. ✖ New orders
- B. ✖ Employment environment
- C. ✖ Supplier Deliveries
- D. ✔ Competitor Analysis

**Question Number : 27 Question Type : MCQ**

**Correct Marks : 2.5**

Question Label : Multiple Choice Question

When a good has no substitutes, then ideally, the demand curve for the good should be

\_\_\_\_\_

**Options :**

- A. ✔ Vertical
- B. ✖ Horizontal
- C. ✖ Inclined at 45 degrees
- D. ✖ Inclined at 135 degrees

**Question Number : 28 Question Type : MCQ**

**Correct Marks : 2.5**

Question Label : Multiple Choice Question

A business is operating using the pricing strategy of “Contribution Pricing”, then which of the following statements are true?

**Options :**

- A. ✖ The price will be higher than the average total cost
- B. ✔ The price will be higher than the average variable cost
- C. ✖ The price will be higher than the average fixed cost
- D. ✖ None of these, cannot say without the cost information

**Question Number : 29 Question Type : MCQ**

**Correct Marks : 1.25**

Question Label : Multiple Choice Question

In a competitive pricing strategy, the final price of a product is arrived at after evaluating/analysing the prices of competitors?

**Options :**

- A. ✔ TRUE
- B. ✖ FALSE

**Question Number : 30 Question Type : MCQ**

**Correct Marks : 1.25**

Question Label : Multiple Choice Question

What does the word “Market Share” mean?

**Options :**

- A. ✖ Share a company's profits with shareholders
- B. ✔ Share of company's sales in total market sales
- C. ✖ Share the company market research activities with researchers
- D. ✖ None of these

**Question Number : 31 Question Type : SA**

**Correct Marks : 2.5**

Question Label : Short Answer Question

The cost of a motorbike has changed from Rs. 20,000 to Rs. 40,000. At the same time, the number of cycles purchased has changed from 1200 to 1500. Then, the cross-price elasticity of these two goods is (round to two decimal places)

**Response Type :** Numeric

**Evaluation Required For SA :** Yes

**Show Word Count :** Yes

**Answers Type :** Equal

**Text Areas :** PlainText

**Possible Answers :**

0.25

**Question Number : 32 Question Type : SA**

**Correct Marks : 2.5**

Question Label : Short Answer Question

The table below provides the total utility of X, for each cup of milk he buys. If a packet of milk sells for Rs.24, how many packets will X buy?

Packets of Milk	1	2	3	4	5	6	7	8	9
Total Utility (in Rs)	28	30	34	40	38	36	32	28	24

**NOTE:** Enter your answer to the nearest integer.

**Response Type :** Numeric

**Evaluation Required For SA :** Yes

**Show Word Count :** Yes

**Answers Type :** Equal

**Text Areas :** PlainText

**Possible Answers :**

1

**Question Type : COMPREHENSION****Question Numbers : (33 to 35)**

Question Label : Comprehension

[Data for the question is hypothetical] Say, the sales data on December-2021 for different automobile companies are given in the table below. Using this data, answer the given subquestions

Company	Sales in December-2021 (No. of units)
Maruti Suzuki	1,04,057
Hyundai	38,736
Tata Motors	30,941
Mahindra	23644
Toyota	23000
Kia, MG, Ford, Nissan and Others	24,289
Total	2,44,667

**Sub questions****Question Number : 33 Question Type : SA****Correct Marks : 2.5**

Question Label : Short Answer Question

What is the market share of "Kia, MG, Ford, Nissan and Others"?(in %) (round to two decimal places)

**Response Type :** Numeric**Evaluation Required For SA :** Yes**Show Word Count :** Yes**Answers Type :** Range**Text Areas :** PlainText**Possible Answers :**



9.80 to 10.00

**Question Number : 34 Question Type : SA**

**Correct Marks : 2.5**

Question Label : Short Answer Question

What is the 4-firm concentration ratio for this industry? (in %) (round to one decimal place)

**Response Type : Numeric**

**Evaluation Required For SA : Yes**

**Show Word Count : Yes**

**Answers Type : Range**

**Text Areas : PlainText**

**Possible Answers :**

80.5 to 81.0

**Question Number : 35 Question Type : MSQ**

**Correct Marks : 2.5**

Question Label : Multiple Select Question

Which of the following statements are true for this market based on the 4-firm concentration ratio?

**Options :**

A. ✖ It is a perfectly competitive market

B. ✖ It is a monopolistic market

C. ✔ It is an oligopoly market

D. ✖ None of these

**Question Type : COMPREHENSION**

**Question Numbers : (36 to 37)**

Question Label : Comprehension

[Answer the questions considering only the data given] Mr M is an entrepreneur who wants to start a new car-wash business. Mr M can vary the output (number of cars washed per day) by varying the number of employees hired. Mr M pays a fixed salary for all employees. The total output for the different number of employees that can be hired by Mr M is estimated as given in the table below. With this information, answer the given subquestions.

Number of Employees	Total Output
2	1
4	4
6	9
8	15
10	20
12	24
14	26
16	27
18	28

**Sub questions****Question Number : 36 Question Type : SA****Correct Marks : 5**

Question Label : Short Answer Question

Each employee hired is to be paid Rs. 30/hour and Mr M is planning to charge Rs. 320 per car wash. Additionally, Mr M plans to rent a space at a fixed cost of Rs. 1000 per day, and to keep it open from 8 AM – 8 PM for washing. Then how many employees should Mr M hire? (assume that the available output is completely utilized/demanded)

**NOTE:** Enter your answer to the nearest integer.**Response Type :** Numeric**Evaluation Required For SA :** Yes**Show Word Count :** Yes**Answers Type :** Equal**Text Areas :** PlainText

**Possible Answers :**

12

**Question Number : 37 Question Type : SA**

**Correct Marks : 2.5**

Question Label : Short Answer Question

What is the average fixed cost per car washed that is incurred when Mr M operates the business by hiring the number of employees identified in previous question (round your answer to one decimal place)

**Response Type :** Numeric

**Evaluation Required For SA :** Yes

**Show Word Count :** Yes

**Answers Type :** Range

**Text Areas :** PlainText

**Possible Answers :**

41.00 to 42.00

## DBMS

**Number of Questions :** 17

**Section Marks :** 50

**Question Number : 38 Question Type : MCQ**

**Correct Marks : 0**

Question Label : Multiple Choice Question