

May - June - 2023  
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Roll No.

Total No. of Pages : 03

**MBA / MBA(IB) (Sem-2)**  
**BUSINESS ANALYTICS FOR DECISION MAKING**

Subject Code : MBA-201-18  
M. Code : 76153

Date of Examination : 16-06-2023

Max. Marks : 60

Time : 3 Hrs.

**INSTRUCTIONS TO CANDIDATES :**

- SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
- SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
- SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

**SECTION-A**

- Answer briefly :
  - What are the limitations of secondary data?
  - What is meant by tabulation of data?
  - What is an alternate hypothesis?
  - What is a Type-2 error?
  - What is multicollinearity?
  - What is heteroscedasticity?
  - What is time series analysis?
  - What are non-linear equations?

**SECTION-B**

**UNIT-I**

- Why managers need to have knowledge of statistics for making relevant decisions. Explain by citing examples.
- Write notes on :
  - Applications and limitations of the non-probability method of sampling.
  - Advantages and limitations of primary data collection process.

**UNIT-II**

- Discuss the need and procedure of formulating a hypothesis in statistical analysis. Explain by citing examples.

Write notes on :

- Applications of Z-test
- Applications of Chi-square test

**UNIT-III**

- Discuss the steps and methods of forecasting. Explain by citing examples.

Write notes on :

- Applications of forecasting
- Applications of partial correlation.

**UNIT-IV**

- Discuss the methods and applications of time series in business decision-making. Explain by citing examples.

Write notes on :

- Splicing and deflation in index numbers
- Different trend analysis techniques.

SECTION-C

10. A certain drug is claimed to be effective in curing cold. In an experiment on 500 persons with cold, half of them were given the drug and half of them were given the sugar pills. The patients' reactions to the treatment are recorded as follows :

	Helped	Harmed	No effect	Total
Drug	150	30	70	250
Sugar pills	130	40	80	250
Total	280	70	150	500

On the basis of the data, can it be concluded that there is a significant difference in the effect of the drug and sugar pill at a 5% level of significance? (For degrees of freedom = 2, Table value = 5.99)

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Roll No.

Total No. of Questions : 10

Total No. of Pages : 02

**MBA / MBA (IB) (Sem-2)**  
**LEGAL ENVIRONMENT FOR BUSINESS**

Subject Code : MBA-202-18  
M. Code : 76154

Date of Examination : 19-06-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

- SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
- SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
- SECTION-C is COMPULSORY carrying TWELVE marks.

**SECTION-A**

- Write short notes on the following :
  - Briefly discuss the types of agents.
  - Explain the difference between guarantee and indemnity.
  - What is the purpose of the sale of goods act?
  - Explain the term "Transfer of Ownership".
  - What is meant by the retirement of a partner?
  - Explain the term "Bills of Exchange".
  - Differentiate between a Memorandum of Association and an Article of Association
  - Define the term "Corporate Veil".

**SECTION-B**

**UNIT-I**

- "A contract is a contract only when it satisfies all its validity." Comment on the statement.
- Explain the term "breach of a contract". Discuss in detail the remedies for breach of a contract.

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**UNIT-II**

- "Performance of the contract of sale automatically comes into play any time the ownership of goods or products transfers from one person or legal entity to another in the form of a sale." Comment.
- Elucidate in detail the Principles of Sales of Goods.

**UNIT-III**

- "Cross cheques concentrate on the instruction that is given by the drawer of the specific Cheque to the drawee bank". Discuss this statement and explain the rules regarding the crossing of cheques.

- Discuss in detail the concept and ways of dissolution of a partnership firm.

**UNIT-IV**

- Discuss in detail the process of formation and incorporation of a company.
- Explain in detail the duties of a director according to the Companies Act.

**SECTION-C**

**10. Case study:**

- Mr. X executes a promissory note in the following form, "I promise to pay a sum of Rs. 10,000 after three months". Decide whether the promissory note is a valid promissory note.
- Shambhu Dayal started a "self-service" system in his shop. Smt. Prakash entered the shop, took a basket, and after taking articles of her choice into the basket reached the cashier for payments. The cashier refuses to accept the price. Can Shambhu Dayal be compelled to sell the said articles to Smt. Prakash? Decide.

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MBA (Sem-2)

**MARKETING MANAGEMENT**

Subject Code : MBA-303-21

M.C.No. : 92176

Date of Examination : 01-06-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

- SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
- SECTION-B consists of FOUR Subsections, Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
- SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

**SECTION-A**

1. Answer Briefly :

- Define the marketing idea
- What do you understand by the marketing concept?
- How to target the audience?
- What is advertising?
- Role of Sales promotion
- What is Branding?
- Define the Global Marketing
- How e-retailing is different from e-commerce?

