

Bachelor of Vocation (Management & Secretarial Practice)

1st Semester

COMMUNICATION SKILLS IN ENGLISH-I

Paper-I

Time Allowed—3 Hours]

[Maximum Marks—50

- I. Read the following passage carefully and answer the question that follow :

In these 'look good' times, the quest for slimming has broken all barriers of class, age and gender. In cities today professional dieticians and health clubs are in greater demand than ever before. It is amazing to see persons who genuinely need a weight reduction agenda joining the treadmill or following a diet chart along with those whom the thoughts of shedding a few kilos have come to stay only as a fad.

Most of the times, it is found that losing extra weight is a temporary event followed by a regain. The much-talked- about diet and the other workout plan remain unsuccessful because they fail to alleviate the basic reasons of obesity. Weight gain and obesity are complex problems arising out of multiple reasons like heredity, dietary oddness, lack of activity and hormonal disturbances, nevertheless, the changing lifestyle has made even the teenagers prone

to obesity whereas the middle age in men and the post-delivery or aging in women were earlier cited to be phases of putting on weight.

It is well-known fact that limiting the consumption of high-fat foods is the first step towards a weight reduction plan. But many people interpret this directive to eat an unlimited amount of fat-free food, ignoring blissfully the fact that such foods also have calories. If we consume more calories even in the form of fat-free food, then definitely we are going to add more to our weight. The secret of dieting leading to weight loss is not only to eat well but also to eat right.

Modern diet gurus offer many types of set diet plans to their clients, but the most important factor to be kept in mind is that each individual is distinct from the other. Though dealing with a person's food behaviour and altering it is the most difficult history and following the ancient concepts of finding his individual *prakriti*, once the desired result of dieting are achieved, it is better to shift on to another but less rigorous food plan which should not only be effective but also easy to adopt for a longer period.

Questions :

1. The above passage is about :

- (a) quest for slimming.
- (b) craze to be in movies.
- (c) securing a place in modelling.
- (d) becoming a sportsperson.

- 2. The diet and workout plans remain unsuccessful because :
 - (a) they are too strict.
 - (b) they take too long to show results.
 - (c) they fail to alleviate the basic reasons of obesity,
 - (d) None of the above.
- 3. Many people believe that they can eat :
 - (a) carbohydrates without thinking.
 - (b) fat rich food without any concern.
 - (c) fat free foods unlimitedly.
 - (d) protein diet to reduce weight.
- 4. Modern diet gurus offer :
 - (a) exercise catalogues to their clients.
 - (b) free of cost services.
 - (c) snacks during consultation.
 - (d) many types of set diet plans to their clients.
- 5. Once the desired results of dieting are achieved :
 - (a) an effective but less rigorous food plan should be adopted.
 - (b) there is no need for diet plans after that.
 - (c) one can even switch to fat rich foods.
 - (d) All of the above.

2×5=10

II. Read the passage given below and answer the question that follow :

In the epics we hear of many Swayamvaras when the bride was asked to select a husband out of a number of worthy young men who had come to be chosen by her. A royal Swayamvara was an elaborate and luxurious ceremony, before which the proud father of the eligible girl boasted far and wide of his daughter's beauty so that princes and heroes from all parts of India should come to seek her hand. In the story of Nala and Damayanti, the Princess was so beautiful that the gods themselves came to seek her hand. They knew that Damayanti was already in love with Nala, and to confuse her they came assuming the outward form of the chosen man. At the Swayamvara, all the great people of the kingdom were gathered together, and in the midst of magnificent assembly Damayanti had to step out and garland the man whom she wanted to wed. She went toward Nala, but great was her confusion when she found a number of Nalas standing before her. With all her heart she wanted to choose the correct man. Therefore she prayed to the gods for guidance saying that in her mind she had already betrothed herself to Nala and that no chaste maiden would love one man and marry another. The gods, then feeling pity for her, gave her the sign she wanted. She looked around and found that of all the Nalas present only one cast a shadow. Only a mortal could cast a shadow, and therefore he must be her beloved.

