

Roll No.-----

प्रश्नपुस्तिका क्रमांक
Question Booklet No.

546284

O.M.R. Serial No.

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BBA (Second Semester) Examination, 2024-25
(NEP)

F010203T – A : BUSINESS MATHEMATICS

F010203T – B : ADVERTISING MANAGEMENT

K-722

Paper Code							
F	0	1	0	2	0	3	T

(To be filled in the
OMR Sheet)

प्रश्नपुस्तिका सीरीज
Question Booklet Series
D

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Time : 1:30 Hours]

[Maximum Marks-75

Instructions to the Examinee :

1. Do not open the booklet unless you are asked to do so.
2. The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. Booklet is in two Section : **Section-A** (1-50) & **Section-B** (51-100). Candidate should select 37 and 38 questions respectively from both Sections. All questions carry equal marks.
3. Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.

(Remaining instructions on the last page)

परीक्षार्थियों के लिए निर्देश :

1. प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
2. प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्सर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। प्रश्न-पुस्तिका दो खण्डों : खण्ड-अ (1-50) तथा खण्ड-ब (51-100) में है। परीक्षार्थी को प्रत्येक खण्ड से क्रमशः 37 और 38 प्रश्न करने हैं। सभी प्रश्नों के अंक समान हैं।
3. प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्सर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हो या उसमें किसी अन्य प्रकार की कमी हो, तो उसे तुरन्त बदल लें।

(शेष निर्देश अन्तिम पृष्ठ पर)

SECTION-A : BUSINESS MATHEMATICS

1. If the determinant of a matrix is non-zero, the matrix is said to be :
 - (A) Singular
 - (B) Non-singular
 - (C) Diagonal
 - (D) Identity matrix
2. In mathematical induction, the base case is :
 - (A) The first term of the sequence
 - (B) The value for which the statement holds true
 - (C) The sum of all terms
 - (D) The conclusion of the statement
3. A matrix is said to be singular if :
 - (A) It has an inverse
 - (B) Its determinant is zero
 - (C) It is diagonal
 - (D) Its rank is one
4. In the matrix multiplication process, which of the following is true ?
 - (A) The rows of the first matrix are multiplied by the columns of the second matrix
 - (B) The rows of the second matrix are multiplied by the columns of the first matrix
 - (C) Matrices can be multiplied only if the number of rows in the first matrix equals the number of columns in the second matrix
 - (D) Both (A) and (C)
5. The solution to a system of equations using Gaussian elimination involves :
 - (A) Reducing the system to a single equation
 - (B) Converting the system into an upper triangular matrix
 - (C) Using matrix multiplication
 - (D) None of the above

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6. Which of the following matrices can be used to represent a system of linear equations ?
 - (A) Column matrix
 - (B) Row matrix
 - (C) Augmented matrix
 - (D) Diagonal matrix
 7. Which of the following is true about the multiplication of a matrix and a scalar ?
 - (A) The scalar multiplies each element of the matrix
 - (B) The scalar is added to each element of the matrix
 - (C) The scalar is subtracted from each element of the matrix
 - (D) The scalar is only multiplied with the diagonal elements
 8. Which of the following methods is used to solve a system of linear equations using the adjoint matrix method ?
 - (A) Inverse of the coefficient matrix
 - (B) Row reduction technique
 - (C) Substitution method
 - (D) Matrix determinant method
 9. What is the adjoint of a matrix ?
 - (A) The transpose of the matrix
 - (B) The inverse of the matrix
 - (C) The matrix of cofactors transposed
 - (D) The original matrix itself
 10. In Gaussian elimination, the main goal is to :
 - (A) Find the inverse of a matrix
 - (B) Make the matrix upper triangular
 - (C) Calculate the determinant
 - (D) Solve for the rank of the matrix
 11. Which method can be used to solve a system of linear equations using matrices ?
 - (A) Gaussian elimination
 - (B) Adjoint matrix method
 - (C) Both (A) and (B)
 - (D) None of the above

