

BDM

Section Id :	64065356697
Section Number :	12
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	20
Number of Questions to be attempted :	20
Section Marks :	30
Display Number Panel :	Yes
Section Negative Marks :	0
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 :	640653118949
Question Shuffling Allowed :	No
Is Section Default? :	null

Question Number : 335 Question Id : 640653816208 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 :

6406532734100. ✔ YES

6406532734101. ✖ NO

Sub-Section Number :	2
Sub-Section Id :	640653118950
Question Shuffling Allowed :	Yes
Is Section Default? :	null

Question Number : 336 Question Id : 640653816209 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

What distinguishes an inferior good regarding its relationship with income?

Options :

6406532734102. ✖ Demand increases with rising income

6406532734103. ✔ Demand decreases as income increases

6406532734104. ✖ Its demand curve remains unaffected by income changes

6406532734105. ✖ It has no substitutes in the market

Question Number : 337 Question Id : 640653816211 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

A manufacturer finds that over the past year, there has been a shift in consumer preference within

the two-wheeler market: the demand for scooters has decreased by 10%, whereas the demand for motorcycles, especially higher-capacity models, has increased by 15%. Given this trend, how should the manufacturer adjust its product portfolio?

Options :

6406532734110. ✖ Increase production of scooters to clear out existing inventories.

6406532734111. ✔ Shift manufacturing focus towards higher-capacity motorcycles to meet rising demand.

6406532734112. ✖ Keep the production rates the same, expecting the market to stabilize.

6406532734113. ✖ Focus exclusively on high-capacity motorcycles and cease scooter production.

Question Number : 338 Question Id : 640653816212 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

If a pivot table analysis reveals that a lender's portfolio has shifted from predominantly commercial loans to a more diversified portfolio including significant amounts of retail and microfinance loans over the years, what might this indicate about the lender's strategic shift?

Options :

6406532734114. ✖ Diversification to mitigate risk

6406532734115. ✖ Shifting market demand

6406532734116. ✖ Regulatory Changes Influencing Lending Practices

6406532734117. ✔ Not enough data is given in the situation to determine

Question Number : 339 Question Id : 640653816213 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

Identifying and eliminating outliers in revenue data is crucial because they can:

Options :

6406532734118. ✔ Significantly skew overall data analysis and interpretation.

6406532734119. ✖ Improve the accuracy of the data set.

6406532734120. ✖ Decrease the workload involved in data processing.

6406532734121. ✖ They do not provide any useful insights

Question Number : 340 Question Id : 640653816214 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

How does an increase in the ordering cost per order affect the EOQ?

Options :

6406532734122. ✔ It increases the EOQ.

6406532734123. ✖ It decreases the EOQ.

6406532734124. ✖ It does not affect the EOQ.

6406532734125. ✖ It causes the EOQ to fluctuate unpredictably.

Question Number : 341 Question Id : 640653816220 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 an example of the anchoring effect used as a nudge on e-commerce websites?

Options :

6406532734141. ✔ Presenting a high initial price next to the sale price to make the discount appear more significant

6406532734142. ✖ Offering every product at a flat discount rate

6406532734143. ✖ Displaying the most expensive items exclusively

6406532734144. ✖ Always showing only the lowest price available for every product

Question Number : 342 Question Id : 640653816221 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

What is the underlying rationale for PayBuddy offering a BNPL service without charging interest or late fees?

Options :

6406532734145. ✖ To accumulate a large unpaid debt that can be written off for tax benefits.

6406532734146. ✔ To engage customers more deeply, increasing transaction volumes and platform loyalty.

6406532734147. ✖ Assuming that late fees and interest can be retroactively applied for long-term profit.

6406532734148. ✖ To attract regulatory scrutiny as a marketing stunt to gain public attention.

Question Number : 343 Question Id : 640653816223 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

If a company identifies a seasonal pattern in their sales data, how should this influence their inventory management strategy?

Options :

6406532734150. ✖ Increase inventory levels uniformly throughout the year to avoid any potential stockouts.

6406532734151. ✔ Adjust inventory levels based on historical sales data to match the anticipated seasonal demand.

6406532734152. ✖ Reduce inventory levels during peak seasons to minimize holding costs.