She duly garlanded him and the other Nalas resumed their god-like shapes.

(The Position of Women In Ancient India)

Questions :

1. What do you understand by the word Swayamvaras as explained in the passage ?
2. Why was a royal Swayamvara called an elaborate and luxurious ceremony ?
3. Who was Damayanti ?
4. How did the gods confuse Damayanti ?
5. What was the sign gods gave to Damayanti ?

2×5=10

III. Write a letter to the Police Commissioner complaining about the late arrival of the police when theft was committed in your neighbourhood.

OR

Your younger brother wants to go on an educational trip organized by his school. Write a letter guiding him about the certain precautions he should observe to prevent the problems in his travel.

1×10=10

IV. You have planned a two weeks course in communication skills for children of your Group Housing Society. Prepare a notice for public circulation in all wings of society, stating the objectives of the course, fee structure and other necessary details.

OR

On the basis of your reading of the passage given below make notes on it using headings and subheadings. Use recognizable abbreviations. wherever necessary. Also supply an appropriate title to it.

Whether work should be placed among the causes of happiness or among the causes of unhappiness may perhaps be regarded as a doubtful question. There is certainly much work which is exceedingly irksome, and an excess of work is always very painful. However, work is not to most people less painful than idleness. There are in work all grades, from mere relief to tedium up to profoundest delights, according to the nature of the work and the abilities of the worker. Most of the work that most people have to do is not in itself interesting but even such work has certain great advantages. To begin with it fills a good many hours of the day without the need of deciding what one shall do. Most people, when they are left free to fill their own time according to their own choice are at a loss to think of anything sufficiently pleasant to be worth doing. And whatever they decide on, they are troubled by the feeling that something else would have been pleasanter. To be able to fill leisure intelligently is the last product of civilization and at present very few people have reached this level. Moreover the exercise of choice is in itself tiresome. Except to people with unusual initiative it is

positively agreeable to be told what to do at each hour of the day, provided the orders are not too unpleasant. Most of the idle rich suffer unspeakable boredom as the price of their freedom from drudgery. At times they may find relief by hunting big game in Africa or by flying round the world, but the number of such sensations is limited, especially after youth is past. Accordingly, the more intelligent rich men work nearly as hard as if they were poor.

Work, therefore is desirable, first and foremost as a preventive of boredom, for the boredom that a man feels when he is doing something out of compulsion; though uninteresting work is as boring as having nothing to do. With this advantage of work another is associated, namely that it makes holidays much more cherishable when they come. Provided a man does not have to work so hard as to impair his vigour, he is likely to find far more zest in his free time than an idle man could possibly find.

The second advantage of most paid work and some of unpaid work is that it gives chances of success and opportunities for ambition. In most work, success is measured by income and while our capitalistic society continues, this is inevitable. However dull work may be, it becomes bearable, if it is a means of building up a reputation. Continuity of purpose is one of the most essential ingredients of happiness and that comes chiefly through their work.

V. Do as directed. *All questions are compulsory.*

Complete the sentences. Put the verb into correct form, positive or negative :

- (1) The bed was very uncomfortable. I _____ well.
(sleep)
- (2) The window was open and a bird _____ into the room. (fly)

Change the Voice :

- (3) I taught Ravi English.
- (4) They laughed at the joker.

Change the Narration :

- (5) "I shall play tennis next year," he said.
- (6) "Do you eat spicy food ?" said Jenny.

Combine the following pairs of sentences into single sentences :

- (7) He deserved to succeed. He failed.
- (8) James is going to the U.S. He wants to pursue higher education there.