**SECTION-B**

**UNIT-I**

- Describe the marketing management and how it is different from selling? Discuss the marketing mix with examples.

- What do you mean by the consumer behavior? How do you describe the major steps in marketing planning process?

**UNIT-II**

- Highlight the factors responsible for segmentation. What are the factors affecting the targeting and positioning for market growth?

- What is Product life cycle? How do you estimate the marketing strategies for different stages of PLC?

**UNIT-III**

- Describe the different elements of promotion mix. What is the role of advertising campaign?

- Describe the Pricing. Highlight the methods for pricing and how these are affected by different factors?

**UNIT-IV**

- Comments on Rural Marketing. Network marketing, Buzz marketing and social marketing

- What is digital marketing? What are the strategies for digital marketing?

**10. Case Study :**

**SECTION-C**

Mr. Sanil Mathur, Director, Raj Doors Pvt. Ltd, was not sure what kind of marketing strategies, segment and target market he should use in order to achieve the company goals on sales and profitability. The sales and profits were not growing as per expectation of Mr. Mathur.

Sanil Mathur joined the family business in 2006 after completing graduation in Electronics Engineering and MBA from a reputed institution in India. The company manufactures and markets plastic doors (GITEK brand) for residential houses, offices, schools, colleges etc. These semi-wood doors can be used for residential houses, institutions like schools, offices, hospitals as well as commercial shops, malls etc.

The market for plastic doors was growing at the rate of 50% annum. Raj Door was having a market share of 14% in the year 2008. Kameer and Apsak were the leading players with market share approximately 25% and 20% respectively. Balance market was dominated by smaller players as well the players in the unorganized sector.

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The market was overall dominated by wooden doors. The market was highly fragmented with no player commanding more than 4% of the market. Unorganized sector was the dominant player in the wooden door market.

Mr. Sunil was determined to make the company as market leader of the overall door market (both wooden and plastic) in the next ten years.

The company had segmented its market into the following segments (a) government organizations like CPWD, Ministry of Defence Railways etc. ; (b) Residential house built by builders; (c) commercial organizations and institutions ; (d) individual house owners built by individuals ; (e) fabricators.

We have targeted all the above market segments for plastic doors, excepting those who want wooden doors' said Sunil Mathur. He further added that their sales personnel regularly contacted contractors who get business from government organizations, where lowest price and good after-sales-service are the key buying factors. However, when sales personnel call on builders for residential and commercial complexes for getting orders, Superior product quality and services are the most important factors that they have to keep in mind. For house owners and fabricators indirect channel of dealers are used. They mostly look for low prices and delivery service

The company developed three sub-brands under GTEX brand. These are Solidex, Fibrex and Lightex Solidex brand was suitable for government firms, institutions, individual houses with medium quality and medium to low prices. Fibrex brand with high quality was suitable for builders and a few individual house owners Lightex brand offered lower quality and low prices for replacement market and a few individual house owners.

**You have been hired by the company as a marketing consultant. Please address the following questions. Make and state suitable assumptions wherever necessary.**

- a) Evaluate how the buying behavior is likely to be different in the Commercial offices from individual households.
- b) Analyze the nature of competition and its implication on Raj Doors.
- c) Develop a marketing strategy with focus on Strategic orientation (whether you would like to be leader, challenger and follower)? Discuss its implications.

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Total No. of Questions : 10

Total No. of Pages : 02

**MBA/MBA(IB) (Sem-2)**  
**HUMAN RESOURCE MANAGEMENT**

Subject Code : MBA-204-18

M.Code : 76156

Date of Examination : 07-06-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. **SECTION-A** contains **EIGHT** questions carrying **TWO** marks each and students has to attempt **ALL** questions.
2. **SECTION-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **TWELVE** marks.

**SECTION-A**

1. Write briefly :
  - a) Environment scanning
  - b) Documents of job analysis
  - c) Induction and Placement
  - d) Downsizing and outplacement.
  - e) Issues in performance appraisal
  - f) Quality circles
  - g) HRIS
  - h) Ethical issues in HRM.

**SECTION-B**

**UNIT-I**

2. Discuss the objectives of HRM. Explain the various functions of HRM with an example.
3. Explain the stages of Human Resource Planning (HRP) process. Discuss the factors affecting Human Resource Planning.