6406532734153. ✖ Keep inventory levels constant, ignoring seasonal trends to simplify logistics.

Question Number : 344 Question Id : 640653816225 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

How does the concept of homogeneous regions benefit the sampling process in surveys?

Options :

6406532734158. ✖ Ensures a diversity of samples by mixing different regions indiscriminately

6406532734159. ✔ Eliminates bias by selecting samples from areas with similar characteristics

6406532734160. ✖ Focuses solely on urban areas for increased data accuracy

6406532734161. ✖ Prioritizes high-income regions to reflect economic prosperity

Question Number : 345 Question Id : 640653816226 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

In strategic manpower planning, which of the factors is the least relevant for determining the number of employees needed?

Options :

6406532734162. ✖ The historical turnover rate within the industry

6406532734163. ✖ The predicted revenue for the next fiscal year

6406532734164. ✖ The specific business objectives and forthcoming projects

6406532734165. ✔ The current unemployment rate in the market

Question Number : 346 Question Id : 640653816227 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

In the context of IT services, what is the primary purpose of maintaining a bench or buffer of employees?

Options :

6406532734166. ✔ To have resources readily available for unforeseen project needs.

6406532734167. ✖ To keep underperforming employees off critical projects.

6406532734168. ✖ To reduce the company's overall payroll expenses.

6406532734169. ✖ To comply with industry-standard HR practices.

Sub-Section Number :	3
Sub-Section Id :	640653118951
Question Shuffling Allowed :	No
Is Section Default? :	null

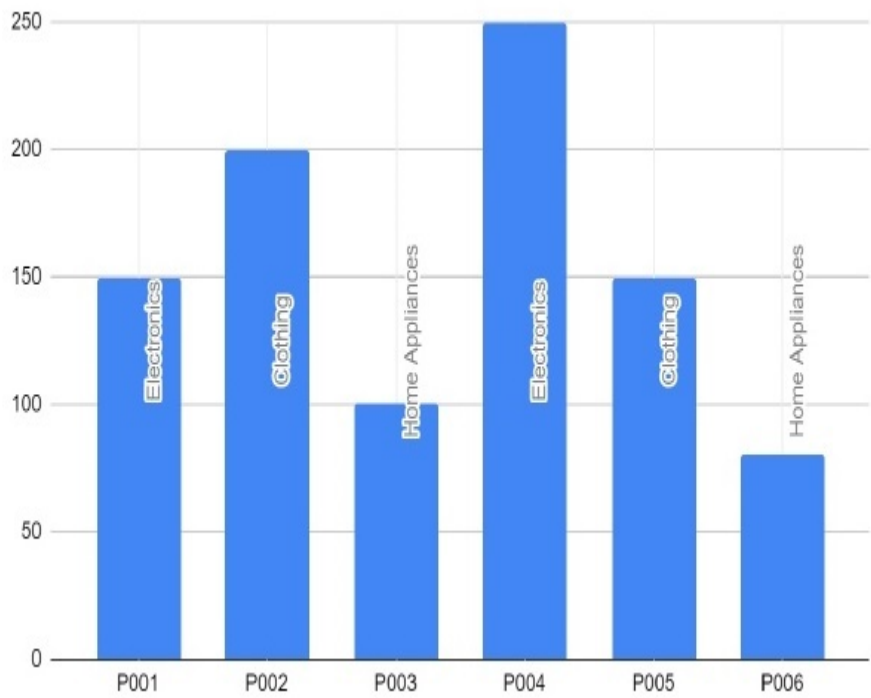
Question Id : 640653816216 Question Type : COMPREHENSION Sub Question Shuffling Allowed : No Group Comprehension Questions : No Question Pattern Type : NonMatrix Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0 Question Numbers : (347 to 348)