Put a tick mark (✓) against the correct word given in the brackets :

- (9) Did you hear the (latest, last) news ?
- (10) He is not fond of (this, these) kind of sweets.

$$1 \times 10 = 10$$

Exam. Code : 111601

Subject Code : 9232

Bachelor of Vocation (Management & Secretarial Practice)

1st Semester

PUNJABI COMPULSORY

Paper—II(i)

Time Allowed—Three Hours] [Maximum Marks—50

1. 'ਭਰੂਣ ਹੱਤਿਆ ਦੇ ਦੇਸ਼ ਵਿੱਚ' ਲੇਖ ਦਾ ਸਾਰ ਲਿਖੋ।

ਜਾਂ

'ਵਾਤਾਵਰਣੀ ਪ੍ਰਦੂਸ਼ਣ ਅਤੇ ਮਨੁੱਖ' ਲੇਖ ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਬਿਆਨ ਕਰੋ।

10

2. ਅੰਮ੍ਰਿਤਾ ਪ੍ਰੀਤਮ ਦੀ ਕਵਿਤਾ 'ਅੰਨਦਾਤਾ' ਦਾ ਸਾਰ ਲਿਖੋ।

ਜਾਂ

ਸ਼ਿਵ ਕੁਮਾਰ ਬਟਾਲਵੀ ਦੀ ਕਵਿਤਾ 'ਲੂਣਾ' ਦਾ ਵਿਸ਼ਾ-ਵਸਤੂ ਲਿਖੋ।

10

3. ਹੇਠ ਲਿਖਿਆਂ ਵਿਸ਼ਿਆਂ ਵਿੱਚੋਂ ਕਿਸੇ ਇੱਕ 'ਤੇ ਪੈਰਾ ਰਚਨਾ ਕਰੋ :

(ੳ) ਮਾਤ ਭਾਸ਼ਾ ਦੀ ਮਹੱਤਤਾ

(ਅ) ਨਾਰੀ ਸ਼ਕਤੀ

(ੲ) ਭ੍ਰਿਸ਼ਟਾਚਾਰ।

5

4. ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਦਿੱਤੇ ਗਏ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ ਦਿਉ :

ਪੂਰਨ ਸਿੰਘ ਦੀ ਮਾਂ ਨੇ ਘਰੋਂ ਉਸਨੂੰ ਪੜ੍ਹਨ ਲਈ ਜਾਪਾਨ ਭੇਜਿਆ ਸੀ, ਪਰ ਜਦੋਂ ਉਹ ਵਾਪਸ ਆਇਆ ਤਾਂ ਉਹ ਸੰਨਿਆਸੀ ਸੀ। ਜਾਪਾਨ ਵਿੱਚ ਜਾ ਕੇ ਪਹਿਲਾਂ ਉਹ ਜਾਪਾਨੀਆਂ ਦੀ ਕੰਮ ਕਰਨ ਦੀ ਸਮੱਰਥਾ ਤੋਂ ਪ੍ਰਭਾਵਿਤ ਹੋ ਕੇ ਬੋਧੀ ਬਣ ਗਿਆ ਤੇ ਫੇਰ

ਜਦੋਂ ਸੁਆਮੀ ਰਾਮ ਤੀਰਥ ਜੀ ਨਾਲ ਸੰਗਤ ਹੋਈ ਤਾਂ ਉਹ ਸੰਨਿਆਸੀ ਬਣ ਗਿਆ। ਜਾਪਾਨ ਜਾਣ ਤੋਂ ਪਹਿਲਾਂ ਉਹਦੀ ਮਾਇਆ ਦੇਵੀ ਨਾਲ ਮੰਗਣੀ ਹੋ ਚੁੱਕੀ ਸੀ, ਪਰ ਪਰਤ ਕੇ ਉਨ੍ਹਾਂ ਨੇ ਵਿਆਹ ਤੋਂ ਇਨਕਾਰ ਕਰ ਦਿੱਤਾ। ਘਰਦਿਆਂ ਨੇ ਜ਼ੋਰ ਪਾਇਆ ਤਾਂ ਕਿਹਾ “ਮੈਂ ਕੁੜੀ ਨੂੰ ਮਿਲੇ ਬਿਨਾਂ ਵਿਆਹ ਨਹੀਂ ਕਰਨਾ।”

(1) ਪੂਰਨ ਸਿੰਘ ਜਾਪਾਨ ਕਿਉਂ ਗਿਆ ਸੀ?

