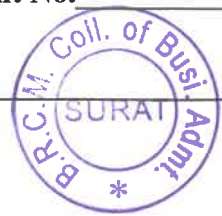


Enrolment No. _____

SARVAJANIK UNIVERSITY



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W-2023 Date: 01-11-23 Time: 11:15 AM to 01:30 PM
Regular / Backlog Exam

BBA (Hons) - SEMESTER– III EXAMINATION

Course Code: BMBA11301

Total Marks: 60

Course Name: Statistics for Business Decisions

Instructions:

1. Attempt all questions.
2. Use of Simple Calculator is allowed.
3. Figures to the right indicate full marks.
4. Indicate your options clearly.

Q.1	Answer the following questions in short										12
	a. Write the name of Positional Means.										
	b. The score of a batsman in last 7 ODI is 20, 22, 27, 29, 32, 37, 42. Find batting average of the batsman.										
	c. Find Seasonal Indices from the following data.										
		Q ₁	Q ₂	Q ₃	Q ₄						
	2016	25	28	30	32						
	2017	27	31	34	35						
	2018	30	33	36	40						
	2019	32	34	37	42						
	d. For a Binomial Distribution, Mean = 20 and Standard Deviation = 2. Find its Parameters.										
	e. For Poisson Variate $P(x=1) = P(x=2)$ then find $P(x=0)$										
	f. The quartiles of a normal distribution are respectively 8.64 and 14.32. Find mean and standard deviation of the distribution.										
Q.2	a. A company wants to study the relationship between R & D expenditure (in Rs 1000's) and annual profit (in Rs 1000's). The following table presents the information for the last 8 years. Find the correlation coefficient of the sample by Karl Pearson's method.										6
	Year		2005	2006	2007	2008	2009	2010	2011	2012	
	R & D Expenses		9	7	5	10	4	5	3	2	
	Annual Profit		45	42	41	60	30	34	25	20	
	b. 10 competitors in a reality show are ranked by three judges in the following order. Using spearman's rank correlation method determines which pair of judges has the nearest approach in judgement.										6
	Judge 1	1	6	5	10	3	2	4	9	7	8
	Judge 2	3	5	8	4	7	10	2	1	6	9
	Judge 3	6	4	9	8	1	2	3	10	5	7
	OR										