Question Label : Comprehension

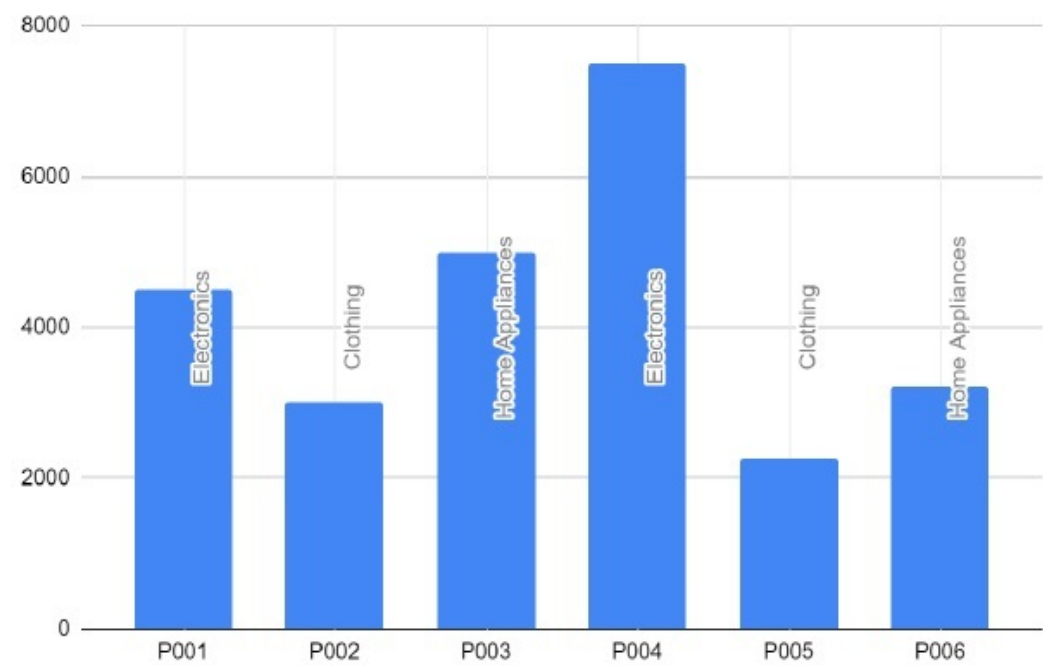
Consider the following table and scatter plot and answer the questions

Product ID	Product Category	Sales Quantity	Revenue (\$)
P001	Electronics	150	4500
P002	Clothing	200	3000
P003	Home Appliances	100	5000
P004	Electronics	250	7500
P005	Clothing	150	2250
P006	Home Appliances	80	3200

Sales V/S Product Plot



Revenue V/S Product Plot



Scatter Plot



Based on the above data, answer the given subquestions.

Sub questions

Question Number : 347 Question Id : 640653816217 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

If you color-code the data points on the scatter plot by "Product Category," which of the following statements would likely be true?

Options :

6406532734130. ✖ All categories will cluster together, showing no distinct grouping.

6406532734131. ✔ Electronics might form a cluster with higher revenue compared to other categories.

6406532734132. ✖ Clothing will show the highest sales quantity and revenue.

6406532734133. ✖ Home Appliances will demonstrate the least variability in sales quantity and revenue.

Question Number : 348 Question Id : 640653816218 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

Considering the given data, which category has the highest average revenue per unit?

Options :

6406532734134. ✔ Home Appliances

6406532734135. ✖ Clothing

6406532734136. ✖ Electronics

Sub-Section Number :	4
Sub-Section Id :	640653118952
Question Shuffling Allowed :	Yes
Is Section Default? :	null

Question Number : 349 Question Id : 640653816210 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2

Question Label : Multiple Choice Question

The teacher wants to assign students grades based on their Maths marks using the IF function. Which Excel formula represents the correct structure for this conditional grading?

Options :

6406532734106. ✖ =IF(C2<20, "A", IF(C2>15, "B", IF(C2>10, "C", "D")))

6406532734107. ✖ =IF(C2<20, "A", IF(C2<15, "B", IF(C2<10, "C", "D")))

6406532734108. ✔ =IF(C2>=20, "A", IF(C2>=15, "B", IF(C2>=10, "C", "D")))

6406532734109. ✖ =IF(C2<=20, "A", IF(C2<=15, "B", IF(C2<=10, "C", "D")))

Sub-Section Number :	5
Sub-Section Id :	640653118953
Question Shuffling Allowed :	Yes
Is Section Default? :	null

Question Number : 350 Question Id : 640653816215 Question Type : MCQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 3

Question Label : Multiple Choice Question

Four candidates are being considered for a Software Engineer position. The hiring committee has rated them based on the number of relevant skills they possess, the number of days they can join in, the number of relevant certificates they hold, and their years of relevant experience. Give all the criteria the same weightage. Evaluate the data below and determine which candidate should

be ranked the highest based on the given criteria (more skills, more certificates, more experience are better; fewer days to join is better).