(2) ਪੂਰਨ ਸਿੰਘ ਸੰਨਿਆਸੀ ਕਿਉਂ ਹੋ ਗਿਆ ਸੀ?

(3) ਪੂਰਨ ਸਿੰਘ ਬੋਧੀ ਕਿਵੇਂ ਬਣਿਆ?

(4) ਪੈਰ੍ਹੇ ਦਾ ਢੁਕਵਾਂ ਸਿਰਲੇਖ ਲਿਖੋ।

(5) ਲਕੀਰੇ ਸ਼ਬਦਾਂ ਦੇ ਅਰਥ ਲਿਖੋ।

5

5. ਵਿਅੰਜਨ ਕੀ ਹਨ? ਉਚਾਰਨ ਸਥਾਨ ਦੇ ਆਧਾਰ ਤੇ ਇਨ੍ਹਾਂ ਦਾ ਵਰਗੀਕਰਨ ਕਰੋ।

ਜਾਂ

ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਦੀਆਂ ਵੱਖ-ਵੱਖ ਵੰਨਗੀਆਂ ਉਪਰ ਨੋਟ ਲਿਖੋ।

10

6. ਕੋਈ ਦੋ ਪ੍ਰਸ਼ਨ ਕਰੋ :

(1) ਮਾਤ ਭਾਸ਼ਾ ਦਾ ਅਰਥ ਸਪਸ਼ਟ ਕਰੋ।

(2) ਪਹਿਲੀ ਭਾਸ਼ਾ ਦੇ ਅਧਿਆਪਨ ਵਿੱਚ ਕਿਹੜੀਆਂ ਸਮੱਸਿਆਵਾਂ ਆਉਂਦੀਆਂ ਹਨ?

(3) ਦੂਜੀ ਭਾਸ਼ਾ ਦੀ ਪਰਿਭਾਸ਼ਾ ਦਿਉ।

(4) ਦੂਜੀ ਭਾਸ਼ਾ ਦੇ ਤੌਰ ਤੇ ਅਧਿਆਪਨ ਦੇ ਮਹੱਤਵ ਅਤੇ ਸਮੱਸਿਆਵਾਂ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦਿਉ।

5×2=10

Exam. Code : 111601

Subject Code : 9233

Bachelor of Vocation (Management & Secretarial Practice)

1st Semester

MUDHLI PUNJABI

Paper-II (ii)

Time Allowed—3 Hours]

[Maximum Marks—50

ਨੋਟ : ਸਾਰੇ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਲਾਜ਼ਮੀ ਹਨ।

1. ਗੁਰਮੁਖੀ ਵਰਨਮਾਲਾ (ਪੈਂਤੀ) ਵਿੱਚ ਕੁੱਲ ਕਿੰਨੇ ਵਰਗ ਹਨ ? ਇਹਨਾਂ ਨੂੰ ਠੀਕ ਤਰਤੀਬ ਵਿੱਚ ਲਿਖ ਕੇ ਹਰ ਇੱਕ ਵਰਗ ਦਾ ਨਾਂ ਲਿਖੋ।

ਜਾਂ

ਗੁਰਮੁਖੀ ਲਿਪੀ ਦਾ ਨਾਂ ਪੈਂਤੀ ਅੱਖਰੀ ਕਿਉਂ ਲਿਆ ਜਾਂਦਾ ਹੈ ? ਇਸ ਵੇਲੇ ਇਸ ਦੇ ਕਿੰਨੇ ਵਰਨ ਹਨ ? ਨਵੇਂ ਵਰਨ ਕਿਹੜੇ ਜੋੜੇ ਗਏ ਹਨ ? ਮੁੱਖ ਟੋਲੀ ਦੇ ਅਖਰਾਂ ਨੂੰ ਸਮਝਾਓ। 10