Q.2	a.	For 10 pairs of observation $r = 0.5$. the means of x and y are 12 and 15 respectively and their standard deviations are 3 and 4 respectively. While calculating one pair (15,13) was wrongly taken as (16,18). Find the correct value of correlation coefficient.	6																											
	b.	Calculate the correlation coefficient from the data given below <table><tr><td></td><td>X</td><td>Y</td></tr><tr><td>Number of observations</td><td>15</td><td>15</td></tr><tr><td>Averages</td><td>25</td><td>18</td></tr><tr><td>The sum of squares of deviations from the means</td><td>136</td><td>138</td></tr><tr><td>The sum of products of deviations from the means</td><td>112</td><td></td></tr></table>		X	Y	Number of observations	15	15	Averages	25	18	The sum of squares of deviations from the means	136	138	The sum of products of deviations from the means	112		6												
	X	Y																												
Number of observations	15	15																												
Averages	25	18																												
The sum of squares of deviations from the means	136	138																												
The sum of products of deviations from the means	112																													
Q.3	a.	A company wants to assess the impact of their advertisement campaign (expense in Rs 1000s) on its annual profit (Rs. 1000s). The following table presents the information for the eight years. Estimate the regression equation and predict the annual profit for the year 2012 for an allocated sum of Rs. 7 (Rs. 1000s) campaign expenditure. <table><tr><td>Year</td><td>2001</td><td>2002</td><td>2003</td><td>2004</td><td>2005</td><td>2006</td><td>2007</td><td>2008</td></tr><tr><td>Campaign Expenses</td><td>16</td><td>12</td><td>18</td><td>4</td><td>3</td><td>10</td><td>5</td><td>12</td></tr><tr><td>Annual Profit</td><td>87</td><td>88</td><td>89</td><td>68</td><td>78</td><td>80</td><td>75</td><td>83</td></tr></table>	Year	2001	2002	2003	2004	2005	2006	2007	2008	Campaign Expenses	16	12	18	4	3	10	5	12	Annual Profit	87	88	89	68	78	80	75	83	6
Year	2001	2002	2003	2004	2005	2006	2007	2008																						
Campaign Expenses	16	12	18	4	3	10	5	12																						
Annual Profit	87	88	89	68	78	80	75	83																						
	b.	The prices of a commodity during 1998-2003 are given below. Fit a parabola to these data. <table><tr><td>Year</td><td>1998</td><td>1999</td><td>2000</td><td>2001</td><td>2002</td><td>2003</td></tr><tr><td>Sales</td><td>100</td><td>107</td><td>128</td><td>140</td><td>181</td><td>192</td></tr></table>	Year	1998	1999	2000	2001	2002	2003	Sales	100	107	128	140	181	192	6													
Year	1998	1999	2000	2001	2002	2003																								
Sales	100	107	128	140	181	192																								
	OR																													
Q.3	a.	A survey was conducted to study the relationship between expenditure (in Rs.) on accommodation(x) and expenditure on food and entertainment(y) and the following results were obtained. The value of coefficient of correlation between these two is 0.57. Find the regression equation and estimate the expenditure on food and entertainment if the expenditure on accommodation is Rs. 200. <table><tr><td></td><td>Expense on Accommodation (X)</td><td>Expense on Food and Entertainment (Y)</td></tr><tr><td>Mean</td><td>173</td><td>47.8</td></tr><tr><td>Standard deviation</td><td>63.15</td><td>22.98</td></tr></table>		Expense on Accommodation (X)	Expense on Food and Entertainment (Y)	Mean	173	47.8	Standard deviation	63.15	22.98	6																		
	Expense on Accommodation (X)	Expense on Food and Entertainment (Y)																												
Mean	173	47.8																												
Standard deviation	63.15	22.98																												
	b.	Find seasonal variation for the following time series. <table><tr><td>Year</td><td>Q₁</td><td>Q₂</td><td>Q₃</td><td>Q₄</td></tr><tr><td>2011</td><td>50</td><td>45</td><td>48</td><td>53</td></tr><tr><td>2012</td><td>52</td><td>47</td><td>49</td><td>41</td></tr><tr><td>2013</td><td>51</td><td>45</td><td>48</td><td>52</td></tr><tr><td>2014</td><td>55</td><td>46</td><td>46</td><td>51</td></tr></table>	Year	Q ₁	Q ₂	Q ₃	Q ₄	2011	50	45	48	53	2012	52	47	49	41	2013	51	45	48	52	2014	55	46	46	51	6		
Year	Q ₁	Q ₂	Q ₃	Q ₄																										
2011	50	45	48	53																										
2012	52	47	49	41																										
2013	51	45	48	52																										
2014	55	46	46	51																										
Q.4	a.	A brokerage survey reports that 30 percent of individual investors have used a discount broker, i.e. one which does not charge the full commission. In a random sample of 9 individuals. What is the probability that (a) exactly two of the sampled individuals have used a discount broker (b) not more than three have used a discount broker (c) at least three of them have used a discount broker.	6																											
	b.	An aptitude test for selecting officers in a bank was conducted on 1000 candidates. The average score is 42 and the standard deviation of scores is 24. Assuming normal distribution for the scores, find (a) the number of candidates whose scores exceeds 58. (b) the number of candidates whose scores lies between 30 and 60.	6																											