12. The rank of a matrix is always less than or equal to :
- (A) The number of rows
 - (B) The number of columns
 - (C) The smallest of the number of rows and columns
 - (D) The sum of rows and columns
13. What is the rank of a matrix ?
- (A) The number of rows
 - (B) The number of columns
 - (C) The number of linearly independent rows or columns
 - (D) The determinant of the matrix
14. In business, matrices are used to :
- (A) Solve equations involving multiple variables
 - (B) Perform risk analysis
 - (C) Optimize production schedules
 - (D) All of the above
15. What is the inverse of the identity matrix ?
- (A) A zero matrix
 - (B) The identity matrix itself
 - (C) A square matrix
 - (D) There is no inverse
16. Which of the following is the correct condition for the inverse of a matrix to exist ?
- (A) The matrix must be a square matrix
 - (B) The matrix must have a determinant equal to 0
 - (C) The matrix must have more rows than columns
 - (D) The matrix must have more columns than rows

17. If matrix A has dimensions 2×3 and matrix B has dimensions 3×2 , what is the dimension of the product matrix AB ?
- (A) 2×2
 - (B) 2×3
 - (C) 3×2
 - (D) 3×3
18. The identity matrix for a 3×3 matrix is :
- (A) A matrix with all elements equal to 1
 - (B) A matrix with 1s on the diagonal and 0s elsewhere
 - (C) A matrix with 0s on the diagonal and 1s elsewhere
 - (D) A matrix with all elements equal to 0
19. Which of the following is true for matrix multiplication ?
- (A) Matrices can be multiplied only if they are square
 - (B) Matrix multiplication is commutative
 - (C) The number of columns of the first matrix must be equal to the number of rows of the second matrix
 - (D) Matrix multiplication is not associative
20. What is the result of adding two matrices A and B of the same size ?
- (A) A new matrix with the same size, where each element is the sum of the corresponding elements of A and B
 - (B) A new matrix with the same size, where each element is the product of the corresponding element of A and B
 - (C) A matrix of a different size
 - (D) A scalar value

21. The sum of two matrices is defined only when :
- (A) The matrices are of the same size
 - (B) The matrices have different dimensions
 - (C) The matrices have the same number of rows but different columns
 - (D) The matrices have the same number of columns but different rows
22. An identity matrix is a square matrix in which :
- (A) All elements are zero except for the diagonal elements
 - (B) All elements are equal
 - (C) All elements are zero
 - (D) All elements are one except for the diagonal elements
23. Which of the following is an example of a diagonal matrix ?
- (A) A matrix with all elements equal
 - (B) A matrix with non-zero elements only on the main diagonal
 - (C) A matrix with non-zero elements in the first column
 - (D) A matrix with non-zero elements in the first row
24. A matrix with only one row is called :
- (A) Column matrix
 - (B) Row matrix
 - (C) Diagonal matrix
 - (D) Square matrix
25. Which of the following is a square matrix ?
- (A) A matrix with the same number of rows and columns
 - (B) A matrix with more rows than columns
 - (C) A matrix with more columns than rows
 - (D) A matrix with only one row

26. The simple interest on Rs. 1500 for 2 years at 6% per annum is :
- (A) Rs. 180
 - (B) Rs. 200
 - (C) Rs. 220
 - (D) Rs. 240
27. What is the sum of the first 15 terms of an arithmetic progression, where the first term is 5 and the common difference is 3 ?
- (A) 450
 - (B) 500
 - (C) 600
 - (D) 650
28. The sum of the first 5 terms of a geometric series is 50 and the first term is 10. What is the common ratio ?
- (A) 2
 - (B) 3
 - (C) 5
 - (D) 4
29. In an arithmetic progression, the first term is 7 and the common difference is 4. What is the 8th term ?
- (A) 31
 - (B) 32
 - (C) 34
 - (D) 30

30. In a geometric progression, the first term is 2 and the common ratio is 1. What is the 5th term ?
- (A) 2
- (B) 4
- (C) 8
- (D) 1
31. What is the formula for compound interest ?
- (A) $CI = P(1 + R/100)^T - P$
- (B) $CI = P \times R \times T / 100$
- (C) $CI = P \times T$
- (D) $CI = P + R + T / 100$
32. If the principal is Rs. 5000, the rate of interest is 5% per annum and the time period is 4 years, what will be the total amount under simple interest ?
- (A) Rs. 6000
- (B) Rs. 7000
- (C) Rs. 5000
- (D) Rs. 5500