2. ਪੰਜਾਬੀ ਵਿੱਚ ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਨ ਕਿਹੜੇ-ਕਿਹੜੇ ਹਨ ? ਉਦਾਹਰਨਾਂ ਸਹਿਤ ਸਮਝਾਓ।

ਜਾਂ

ਪੰਜਾਬੀ ਦੀਆਂ ਕੁੱਲ ਕਿੰਨੀਆਂ ਲਗਾਂ-ਮਾਤਰਾਵਾਂ ਹਨ ? ਹੋੜਾ, ਕਨੌੜਾ, ਲਾਂ ਤੇ ਦੁਲਾਂਵ ਦੀ ਵਰਤੋਂ ਕਿਵੇਂ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ? 10

3. ਲਗਾਖਰ ਕੀ ਹਨ ? ਅੱਧਕ ਦੀ ਵਰਤੋਂ ਕਿਵੇਂ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ? ਉਦਾਹਰਨਾਂ ਦੇ ਕੇ ਸਮਝਾਓ। 10

4. ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਭਾਸ਼ਾ ਵਿੱਚ ਕੀ ਮਹੱਤਤਾ ਹੁੰਦੀ ਹੈ ? ਡੰਡੀ, ਪ੍ਰਸ਼ਨ ਚਿੰਨ੍ਹ ਅਤੇ ਵਿਸਮਕ ਵਿਸ਼ਰਾਮ ਚਿੰਨ੍ਹਾਂ ਦੀ ਪੰਜਾਬੀ ਵਿਆਕਰਨ ਵਿੱਚ ਕਿਵੇਂ ਵਰਤੋਂ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ? 10

5. ਕਿਰਿਆ ਦੀਆਂ ਕਿਸਮਾਂ ਕਿਹੜੀਆਂ-ਕਿਹੜੀਆਂ ਹਨ ? ਉਦਾਹਰਨਾਂ ਸਹਿਤ ਸਮਝਾਓ।

ਜਾਂ

ਪੰਜਾਬੀ ਭਾਸ਼ਾ ਵਿੱਚ ਵਚਨ ਦੀਆਂ ਕਿਸਮਾਂ ਦੱਸੋ। ਇੱਕ ਵਚਨ ਤੋਂ ਬਹੁ-ਵਚਨ ਸ਼ਬਦਾਂ ਵਿੱਚ ਤਬਦੀਲੀ ਦੇ ਕੁੱਝ ਨਿਯਮ ਉਦਾਹਰਨਾਂ ਸਹਿਤ ਦੱਸੋ। 10

Exam. Code : 111601

Subject Code : 9234

Bachelor of Vocation (Management & Secretarial Practices)

1st Semester

**WORK MANAGEMENT, WORK PLACE,
HEALTH & SAFETY**

Paper—III

Time Allowed—3 Hours] [Maximum Marks—50

SECTION—A

Note :— Attempt all the **ten** questions . Each question carries 1 mark.

1. (i) What is the need for work management ?
- (ii) Define Acculturation.
- (iii) What are formal groups ?
- (iv) Define ethics.
- (v) Define communication.
- (vi) What are the causes of conflicts ?
- (vii) Define hazardous work.
- (viii) What are the source of risk at work place ?
- (ix) Write the significance of safety measures.
- (x) Define stress.

SECTION—B

Note :— Attempt *ten* questions from this section. Each question carries **2** marks.

2. What are the essentials of safe work procedures ?
3. What are the organisational barriers to communication ?
4. What are leadership traits ?
5. What should individuals do for time management ?
6. What makes work environment productive ?
7. What are the types of health issues at work place ?
8. What are the steps of safety inspection process ?
9. Describe the risk control procedure.
10. What are the legal provisions regarding emergencies at work place ?
11. What can be the organisational strategies for stress management ?
12. Write the role of health and safety committee.
13. Describe the procedure for evacuation.

SECTION—C

Note :— Answer *four* questions from the section. Each question carries **5** marks.

14. Explain factors influencing group behaviour at work place.
15. Explain the possible reasons for time drain and suggest measures for time management.
16. Discuss various lifting and handling techniques for safety at work place.
17. Discuss the hazard identification and risk control procedure.
18. Discuss various emergency response techniques.