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4. Discuss the concept of Training and Development Explain the various methods of training and development in detail.
5. Explain the steps involved in the process of Career Planning and Development.

**UNIT-III**

6. Write a detailed note on concept and elements of compensation with an example.
7. What do you understand by Quality of Work Life (QWL)? Explain the various techniques to improve Quality Work Life (QWL).

**UNIT-IV**

8. What are the approaches of Industrial Relations (IR)? Discuss the machinery for resolution of industrial disputes.
9. What are the objectives of collective bargaining? Discuss various issues and strategies of collective bargaining.

**SECTION-C**

10. **Case Study on collective Bargaining used by R.K. Brewery Ltd.**

R.K Brewery Ltd. produces four varieties of beer as well as mineral water. The company entered a collective agreement with the trade union in 2005 which would be in force for five years up to the end of 2010. There was a collective agreement with a fixed salary for a group of employees performing the same job. Mr. Vinod Michael joined R.K. Brewery as chief. HR Manager in 2007. He analysed the agreement and felt that to enhance the productivity beyond the current level; performance based salaries with a base line should be adopted. CEO accepted the idea and Mr.Vinod implemented the scheme in 2008.The scheme worked beyond expectation as the productivity increased by 30%. In this way, collective bargaining schemes helps the organisations to complete goals.

**Questions :**

- a) Do you think R.K Brewery Ltd. has succeeded because of collective bargaining scheme?
- b) What do you mean by collective bargaining?
- c) What is the benefit of collective bargaining to employees as well as to organisation?

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# MBA / BBA (B) (Sem-2) PRODUCTION AND OPERATIONS MANAGEMENT

Subject Code: MBA-215-11

MCQs: 7 (17)

Date of Examination: 24-01-2022

Time: 3 Hrs.

Max. Marks: 60

## ANSWER ANY FIVE QUESTIONS

1. Explain the various types of operations management. Illustrate the various types of production systems. Give examples.
2. Discuss the concept and importance of Method Study and Work Measurement. What are the functions of Production Planning and Control?
3. What are the various types of plant layouts? Also discuss the problems faced while deciding on a layout layout.
4. Discuss the various types of Sampling Techniques. What are the applications of control charts? Explain with illustrations.
5. What is the importance of Total Quality Management. Discuss Taguchi's 14 principles and Juran's Quality Trilogy.

## SECTION-A

1. Write brief notes on the following:
  - a) Define Product Design & Development.
  - b) Discuss the concept of facility location.
  - c) What do you understand by method study and work measurement?
  - d) Explain the benefits of TQM.
  - e) What is Juran's Quality Trilogy?
2. Elaborate the importance of value analysis in Production Management.
3. Explain the concept of job and batch production.
4. What do you understand by the term Economic Order Quantity?

Form No. of Pages: 12

Form No. of Questions: 12

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1. Explain the transformation process applied in operations management. Illustrate the various types of production systems. Give examples.
2. Discuss the need and importance of new product design and development. Explain the steps involved in new product design & development, with sub-steps.

Form No. of Pages: 12

3. Discuss the concept and importance of Method Study and Work Measurement. What are the functions of Production Planning and Control?
4. What are the various types of plant layouts? Also discuss the problems faced while deciding on a layout layout.

Form No. of Pages: 12

5. Discuss the various types of Sampling Techniques. What are the applications of control charts? Explain with illustrations.
6. What is the importance of Total Quality Management. Discuss Taguchi's 14 principles and Juran's Quality Trilogy.

Form No. of Pages: 12

7. Explain Value analysis in operations management. Discuss virtual factory concept.
8. Derive an expression for Economic Order Quantity, stating suitable assumptions. Also find the expression for total optimized costs.

## SECTION-C

9. Study the following case and answer the questions that follow:
 

XYZ Ltd does the ABC classification of the various components and parts it uses for assembling its product.

At its operations manager, you are required to classify the following parts and components into A, B and C categories according to their usage value.

Form No. of Pages: 12

Form No. of Questions: 12

b) Draw the ABC distribution curve.

c) Item # 8 has a high criticality class i.e. a shortage of this item may lead to a complete halt in the production process. What special treatment can be given to this item?