33. If the principal is Rs. 8000, the rate is 8% per annum and the time is 3 years, what is the simple interest ?
- (A) Rs. 1920
 - (B) Rs. 2000
 - (C) Rs. 2200
 - (D) Rs. 2500
34. A person borrows Rs. 10000 for 5 years at 5% per annum compound interest. What is the total amount to be repaid after 5 years ?
- (A) Rs. 12763
 - (B) Rs. 12000
 - (C) Rs. 12500
 - (D) Rs. 13000
35. What will be the total amount at the end of 2 years if Rs. 3000 is invested at 12% compound interest compounded annually ?
- (A) Rs. 3360
 - (B) Rs. 3500
 - (C) Rs. 3750
 - (D) Rs. 3200
36. What is the compound interest on Rs. 2000 for 3 years at 10% per annum, compounded annually ?
- (A) Rs. 630
 - (B) Rs. 660
 - (C) Rs. 700
 - (D) Rs. 750

37. A sum of Rs. 5000 is invested at 6% per annum for 4 years. What is the amount at the end of the 4 years, under simple interest ?
- (A) Rs. 5400
(B) Rs. 5500
(C) Rs. 5600
(D) Rs. 5800
38. What is the compound interest on Rs. 1500 at 8% per annum for 2 years ?
- (A) Rs. 249.60
(B) Rs. 250
(C) Rs. 200
(D) Rs. 240
39. What is the simple interest on a sum of Rs. 2000 at 10% per annum for 3 years ?
- (A) Rs. 600
(B) Rs. 400
(C) Rs. 300
(D) Rs. 200
40. The n^{th} term of a harmonic progression is given by $1/(n+1)$. What is the 4th term ?
- (A) $1/4$
(B) $1/5$
(C) $1/6$
(D) $1/7$
41. In a geometric progression, the first term is 4 and the common ratio is $\frac{1}{2}$. What is the 5th term ?
- (A) $1/16$
(B) $1/8$
(C) $1/4$
(D) $1/2$

42. The first term of a geometric series is 2 and the common ratio is 3. What is the 3rd term ?
- (A) 18
(B) 9
(C) 24
(D) 27
43. The sum of the first 10 terms of an arithmetic progression is 100. What is the average of these terms ?
- (A) 10
(B) 15
(C) 20
(D) 25
44. The n^{th} term of an arithmetic progression is given by $2n + 3$. What is the 4th term ?
- (A) 8
(B) 10
(C) 11
(D) 9
45. The average of 5 numbers is 20. If one number is removed, the new average becomes 18. What is the number removed ?
- (A) 15
(B) 10
(C) 20
(D) 30

46. The average of 6 numbers is 12. What is the sum of the numbers ?
- (A) 60
 - (B) 72
 - (C) 48
 - (D) 50
47. What is the value of x in the proportion $3:7 = x:14$?
- (A) 6
 - (B) 9
 - (C) 12
 - (D) 15
48. In a ratio of 4:5, what will be the value of x if the ratio is equivalent to $x:25$?
- (A) 20
 - (B) 30
 - (C) 35
 - (D) 40
49. If the price of a product increases by 15% and then decreases by 15%, what is the overall percentage change ?
- (A) 0%
 - (B) 2.25% decrease
 - (C) 2.25% increase
 - (D) 5% decrease
50. What is 10% of 500 ?
- (A) 45
 - (B) 50
 - (C) 100
 - (D) 200

SECTION-B : ADVERTISING MANAGEMENT

51. What is the final step after allocating an advertising budget ?
- (A) Measuring and evaluating the effectiveness of spending
 - (B) Stopping all advertising activities
 - (C) Reducing the budget immediately
 - (D) Ignoring customer feedback
52. In the media mix allocation, how should companies distribute their budget ?
- (A) Based on media effectiveness and target audience reach
 - (B) Equally among all media channels
 - (C) Only on television advertisements
 - (D) Only on print media
53. Which factor should be considered when allocating an advertising budget ?
- (A) Customer demographics and preferences
 - (B) The company's tax structure
 - (C) The CEO's salary
 - (D) The availability of office space
54. Why do companies allocate different budgets for different products ?
- (A) Because each product has different marketing needs
 - (B) To maintain uniform spending across all products
 - (C) To reduce production costs
 - (D) To avoid targeting different consumer segments
55. A company allocating a higher percentage of its budget to digital marketing is focusing on :
- (A) Mass advertising
 - (B) Direct customer engagement
 - (C) Print media dominance
 - (D) Reduced online presence