Exam. Code : 111601

Subject Code : 9235

**Bachelor of Vocation (Management & Secretarial
Practices) 1st Semester**

COMPUTER FUNDAMENTALS

Paper—IV

Time Allowed—Three Hours] [Maximum Marks—50

SECTION—A

1. Fill in the blanks :—

1×10=10

- (i) _____ is known as the nervous system of the entire computer system.
- (ii) First-generation computers were manufactured using _____ technology.
- (iii) Processed data is called as _____.
- (iv) _____ Computers are completely based on the new concept of Artificial Intelligence.
- (v) OCR stands for _____.
- (vi) _____ is Non-volatile memory.
- (vii) _____ is known as the father of computer.
- (viii) LCD stands for _____.
- (ix) Anti-virus is an example of _____ software.
- (x) Set of instructions is known as _____.

SECTION—B

2. Answer any **TEN** :—

2×10=20

- (i) Write down the names of various units of a computer system using block diagram.
- (ii) Write any four applications of information technology used in engineering field.
- (iii) What are micro computers ? Give suitable examples.
- (iv) Differentiate between impact and non-impact printers.
- (v) What is application software ? Name any two.
- (vi) How is information technology used in training ? Give two examples.
- (vii) What do you understand by configuration of a system ?
- (viii) Differentiate between primary and secondary memory.
- (ix) What is document window ?
- (x) How can you restore a deleted file ?
- (xi) What is recycling bin ? Give its uses.
- (xii) Explain different parts of window screen in windows 7 ?

SECTION—C

3. Answer any **FOUR** :—

4×5=20

- (i) Explain different categories of printers along with their neat diagrams.
- (ii) What are Auxiliary storage devices ? Give and explain any two with diagrams.
- (iii) Explain different types of software with their suitable examples.
- (iv) What is memory ? Explain memory hierarchy in detail.
- (v) How can you change windows appearance in Windows 7 ? List down steps.

Exam. Code : 111601

Subject Code : 9236

**Bachelor of Vocation (Management & Secretarial
Practices) 1st Semester**

MS-OFFICE—I

Paper—V

Time Allowed—Three Hours] [Maximum Marks—50

Note :— Section A has **10** short answer type questions of **1** mark each; all are compulsory.

Section B has **12** questions of **2** marks each.

TEN questions are to be attempted by the candidate.

Section C has **4** questions of **5** marks each.

FOUR questions to be attempted by the candidate.

SECTION—A (10×1=10)

1. What is difference between MS Word 2003 and 2007 ?
2. Write steps to create new word document.
3. How to edit header in word document ?
4. What is advantage of using mail merge ?
5. Write steps to create a table.

SECTION—C (4×5=20)

1. What are the steps involved in opening, creating, saving and closing a word document ?
2. Why template is used ? Write the steps to create a template in MS Word.
3. Discuss the steps involved in Mail Merging. What are the steps required to add information of more than one recipient in mail merge ?
4. Explain various parts of screen of MS PowerPoint with the help of a neat diagram.

SECTION—B (10×2=20)

6. What is slide master ?
 7. How to insert sound files in PowerPoint ?
 8. Write any two differences between animation and transition.
 9. What is Quick Access Toolbar ?
 10. What is footer ?
1. What is the function of Ctrl + B in MS Word ?
 2. What is the extension of files created in MS-Word 97-2003 ?
 3. What is the purpose of Quick Access Toolbar ?
 4. Write steps to customize the Ribbon.
 5. How to change text direction ?
 6. What is the use of Thesaurus tool in MS Word ?
 7. How Headers and Footers are set in MS Word ?
 8. What are the ways to protect a document in MS Word ?
 9. What are Word Art Effects ?
 10. Explain any three features of PowerPoint.
 11. Explain steps in inserting a text box in a slide.
 12. What are the ways to add notes to slides ?