		OR																						
Q.4	a.	Of 1000 assembled components, 10 have a working defect and 20 have a structural defect. There is a good reason to assume that no component has both defects. What is the probability that randomly chosen component will have (i) either type of defects? (ii) no defect?				6																		
	b.	The results of particular examination are given below in a summary form. It is known that a candidate fails in the examination if he obtains less than 40 marks (out of 100) while he must obtain at least 75 marks in order to pass with distinction. Determine the mean and standard deviation of the distribution of marks.				6																		
		<table><tr><td>Result</td><td>Passed with distinction</td><td>Passed without distinction</td><td>Failed</td></tr><tr><td>Percent of candidates</td><td>10</td><td>60</td><td>30</td></tr></table>				Result	Passed with distinction	Passed without distinction	Failed	Percent of candidates	10	60	30											
Result	Passed with distinction	Passed without distinction	Failed																					
Percent of candidates	10	60	30																					
Q.5	a.	The following table gives the number of days in a 50 days period during which automobile accidents occurred in a city. Fit a poisson distribution to the data. ($e^{-0.9}=0.4066$)				6																		
		<table><tr><td>No. of accidents</td><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td></tr><tr><td>No. of days</td><td>21</td><td>18</td><td>7</td><td>3</td><td>1</td></tr></table>				No. of accidents	0	1	2	3	4	No. of days	21	18	7	3	1							
No. of accidents	0	1	2	3	4																			
No. of days	21	18	7	3	1																			
	b.	A person tosses three coins simultaneously. He gets Rs. 8 if three heads appear, Rs. 4 if two heads appear and Rs. 2 if one head appears. What penalty should be charged if no head appears in order that game is fair?				6																		
		OR																						
Q.5	a.	It is given that 3 percent of electric bulbs manufactured by a company are defective. Find the probability that a sample of 100 bulbs will contain (i) no defective and (ii) exactly one defective. ($e^{-3}=0.05$)				6																		
	b.	The following table show the distribution of 128 samples. Fit a binomial distribution and find expected frequencies.				6																		
		<table><tr><td>X</td><td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>Samples</td><td>7</td><td>6</td><td>19</td><td>35</td><td>30</td><td>23</td><td>7</td><td>1</td></tr></table>				X	0	1	2	3	4	5	6	7	Samples	7	6	19	35	30	23	7	1	
X	0	1	2	3	4	5	6	7																
Samples	7	6	19	35	30	23	7	1																



W-2023 Date: 02-11-23 Time: 11:15 AM to 01:30 PM
Regular / Backlog Exam

B.B.A. (Hons) – SEMESTER - III EXAMINATION

Course Code: BMBA11302

Total Marks: 60

Course Name: Marketing Management

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Read the questions carefully and write answers as per the weightage.

- Q.1 Answer the following in short (6 × 2 Marks) 12**
- A. Define term marketing.
 - B. Define term positioning with a suitable example.
 - C. Explain the concept of product line with a suitable example.
 - D. Explain term sales promotion with a suitable example.
 - E. Explain term satisfaction with a suitable example.
 - F. Explain term targeting with a suitable example.
- Q.2 Explain selling concept in detail. Also discuss points of difference between selling and marketing concept. 12**
- OR**
- Q.2 Explain marketing concept at length. Also discuss how customer concept is different from marketing concept in its orientation. 12**
- Q.3 What do you mean by segmentation? Discuss variables for segmenting consumer market at length. 12**
- OR**
- Q.3 What do you mean by business buying? Discuss various points of difference between consumer buying and business buying with examples. 12**
- Q.4 Discuss characteristics and strategies for various stages of product life cycle with appropriate examples. 12**
- OR**
- Q.4 Explain the concept of discriminatory pricing with an example. Discuss at length different variables for price discrimination with appropriate examples. Also discuss six conditions to execute price discrimination effectively. 12**
-
- Q.5 a. What is the most suitable distribution channel for following products? Give reasons to support your answer. 06**
- i. Fresh fruits and Vegetables
 - ii. Antique items
 - iii. Grocery
- b. Discuss various elements of promotion mix at length. 06**
- OR**
- Q.5 a. What is the most suitable distribution channel for following products? Give reasons to support your answer. 06**
- i. Laptop
 - ii. Sports car
 - iii. Soft drink
- b. Write a short note on types of communication budget. 06**



Sarvajani University



W-2023 Date: 03-11-23 Time: 11:15 AM to 01:30 PM
Regular / Backlog Exam

6

B.B.A. (Hons) - SEMESTER- III EXAMINATION

Course Code: BMBA11303

Course Name: Human Resource Management

Total Marks: 60

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- | | | |
|-----|--|-------------|
| Q.1 | Answer the following in short (6 × 2 Marks) | Marks
12 |
| | <ul style="list-style-type: none"> A. What is strategic function of HRM? B. Describe any two selection tests. C. What is Job Evaluation? D. Define Trade Union. E. Discuss any two rules of red-hot stove rule about discipline. F. Which components are part of Total Reward? | |