Item ID #	Unit Price (Rs)	Annual usage (Units)
1	4	90,000
2	30	2,500
3	74	380
4	63	13,400
5	700	180
6	2,200	640
7	400	70
8	3	350
9	88	5,900
10	2	200,000

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May-June 2023  
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Roll No.  Total No. of Pages : 03

MBA (Sem-2)  
CORPORATE FINANCE AND POLICY  
Subject Code : MBA 206-21  
M. Code : 92177

Date of Examination : 10-08-2023

Time : 3 Hrs. Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

**SECTION-B**

**UNIT-I**

2. Discuss the role of financial management for a business in today's world with suitable examples.
3. Write notes on the following :
  - a. Time Value of Money
  - b. Short term sources of finance.

**UNIT-II**

4. Explain the features of an ideal capital structure.
5. Discuss major problems with the determination of the cost of capital in detail.

**UNIT-III**

6. Discuss major business risks faced by a firm today.
7. Explain the advantages and disadvantages of leverage.

**UNIT-IV**

8. Can working capital be negative? Why or why not? Discuss.
9. Discuss the forms of dividend in detail.

**SECTION-C**

10. Read the following case study in detail and answer the questions :

Dividend is the sum received by the Shareholders of a Company on the distribution of its profits. However, Sec. 2(22) define dividend which are notionally or by fiction of law is treated as dividend. Dividend is not impressed with character of Profit. Dividend in its ordinary connotation means the sum paid to or received by a shareholder proportionate to his shareholding in a company out of the total sum distributed. Dividend distributed by a

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**SECTION-A**

**I. Write briefly :**

- a. What is EBIT?
- b. What is Internal Resource Analysis?
- c. What is Leverage?
- d. What is EVA?
- e. What is Financial Risk?
- f. Define Firm's value.
- g. What is Agency?
- h. What is ROI?

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Company being a share of its profits declared as distributable among the shareholders, is not impressed with the character of the profits from which it reaches the hands of the shareholders. A Dividend is 208 of the Companies Act can be paid only out of the profits of a company whether for that year or out of the profits of the company for any previous financial years as set out in that section, and in the manner set out in that section. While reading Sec. 2(22) stress on these sentences : (a) To the extent to which the distribution is attributable to the accumulated profits, (b) To the extent to which the company possesses accumulated profits (c) Distribution which entail the release of company's assets. As per sec. 2(22) following payments or distribution are not treated as dividend (a) any payment made by a company on purchase of its own shares from a shareholder in accordance with the provisions of Sec. 77 A of the Companies Act, 1956. (b) any distribution of shares pursuant to a demerger by the resulting company to the shareholders of the demerged Company ( whether or not there is a reduction of capital in the demerged Company).

Questions :

1. What is 'not dividend'? Explain in your own words.
2. "Dividend is not impressed with character of Profit". Why? Explain.
3. A company can pay its dividends from anywhere? Do you agree? Discuss.
4. Discuss the types of dividend from the case.

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Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

MBA / MBA (IB) (Sem-2)  
**ENTREPRENEURSHIP AND PROJECT MANAGEMENT**  
Subject Code : MBA-207-1B  
M.Code : 76159

Date of Examination : 05-06-2023

Max. Marks : 60

Time : 3 Hrs.

**INSTRUCTIONS TO CANDIDATES :**

- SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
- SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
- SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

**SECTION-A**

1. Write briefly :

- Social Entrepreneurship
- Entrepreneurship vs Manager
- Opportunity Recognition
- Types of Entrepreneurial Innovation
- IPR
- Selling Off
- Market Analysis
- Risk Analysis

**SECTION-B**

**UNIT-I**

- Discuss the concept of Women Entrepreneurs. What are the major problems that are being faced by women entrepreneurs?
- Define Intrapreneurship. Discuss in detail the difference between Intrapreneurship vs Entrepreneurship.

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**UNIT-II**

- Discuss in detail various theories of Entrepreneurial Motivation.
- Define the term Creativity. Discuss various methods of generating new ideas.

**UNIT-III**

- "Entrepreneur has to face various legal issues while setting up an organisation." Do you agree? Justify your answer.
- Discuss the concept of succession planning? Explain various strategies for Harvesting and Ending venture?

**UNIT-IV**

- Define the term Project Management. Discuss the key issues of Project Management in detail.
- Write a detail note on following :
  - PERT and CPM
  - Difference between Venture Capital and Private Equity.

**SECTION-C**

10. CASE STUDY :

Alexis is a fitness enthusiast and a recent college graduate. She wants to start her own business that aligns with her passion for fitness. After conducting market research, she identifies a gap in the fitness industry - there is a lack of personalized fitness subscriptions that cater to individual needs. She decides to start a fitness subscription box business that offers personalized fitness products and workout plans.