Exam. Code : 111601

Subject Code : 9237

Bachelor of Vocation (Management & Secretarial Practice)

1st Semester

CUSTOMER RELATIONSHIP MANAGEMENT

Paper—VI

Time Allowed—3 Hours]

[Maximum Marks—75

Note :— This question paper consists of **four** sections.

SECTION—A

Note :— This section has **TEN** short answer questions of **1** mark each. All questions are to be attempted by the candidate.

1. (a) Customers
- (b) Channels
- (c) Customer touch points
- (d) Customer perceptions
- (e) Customer satisfaction
- (f) Prospects
- (g) Sales force automation
- (h) Attrition rate
- (i) Cluster database
- (j) Campaign management.

10

SECTION—B

Note :— This section has **TWELVE** questions of **2** marks each. The candidates has to attempt **TEN** questions.

2. (a) Customer relationship management and IT revolution
- (b) Customer value
- (c) Return on Investment of CRM
- (d) Retention rate
- (e) Customer segmentation
- (f) Marketing efficiencies and effectiveness
- (g) Strategic CRM
- (h) Growth of CRM industry
- (i) Business database
- (j) Database marketing
- (k) Call-centre technologies
- (l) Enterprise Resource Planning. 20

SECTION—C

Note :— This section has **SEVEN** questions of **5** marks each. The candidate has to attempt **SIX** questions.

3. What analysis is involved in assessing the value of a customer ?
4. Do you think traditional marketing principles are valid in the age of CRM ? What are the fundamental differences between transaction-based marketing approaches and relationship-based marketing approaches ?

5. How does Customer Relationship Management help in attracting and retaining customers ?
6. Explain the steps in the process of dealing with customer query.
7. Highlight the role of CRM Manager.
8. Describe the benefits of implementing an ERP system in a manufacturing organization.
9. What are the advantages and disadvantages during implementation of Customer Relationship Management (CRM) on an organizational basis versus on a limited functional basis (e.g. sales force only) ? 30

SECTION—D

Note :— This section has **TWO** questions of **15** marks each. The candidate has to attempt **ONE** question.

10. Explain the components of a Customer Relationship Management (CRM) strategy. Also, describe the steps in developing a CRM strategy.
11. Explain the different Customer Relationship Management tools citing suitable examples. 15

Exam. Code : 111601

Subject Code : 9238

Bachelor of Vocation (Management & Secretarial Practices) 1st Semester

Paper—VII : DRUG ABUSE : PROBLEM, MANAGEMENT & PREVENTION

Time Allowed—3 Hours] [Maximum Marks—50

SECTION—A

Note :— It will consist of **five** short answer type questions. Candidates will be required to attempt **three** questions, each question carrying **5** marks. Answer to any of the questions should not exceed **two** pages. $3 \times 5 = 15$

1. What do you mean by Drug Abuse ?
2. Write the types of drugs on Social Basis.
3. Discuss Drug Abuse as an International Problem.
4. Write the symptoms of Drug Addiction at Early stage.
5. Historical Perspective of Drug Abuse.

SECTION—B

Note :— It will consist of **four** essay type questions. Candidates will be required to attempt **two** questions, each question carrying **10** marks. Answer to any of the questions should not exceed **four** pages. $2 \times 10 = 20$

1. Write a note of the increasing problem of Drug Addiction in Punjab.

2. Meaning of Drug Addiction and reasons behind Drug Addiction.
3. Write down short and long term effects of Amphetamine.
4. Write about short and long term effects of use of Alcohol.

SECTION—C

Note :— It will consist of **two** questions. Candidates will be required to attempt **one** question only. Answer to the questions should not exceed **5** pages.

1×15=15

1. Explain the problem of Drug Addiction in India.
2. Write about consequences of Drug Abuse in Punjab.

SECTION—B

Note :— It will consist of four essay type questions. Candidates will be required to attempt two questions, each question carrying 10 marks. Answer to any of the questions should not exceed four pages.

2×10=20

1. Write a note of the increasing problem of Drug Addiction in Punjab.