56. In the Objective-and-Task method, budgets are determined by :
- (A) Setting goals and calculating costs accordingly
 - (B) Guessing the amount needed for advertising
 - (C) Spending the same as competitors
 - (D) Allocating a percentage of revenue
57. Which budget approach is most suitable for new businesses ?
- (A) Arbitrary Allocation Method
 - (B) Percentage-of-Sales Method
 - (C) Objective-and-Task Method
 - (D) Competitive Parity Method
58. The Competitive Parity Method involves :
- (A) Spending based on competitor spending
 - (B) Using all profits for advertising
 - (C) Ignoring competition
 - (D) Setting a fixed percentage of sales for advertising
59. What is the main drawback of the Percentage-of-Sales method ?
- (A) It eliminates competition
 - (B) It ensures unlimited advertising funds
 - (C) It focuses only on the customer's perspective
 - (D) It does not consider market opportunities
60. Which of the following is NOT a common approach to setting an advertising budget ?
- (A) Percentage-of-Sales Method
 - (B) Competitive Parity Method
 - (C) Arbitrary Allocation Method
 - (D) Market Segmentation Method

61. Which of the following is NOT an advantage of setting an advertising budget ?
- (A) Helps control expenses
 - (B) Ensures efficient fund allocation
 - (C) Reduces brand awareness
 - (D) Provides clear financial planning
62. A company with a limited budget should focus on :
- (A) High-cost celebrity endorsements
 - (B) Cost-effective digital marketing strategies
 - (C) Only traditional advertising
 - (D) Avoiding any promotional activities
63. Which of the following is NOT a factor influencing an advertising budget ?
- (A) Competition
 - (B) Market size
 - (C) Employee salaries
 - (D) Product lifecycle
64. What happens when an advertising budget is not planned properly ?
- (A) Inefficient spending and reduced ROI
 - (B) Increased brand visibility
 - (C) Higher customer loyalty
 - (D) Better media coverage
65. Why is an advertising budget important ?
- (A) To limit the use of media channels
 - (B) To increase unnecessary marketing expenses
 - (C) To reduce the company's visibility in the market
 - (D) To allocate financial resources effectively

66. According to DAGMAR, an effective advertising objective should be :
- (A) Flexible and vague
 - (B) Subjective and broad
 - (C) Measurable and well-defined
 - (D) Based only on assumptions
67. What is the primary focus of the DAGMAR model ?
- (A) Setting measurable advertising objectives
 - (B) Reducing the need for promotional campaigns
 - (C) Cutting advertising budgets
 - (D) Replacing digital marketing with traditional marketing
68. Which of the following is NOT a stage in the DAGMAR model ?
- (A) Awareness
 - (B) Comprehension
 - (C) Conviction
 - (D) Pricing
69. Who introduced the DAGMAR model ?
- (A) Philip Kotler
 - (B) Russel H. Colley
 - (C) David Ogilvy
 - (D) Peter Drucker
70. What does DAGMAR stand for in advertising ?
- (A) Designing Advertisements for Global Market and Reach
 - (B) Determining Advanced Goals for Market Advertising Research
 - (C) Developing Advertising Growth through Marketing and Research
 - (D) Defining Advertising Goals for Measured Advertising Results

71. Which of the following is an example of a promotional objective ?
- (A) "Increase brand awareness by 20% in six months"
 - (B) "Reduce production costs by 30%"
 - (C) "Increase the number of employees in the company"
 - (D) "Expand the product range to more categories"
72. Which of the following is NOT a characteristics of an effective promotional objective ?
- (A) Specific
 - (B) Measurable
 - (C) Vague
 - (D) Realistic
73. Why is it important to determine promotional objectives ?
- (A) To increase competition
 - (B) To avoid spending on advertising
 - (C) To focus only on word-of-mouth promotions
 - (D) To guide marketing strategies effectively
74. Which of the following is NOT an objective of promotional activities ?
- (A) Creating brand awareness
 - (B) Encouraging customer loyalty
 - (C) Reducing product quality
 - (D) Increasing sales revenue
75. What is the primary purpose of setting promotional objectives ?
- (A) To increase operational costs
 - (B) To provide direction for marketing efforts
 - (C) To limit the use of different media channels
 - (D) To eliminate the need for advertising