- | | | |
|-----|---|----|
| Q.2 | “Environment is Dynamic and ever changing, so is environment of HRM” – Justify. | 12 |
|-----|---|----|

OR

- | | | |
|-----|---|-------------|
| Q.2 | <p>3M's competitive business strategy is based on innovation. 3M requires that at least 25 percent of its annual sales come from products introduced over the previous five years, a goal it often exceeds. Specific HR programs adopted to implement this strategy include the creation of a special fund that allows employees to start new projects or follow up on ideas. 3M's "release time" program, in which workers are given time off during the day to pursue their own interests, is given credit for the creation of new products that management would not have thought of by itself. In addition, 3M's appraisal process encourages risk taking. A senior manager at 3M says, "If you are threatened with dismissal after working on a project that fails, you will never try again."</p> | 12
(6×2) |
|-----|---|-------------|

Questions:

- A. Identify and describe the functions of HRM are already being used to foster innovation at 3M.
- B. Which other functions of HRM can be used in future to

promote innovation at 3M?

Q.3	Discuss the advantages and disadvantages of Internal and external sources of recruitment in detail.	12
OR		
Q.3	Write a long note on Job Analysis.	12
Q.4	Discuss components of pay structure in detail.	12
OR		
Q.4	Discuss any SIX methods of off the job training methods.	12
Q.5	Describe the machineries for settlement of Industrial Disputes in detail.	12
OR		
Q.5	"Trade Unions are outdated and ineffective participant in Industrial Relation System" – Critically examine the statement.	12



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W-2023 Date: 04-11-23 Time: 11:15 AM to 12:30 PM .
Regular / Backlog Exam

B.B.A. (Hons) - SEMESTER– III EXAMINATION

Course Code: BMBA11304

Total Marks: 30

Course Name: Financial Literacy

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

	Marks
Q.1 Answer the following in short (3 × 2 Marks)	06
a. What is the primary function the money?	
b. What kind of fraud happens in the banking industry?	
c. What can be the reasons for grievances in the insurance sector?	
Q.2 What is Financial Inclusion? Enlist its benefits and initiatives taken by the Government of India.	06
OR	
Q.2 What is investment? Explain its importance.	
Q.3 Write a note on the National Savings Certificate.	06
OR	
Q.3 Retrieve types of Mutual Funds.	06
Q.4 Illustrate types of banks in India with a diagram. Explain any two banks in detail.	06
OR	
Q.4 What is EMI? Show the calculations with an example.	06
Q.5 Write a Short Note on (Any two)	06
a. Retrieve any three channels to buy insurance with an example.	
b. Write a note on the regulator of the insurance sector.	
c. Explain any two types of life insurance plans.	



W-2023 Date: 06-11-23 Time: 11:15 AM to 01:30 PM
Regular / Backlog Exam

BBA (HONS.) - SEMESTER- III EXAMINATION

Course Code: BMBA12305

Total Marks: 60

Course Name: Innovation and Start-up

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Answer the question appropriately as per weightage of marks.

Q.1	Answer all the following questions:	Marks
1	What is IPR?	12
2	Define material handling.	
3	What is the term for copyright for literary works, dramatic, music?	
4	What is radical innovation?	
5	What is fixed path material handling equipment, give one example of it.	
6	Explain open innovation.	
Q.2	Answer any two questions in detail	12
1	Explain all three techniques & models of plant location selection.	
2	Explain factors affecting plant layout selection for organization.	
3	Explain factors affecting selection of material handling equipment.	
Q.3	The Golden Arches of McDonalds qualifies in which intellectual Property? Write a detailed note on that IP.	12
	OR	
1.	What inventions are not patentable? Explain.	
2.	Write a detailed not on Industrial Design.	
Q.4	What are the critical factors for innovation success? What are the organizational characteristics that facilitates innovation process?	12
	OR	
	Explain models of innovation	
Q.5	Answer any two.	12
1	What is Technology transfer? Illustrate it with an example.	
2	Differentiate between closed and open innovation principles.	
3	Explain any three models of technology transfer.	