Candidate A:

- Number of relevant skills: 12
- Days to join: 30
- Number of relevant certificates: 5
- Years of relevant experience: 3

Candidate B:

- Number of relevant skills: 15
- Days to join: 45
- Number of relevant certificates: 3
- Years of relevant experience: 4

Candidate C:

- Number of relevant skills: 10
- Days to join: 20
- Number of relevant certificates: 7
- Years of relevant experience: 5

Candidate D:

- Number of relevant skills: 14
- Days to join: 15
- Number of relevant certificates: 4
- Years of relevant experience: 6

Choose the correct ranking of the candidates from most suitable to least suitable:

Options :

6406532734126. ✔ Candidate D > Candidate C > Candidate A or Candidate B

6406532734127. ✖ Candidate B > Candidate A > Candidate C, Candidate D

6406532734128. ✖ Candidate D > Candidate A > Candidate C > Candidate B

6406532734129. ✖ Candidate C > Candidate D > Candidate A or Candidate B

Sub-Section Number : 6
Sub-Section Id : 640653118954
Question Shuffling Allowed : Yes
Is Section Default? : null

Question Number : 351 Question Id : 640653816219 Question Type : MSQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 1 Max. Selectable Options : 0

Question Label : Multiple Select Question

A company has noticed that its average days of inventory are significantly lower than the industry standard. Which of the following statements describes the potential consequences of this situation?

Options :

6406532734137. ✖ Increased carrying costs due to holding excess inventory.

6406532734138. ✔ Higher likelihood of stockouts, leading to possible lost sales.

6406532734139. ✔ Less need for warehouse space, reducing storage cost inefficiencies.

6406532734140. ✖ Lower inventory obsolescence risks and reduced waste.

Sub-Section Number : 7
Sub-Section Id : 640653118955
Question Shuffling Allowed : Yes
Is Section Default? : null

Question Number : 352 Question Id : 640653816224 Question Type : MSQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2 Max. Selectable Options : 0

Question Label : Multiple Select Question

Considering the sales data and inventory levels for SKU cities (distribution centres) like Hyderabad, Cochin, and Madras, what could be a significant risk if the average sales drastically change over a short period?{Select All that apply}

Options :

- 6406532734154. ✔ Overestimation of inventory needs leading to excess stock.
- 6406532734155. ✔ Underestimation of lead times for inventory replenishment.
- 6406532734156. ✔ Inaccurate calculation of the total opening stock.
- 6406532734157. ✔ Misalignment between sales forecasts and actual sales data.

Question Number : 353 Question Id : 640653816228 Question Type : MSQ Is Question Mandatory : No Calculator : None Response Time : N.A Think Time : N.A Minimum Instruction Time : 0

Correct Marks : 2 Max. Selectable Options : 0

Question Label : Multiple Select Question

Which of the following best describes the strategic advantage of internal sourcing?{Select All that apply}

Options :

- 6406532734170. ✖ It eliminates the need for an external recruitment process entirely.
- 6406532734171. ✖ It guarantees a 100% success rate in employee performance post-transition.
- 6406532734172. ✔ Could speed up the process of staffing the job position
- 6406532734173. ✔ Better familiarity reduces the risk that selected person may turn out to be incompetent

Sub-Section Number :	8
Sub-Section Id :	640653118956
Question Shuffling Allowed :	Yes
Is Section Default? :	null

Question Number : 354 Question Id : 640653816222 Question Type : SA Calculator : None

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

Correct Marks : 3

Question Label : Short Answer Question

Imagine, you are an efficiency consultant hired by ABC Corp, a company that manufactures automotive parts. Your first assignment is to evaluate the performance of their primary production line. The provided data includes:

- The planned production time for last quarter was 700 hours.
- Unexpectedly, the line experienced 60 hours of lost time.
- The expected assembly rate of the line was 200 units per hour.
- However, the actual rate achieved was 180 units per hour.
- Over the quarter, 14,000 units were assembled.
- Out of these, 700 units were found to be defective.

