

6406531963411. ✓  $\tilde{x}_1 = \begin{pmatrix} -1 \\ 2/3 \end{pmatrix}, \tilde{x}_2 = \begin{pmatrix} 0 \\ 2/3 \end{pmatrix}, \tilde{x}_3 = \begin{pmatrix} 1 \\ 2/3 \end{pmatrix}$

6406531963412. ✖  $\tilde{x}_1 = \begin{pmatrix} 1 \\ 2/3 \end{pmatrix}, \tilde{x}_2 = \begin{pmatrix} 0 \\ 2/3 \end{pmatrix}, \tilde{x}_3 = \begin{pmatrix} -1 \\ 0 \end{pmatrix}$

6406531963413. ✖  $\tilde{x}_1 = \begin{pmatrix} 1 \\ 2/3 \end{pmatrix}, \tilde{x}_2 = \begin{pmatrix} 1 \\ 2/3 \end{pmatrix}, \tilde{x}_3 = \begin{pmatrix} -1 \\ 2/3 \end{pmatrix}$

**Question Number : 153 Question Id : 640653588666 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

What is the reconstruction error after projecting  $\mathcal{D}'$  along the first principal component?

**Response Type : Numeric**

**Evaluation Required For SA : Yes**

**Show Word Count : Yes**

**Answers Type : Range**

**Text Areas : PlainText**

**Possible Answers :**

0.20 to 0.24

**BDM**

**Section Id :** 64065339802

**Section Number :** 9

<b>Section type :</b>	Online
<b>Mandatory or Optional :</b>	Mandatory
<b>Number of Questions :</b>	10
<b>Number of Questions to be attempted :</b>	10
<b>Section Marks :</b>	17
<b>Display Number Panel :</b>	Yes
<b>Group All Questions :</b>	No
<b>Enable Mark as Answered Mark for Review and Clear Response :</b>	Yes
<b>Maximum Instruction Time :</b>	0
<b>Sub-Section Number :</b>	1
<b>Sub-Section Id :</b>	64065384976
<b>Question Shuffling Allowed :</b>	No
<b>Is Section Default? :</b>	null

**Question Number : 154 Question Id : 640653588669 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 :**

6406531963417.  YES

6406531963418.  NO

Sub-Section Number :	2
Sub-Section Id :	64065384977
Question Shuffling Allowed :	Yes
Is Section Default? :	null

**Question Number : 155 Question Id : 640653588670 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 : 156 Question Id : 640653588673 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 : 157 Question Id : 640653588674 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 : 158 Question Id : 640653588676 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 : 159 Question Id : 640653588680 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 :** 64065384978

**Question Shuffling Allowed :** Yes

**Is Section Default? :** null

**Question Number : 160 Question Id : 640653588671 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 :**

6406531963420. ✓ Marginal utility

6406531963421. ✖ Current ratio

6406531963422. ✖ Quick ratio

6406531963423. ✖ Cash ratio

**Question Number : 161 Question Id : 640653588672 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 :**

6406531963424. ✖ Current liabilities by current assets

6406531963425. ✖ Total assets by total liabilities

6406531963426. ✔ Current assets by current liabilities

6406531963427. ✖ Total liabilities by total assets

**Question Number : 162 Question Id : 640653588675 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 :**

6406531963430. ✖ Customer value pricing

6406531963431. ✖ Contribution pricing

6406531963432. ✖ Going rate pricing

6406531963433. ✔ Psychological pricing

**Sub-Section Number :** 4  
**Sub-Section Id :** 64065384979  
**Question Shuffling Allowed :** No  
**Is Section Default? :** null

**Question Id :** 640653588677 **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 :** (163 to 164)

**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 :** 163 **Question Id :** 640653588678 **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 :** 164 **Question Id :** 640653588679 **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

## MLT

<b>Section Id :</b>	64065339803
<b>Section Number :</b>	10
<b>Section type :</b>	Online
<b>Mandatory or Optional :</b>	Mandatory
<b>Number of Questions :</b>	13
<b>Number of Questions to be attempted :</b>	13
<b>Section Marks :</b>	50
<b>Display Number Panel :</b>	Yes
<b>Group All Questions :</b>	No