Sarvajani University



W-2023 Date: 06-11-23 Time: 11:15 AM to 01:30 PM
Regular / Backlog Exam

B.B.A. (Hons) - SEMESTER- III EXAMINATION

Course Code: BMBA12306

Total Marks: 60

Course Name: Corporate Governance and Sustainability

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Write answers as per weightage of Marks.

Q.1 Answer the following in short (6 × 2 Marks)

12 Marks

- A. What is the need of corporate governance?
- B. What is SEBI?
- C. Give the meaning of SDGs.
- D. List the issues of corporate governance.
- E. What is sustainable development?
- F. What is the meaning of corporate governance rating?

Q.2 A. Explain stakeholder theory of corporate governance.
B. Discuss rights and privileges of shareholders.

6 Marks

6 Marks

OR

Q.2 A. Discuss the responsibility of corporates towards employees.
B. Explain the problems of investors and their protection.

6 Marks

6 Marks

Q.3 A. What are the roles and responsibilities of BoDs in corporate governance?
B. How SEBI regulates capital market?

OR

Q.3 A. Who are the stake holders in corporate governance? Discuss in detail.
B. How capital market affects growth of economy?

Q.4 A. Discuss sustainability and sustainable development as global concerns.
B. How corporate governance rating implements corporate governance?

6 Marks

6 Marks

OR

Q.4 A. Explain new model of Business in line with sustainable development.
B. Discuss role of media in implementing corporate governance.

6 Marks

6 Marks

Q.5 Attempt any three.

12 Marks

1. Discuss corporate governance through legal protection of investors.
2. Explain the need of corporate governance.
3. Discuss stewardship theory of corporate governance.
4. Explain the issues in corporate governance.



SARVAJANIK UNIVERSITY



W-2023 Date: 06-11-23 Time: 11:15 AM to 01:30 PM
Regular / Backlog Exam

B.B.A. (Hons) - SEMESTER- III EXAMINATION

Course Code: BMBA12306

Total Marks: 60

Course Name: Corporate Governance and Sustainability

EXAMINATION QUESTION PAPER Analysis for curriculum coverage and BLOOM'S TAXONOMY learning level

		Weightage either in % or Marks- In this question paper	Chapter/Module No. as per Approved curriculum specified	Mapping with CO (Course Outcome as per Approved curriculum)	Cognitive Level (As per Revised Bloom's Taxonomy) R/U/Ap/Ay/E/C
Q.1	(a)	2	Module 1	CO 1	R
	(b)	2	Module 3	CO 3	R
	(c)	2	Module 4	CO 4	R
	(d)	2	Module 1	CO 1	R
	(e)	2	Module 4	CO 4	R
	(f)	2	Module 3	CO 3	R
	(a)	6	Module 1	CO 1	U
Q.2	(b)	6	Module 2	CO 2	U
	OR				
	(a)	6	Module 1	CO 1	U
	(b)	6	Module 2	CO 2	U
Q.3	(a)	6	Module 2	CO 2	AY
	(b)	6	Module 3	CO 3	AY
	OR				
	(a)	6	Module 2	CO 2	U
	(b)	6	Module 3	CO 3	AY
Q.4	(a)	6	Module 4	CO 4	AY
	(b)	6	Module 3	CO 3	U
	OR				
	(a)	6	Module 4	CO 4	U
	(b)	6	Module 4	CO 4	AY
Q.5	1	4	Module 2	CO 2	U
	2	4	Module 1	CO 1	U
	3	4	Module 1	CO 1	U
	4	4	Module 1	CO 1	U



Learning level coverage as per curriculum analytics (from above mapping)				Curriculum specified content coverage analytics (from above mapping)			
Blooms level		As per curriculum - either in % or marks	In this paper: either in % or marks		chapter /module number	As per curriculum : either in % or marks	In this paper: either in % or marks
Remember	R		27%		1	30%	33%
Understanding	U		33%		2	30%	27%
Apply	Ap				3	20%	20%
Analyse	Ay		40%		4	20%	20%
Evaluate	E				5		
Create	C	-			6	-	

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Sarvajani University



W-2023 Date: 06-11-23 Time: 11:15 AM to 01:30 PM
Regular / Backlog Exam

1

B.B.A. (Hons) - SEMESTER- 3 EXAMINATION

Course Code: BMBA12307

Total Marks: 60

Course Name: Legal Aspects of Business

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Answer should be to the point and legible.