6. Which company is well-known for effective international advertising campaigns ?
- (A) A government agency
 - (B) A small local business
 - (C) Coca-Cola
 - (D) A non-advertising organization
7. What is the role of translation in international advertising ?
- (A) To reduce market reach
 - (B) To ensure all ads remain in one language
 - (C) To increase advertising costs unnecessarily
 - (D) To adapt ads for different languages and cultures
78. What is a benefit of local advertising compared to international advertising ?
- (A) Increased global recognition
 - (B) More targeted and relevant messaging for the local audience
 - (C) Eliminating the need for creative ads
 - (D) Avoiding competition from global brands
79. Which factor is NOT a consideration in international advertising ?
- (A) Cultural values
 - (B) Language preferences
 - (C) Foreign exchange rates
 - (D) Consumer behaviour
80. Which of the following is a successful example of an international advertising strategy ?
- (A) McDonald's adapting its menu and advertising in different countries
 - (B) A local bakery advertising only in one city
 - (C) A company avoiding digital marketing for global reach
 - (D) A brand using a single-language campaign for all countries

81. In international advertising, companies need to :
- (A) Focus only on traditional media
 - (B) Use the same ad campaign worldwide without modification
 - (C) Ignore language and cultural differences
 - (D) Adapt their messaging to different markets
82. Which of the following is a key difference between international and local advertising
- (A) International advertising must consider multiple cultures and languages
 - (B) Local advertising focuses only on global markets
 - (C) Local advertising ignores consumer preferences
 - (D) International advertising does not require market research
83. Which of the following is a challenge in international advertising ?
- (A) Reduced advertising budgets
 - (B) Increased local brand awareness
 - (C) Cultural differences
 - (D) Limited product availability
84. Why is international advertising important ?
- (A) To eliminate local advertising strategies
 - (B) To limit advertising costs
 - (C) To reduce competition
 - (D) To expand brand reach and market share globally
85. What is international advertising ?
- (A) Advertising limited to one language
 - (B) Advertising focused only on domestic consumers
 - (C) Advertising that is designed for global markets
 - (D) Advertising that does not involve media planning
86. Post-testing of an advertisement is conducted :
- (A) Before launching the ad
 - (B) After the advertisement has been released
 - (C) During the creative development stage
 - (D) While selecting media channels

87. What is market testing for ads ?
- (A) Evaluating the effectiveness of an ad in a sample market before full launch
 - (B) Testing the production quality of an advertisement
 - (C) Launching an ad without any evaluation
 - (D) Creating advertisements for international markets only
88. Which of the following is NOT a method of advertising effectiveness testing ?
- (A) Pre-testing
 - (B) Post-testing
 - (C) Market testing
 - (D) Direct production
89. Why is advertising research important ?
- (A) To avoid creating new advertising campaigns
 - (B) To increase advertising costs
 - (C) To measure the impact and effectiveness of advertisements
 - (D) To limit the use of creative content
90. What is advertising research ?
- (A) The legal registration of advertisements
 - (B) The study of consumer responses to advertisements
 - (C) The process of creating advertisements
 - (D) The elimination of media planning
91. Which of the following is an example of a media mix ?
- (A) Using TV, radio and social media for a campaign
 - (B) Only relying on word-of-mouth marketing
 - (C) Using one media platform for all advertisements
 - (D) Avoiding digital marketing
92. What does the term "media mix" refer to in advertising ?
- (A) The combination of different media channels used in a campaign
 - (B) The mixture of different colours in an advertisement
 - (C) The blend of promotional offers in advertising
 - (D) The combination of sales strategies used
93. Which of the following is NOT a media planning strategy ?
- (A) Choosing the right audience
 - (B) Selecting appropriate media channels
 - (C) Ignoring consumer preferences
 - (D) Allocating the budget effectively