Calculate the OEE for ABC Corp's production line and provide the result.

Hint:

OEE = Availability x Performance x Quality

If your calculations result in 0.2856 as the answer, please enter 28.56 and not 28.56%, or 0.2586

Response Type : Numeric

Evaluation Required For SA : Yes

Show Word Count : Yes

Answers Type : Range

Text Areas : PlainText

Possible Answers :

77 to 79

Sub-Section Number :	9
Sub-Section Id :	640653118957
Question Shuffling Allowed :	No
Is Section Default? :	null

Question Id : 640653816229 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 : (355 to 358)

Question Label : Comprehension

Let's consider a mobile gaming company that has launched a feature test to see the impact of a new game tutorial version aimed at improving player retention and in-game purchases.

User_ID	Group	Daily_Playtime_Minutes	In_Game_Purchase	Game_Version	Player_Experience_Level
1	A	40	0	Old	Beginner
2	B	30	1	New	Intermediate
3	A	35	1	Old	Advanced
4	B	30	0	New	Beginner
5	A	50	0	Old	Intermediate
6	B	50	1	New	Advanced
7	A	20	1	Old	Beginner
8	B	55	0	New	Intermediate
9	A	75	1	Old	Advanced
10	B	30	1	New	Beginner
11	A	70	1	Old	Intermediate
12	B	45	1	New	Advanced
13	A	50	0	Old	Beginner
14	B	65	0	New	Intermediate
15	A	75	1	Old	Advanced
16	B	35	1	New	Beginner
17	A	80	0	Old	Intermediate
18	B	80	1	New	Advanced
19	A	65	1	Old	Beginner
20	B	70	0	New	Intermediate

Based on the above data, answer the given subquestions.

Sub questions

Question Number : 355 Question Id : 640653816230 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

Evaluate the influence of the new game tutorial on player engagement. How does the average Daily_Playtime_Minutes compare between the two groups?

Options :

6406532734174. ✖ Group B has significantly higher average playtime, indicating the new tutorial is more engaging.

6406532734175. ✔ Group A shows higher average playtime, suggesting the old tutorial is more effective.

6406532734176. ✖ No significant difference in playtime between the groups, indicating the new tutorial has minimal impact.

6406532734177. ✖ The average playtime is higher in Group B, but not significantly, suggesting a slight advantage of the new tutorial.

Question Number : 356 Question Id : 640653816231 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 Player_Experience_Level benefited most from the new game tutorial in terms of In_Game_Purchase?

Options :

6406532734178. ✖ Beginners are making much more purchases with the new tutorial.

6406532734179. ✖ Intermediate players show a significant increase in purchases.

6406532734180. ✖ Advanced players have a higher purchase rate with the new tutorial.

6406532734181. ✔ There's no noticeable difference in purchase behavior across experience levels.

Question Number : 357 Question Id : 640653816232 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

Considering the new tutorial's impact, which statement best reflects the data observed?

Options :

6406532734182. ✖ The new tutorial has universally improved in-game purchases across all player levels.

6406532734183. ✖ Only advanced players show a significant uptick in daily playtime with the new tutorial.

6406532734184. ✔ All players have decreased their playtime, potentially indicating a dislike for the new tutorial.

6406532734185. ✖ Beginners and advanced players show increased engagement, but intermediate players do not.

Question Number : 358 Question Id : 640653816233 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

What does the distribution of In_Game_Purchases in Group B suggest about the new tutorial's effectiveness?

Options :

6406532734186. ✖ It's highly effective, as most players increased their purchases.

6406532734187. ✖ Effectiveness is moderate; only some players increased their purchases.

6406532734188.

✖ The new tutorial has no clear impact on purchase behavior.

6406532734189. ✔ It is less effective; fewer players made purchases after the introduction of the new tutorial.

Business Analytics

Section Id :	64065356698
Section Number :	13
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	16
Number of Questions to be attempted :	16
Section Marks :	45
Display Number Panel :	Yes
Section Negative Marks :	0
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 :	640653118958
Question Shuffling Allowed :	No
Is Section Default? :	null

Question Number : 359 Question Id : 640653816234 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