Marks
12

Q.1 Answer the following in short (6 × 2 Marks)

- A. Briefly describe the types of contracts recognized under the Indian Contract Act.
- B. What is the primary objective of Competition Act, 2002?
- C. How does the Consumer Protection Act, 2019 empower consumers to seek compensation for defective products or services?
- D. Define cartel as per the Competition Act, 2002.
- E. Who can file a complaint under the Consumer Protection Act, 2019?
- F. Mention the penalties for non-compliance with the provisions of the companies Act 2013.

- Q.2 What is the principle of 'Free Consent' as outlined in The Indian Contract Act, 1872. Discuss the various factors that can vitiate consent, such as coercion, undue influence, fraud, misrepresentation, and their legal consequences. 12

OR

- Q.2 Describe the concept of a valid contract under The Indian Contract Act, 1872. And discuss the essential elements required for a contract to be considered valid, providing relevant examples.

- Q.3 Explain the key provisions of the Competition Act 2002 that deals with anti-competitive agreements and abuse of dominant position. Provide examples to illustrate these concepts. 12

OR

- Q.3 Discuss the role and functions of the Competition Commission of India (CCI) under the Competition Act 2002. How does CCI ensure the enforcement of competition law in India?

- Q.4 Examine the provisions of the Companies Act 2013 related to the appointment and remuneration of directors. How have these provisions evolved to align with corporate best practices? 12

OR

- Q.4 What is the role of Memorandum of Association in defining the company's authorized share capital? Explain the provisions related to the alteration of share capital as per the Companies Act 2013.

- Q.5 How does the Consumer Protection Act 2019 introduce the concept of product liability and what are the responsibilities of manufacturers, sellers, and service providers in this regard? How does it impact consumer safety? 12

OR

- Q.5 Explain the key provisions of the Consumer Protection Act 2019 related to e-commerce platforms and their responsibilities in ensuring consumer rights and satisfaction.



SARVAJANIK UNIVERSITY



W-2023 Date: 06-11-23 Time: 11:15 AM to 01:30 PM
Regular / Backlog Exam

3

BBA(Hons)- SEMESTER- 3 EXAMINATION

Course Code: BMBA12307

Total Marks: 60

Course Name: Legal Aspects of Business

EXAMINATION QUESTION PAPER Analysis for curriculum coverage and BLOOM'S TAXONOMY learning level

		Weightage either in % or Marks- In this question paper	Chapter/Module No. as per Approved curriculum specified	Mapping with CO (Course Outcome as per Approved curriculum)	Cognitive Level (As per Revised Bloom's Taxonomy) R/U/Ap/Ay/E/C
Q.1	(a)	2	chap1	CO-1	R
	(b)	2	chap 2	CO-2	U
	(c)	2	chap4	CO-3	E
	(d)	2	chap 2	CO-4	U
	(e)	2	chap 4	CO-5	E
	(f)	2	Chap3	CO-6	Ap
Q.2		12	chap 1	CO-1	Ay
			OR		
Q.2		12	chap 1	CO-1	Ay
Q.3		12	chap 2	CO-2	U
			OR		
Q.3		12	chap 2	CO-2	U
Q.4		12	chap 3	CO-3	Ap
			OR		
Q.4		12	chap 3	CO-3	Ap
Q.5		12	chap 4	CO-4	R
			OR		
Q.5		12	chap 4	CO-4	R

Learning level coverage as per curriculum analytics (from above mapping)				Curriculum specified content coverage analytics (from above mapping)			
Blooms level		As per curriculum - either in % or marks	In this paper: either in % or marks		chapter /module number	As per curriculum : either in % or marks	In this paper: either in % or marks
Remember	R	-	14		1	25% or 15	14
Understanding	U	-	16		2	25% or 15	16
apply	Ap	-	14		3	25% or 15	14
analyze	Ay	-	12		4	25% or 15	16
evaluate	E	-	04		5	-	-
create	C	-	-		6	-	-

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