Alexis conducts a thorough market analysis to determine the feasibility of her business idea. She researches the current fitness industry and discovers that there is a growing trend towards personalized fitness subscriptions. Customers are becoming more interested in personalized fitness products and workout plans that cater to their individual needs. Alexis also identifies a target market of fitness enthusiasts who are willing to pay extra for personalized fitness products and workout plans.

Alexis creates a comprehensive business plan that outlines the following:

**Business objectives :** To create a fitness subscription box business that provides a personalized fitness experience while promoting health and wellness.

**Target market :** Fitness enthusiasts who are interested in personalized fitness products and workout plans.

**Marketing strategy :** Alexis plans to market her business through social media, influencer partnerships, and online advertisements. She will also participate in local fitness events and sponsor community initiatives.

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**Operations :** Alexis will work with fitness experts and nutritionists to create personalized workout plans and nutrition guides. She will also source high-quality fitness products to include in her subscription boxes.

**Financials :** Alexis estimates that she will need \$50,000 to start her business. She plans to finance this through a combination of personal savings and loans. She projects that she will break even within the first year and achieve a profit of \$75,000 within three years.

**Implementation :** Alexis secures a location for her business and partners with fitness experts and nutritionists to create personalized workout plans and nutrition guides. She sources high-quality fitness products to include in her subscription boxes and creates a website and social media accounts to promote her business.

**Results :** Alexis's fitness subscription box business is a success. She attracts a loyal customer base of fitness enthusiasts who appreciate the personalized fitness experience that her business offers. She also receives positive reviews and referrals from satisfied customers. Within the first year, she breaks even and achieves a profit of \$75,000 within three years, as projected in her business plan.

**Answer the following Questions :**

- a) What gap in the market did Alexis identify?
- b) What were some challenges that Alexis faced during the implementation of her business plan and how did she overcome them?
- c) What were some factors that contributed to the success of Alexis's business?
- d) What lessons can be learned from Alexis's business generation idea?

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Dec-Jan 2023

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Total No. of Questions: 10

Total No. of Pages: 02

MBA / MBA (IB) (Sem. - 2)  
**COMPUTER APPLICATIONS FOR BUSINESS**

Subject Code: MBAGE-201-18

M Code: 76160

Date of Examination : 24-12-2022

Time: 3 Hrs.

Max. Marks: 60

**INSTRUCTIONS TO CANDIDATES:**

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student has to attempt any ONE question from each Sub-section carrying EIGHT marks each.
3. SECTION-C is COMPULSORY carrying TWELVE marks.

**SECTION-A**

1. Write short notes on the following:
  - a) List down the features of modern computer.
  - b) What is EPROM?
  - c) What is an operating system?
  - d) What are the different steps followed to delete a file in Windows?
  - e) How can you insert a header in MS-Word?
  - f) What are the steps to create a presentation in an MS-Power Point?
  - g) What is the use of charts in MS-Excel?
  - h) What do you mean by queries in MS-Access?

**SECTION-B  
UNIT-I**

2. What is a computer? Classify the computers on the basis of generation.
3. Discuss in detail different components of computer.

## UNIT-II

4. Explain in detail how an operating system works as a resource manager.
5. What is Windows? Discuss some basic commands of Windows related to file manipulation.

## UNIT-III

6. What is MS-Word? What are the different components of MS Word?
7. List down the steps to insert pictures and graphics in MS-Power Point.

## UNIT-IV

8. What are the different toolbars available in MS-Excel?
9. How can you create a form in MS-Access? List down the steps.

## SECTION-C

10. Case Study:

Diagnosis	Radius Mean	Texture Mean	Perimeter Mean	Area Mean	Smoothness Mean
M	13.73	22.61	93.6	578.3	0.1131
M	14.54	27.54	96.73	658.8	0.1139
M	14.68	20.13	94.74	684.5	0.09867
M	16.13	20.68	108.1	798.8	0.117
M	19.81	22.15	130	1260	0.09831
B	13.54	14.36	87.46	566.3	0.09779
B	13.08	45.71	85.63	520	0.1075
B	9.504	12.44	60.34	273.9	0.1024

Here is an excel table representing the cancer related data of patients. Write down steps involved to perform following operations:

- a) Write the steps to sort the data by column "Area Mean" (2)
- b) List down the steps to only show the rows with "Diagnosis" value as "M" (2)
- c) List down the steps to plot a line graph between "Area Mean" (X-axis) and "Radius Mean" (Y-axis) (4)
- d) Write down the steps to calculate the mean value of columns: "Radius Mean", "Texture Mean", "Perimeter Mean", "Area Mean" (4)

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