94. Why is media planning important in advertising ?
(A) To focus only on traditional media
(B) To reduce the number of advertisements created
(C) To limit the use of digital marketing
(D) To maximize the effectiveness of advertising campaigns
95. What is media planning ?
(A) The process of selecting the best media channels for an advertisement
(B) The process of designing the advertisement layout
(C) The process of hiring brand ambassadors
(D) The process of setting up a manufacturing unit
96. Why is creativity important in advertising copy ?
(A) To make advertisements more engaging and memorable
(B) To increase advertising costs
(C) To follow traditional marketing strategies
(D) To reduce the need for media planning
97. Which type of advertising copy relies on factual information and product features ?
(A) Emotional copy
(B) Institutional copy
(C) Scientific copy
(D) Humorous copy
98. What is the primary function of a headline in an advertising copy ?
(A) To provide detailed product specifications
(B) To grab the reader's attention
(C) To display the company's contact details
(D) To show the price of the product
99. Which of the following is NOT a component of an advertising copy ?
(A) Headline
(B) Logo
(C) Body text
(D) Call to action
100. What is an advertising copy ?
(A) A written script used only in TV commercials
(B) The textual content of an advertisement
(C) A legal document for advertising contracts
(D) The budget allocation for advertising campaigns

4. Four alternative answers are mentioned for each question as – A, B, C & D in the question booklet. The candidate has to choose the correct answer and mark the same in the OMR Answer-Sheet as per the direction :

Example :

Question :

- Q. 1 (A) (B) (C) (D)
Q. 2 (A) (B) (C) (D)
Q. 3 (A) (B) (C) (D)

Illegible answers with cutting and over-writing or half filled circle will be cancelled.

5. Each question carries equal marks. Marks will be awarded according to the number of correct answers you have.
6. All answers are to be given on OMR Answer Sheet only. Answers given anywhere other than the place specified in the answer sheet will not be considered valid.
7. Before writing anything on the OMR Answer Sheet, all the Instructions given in it should be read carefully.
8. After the completion of the examination candidates should leave the examination hall only after providing their OMR Answer Sheet to the invigilator. Candidate can carry their Question Booklet.
9. There will be no negative marking.
10. Rough work, if any, should be done on the blank pages provided for the purpose in the booklet.
11. To bring and use of log-book, calculator, pager and cellular phone in examination hall is prohibited.
12. In case of any difference found in English and Hindi version of the question, the English version of the question will be held authentic.

Impt. On opening the question booklet, first check that all the pages of the question booklet are printed properly. If there is any discrepancy in the question booklet, then after showing it to the invigilator, get another question booklet of the same series.

4. प्रश्न-पुस्तिका में प्रत्येक प्रश्न के चार सम्भावित उत्तर- A, B, C एवं D हैं। परीक्षार्थी को उन चारों विकल्पों में से एक सही उत्तर छोटना है। उत्तर को OMR आन्सर-शीट में सम्बन्धित प्रश्न संख्या में निम्न प्रकार भरना है :

उदाहरण :

प्रश्न :

- प्रश्न 1 (A) (B) (C) (D)
प्रश्न 2 (A) (B) (C) (D)
प्रश्न 3 (A) (B) (C) (D)

अपठनीय उत्तर या ऐसे उत्तर जिन्हें काटा या बदला गया है, या गोले में आधा भरकर दिया गया, उत्तर निरस्त कर दिया जाएगा।

5. प्रत्येक प्रश्न के अंक समान हैं। आपके जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
6. सभी उत्तर केवल ओ. एम. आर. उत्तर-पत्रक (OMR Answer Sheet) पर ही दिये जाने हैं। उत्तर-पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
7. ओ. एम. आर. उत्तर-पत्रक (OMR Answer Sheet) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाये।
8. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी OMR Answer Sheet उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें। परीक्षार्थी अपने साथ प्रश्न-पुस्तिका ले जा सकते हैं।
9. निगेटिव मार्किंग नहीं है।
10. कोई भी रफ कार्य, प्रश्न-पुस्तिका के अन्त में, रफ-कार्य के लिए दिए खाली पेज पर ही किया जाना चाहिए।
11. परीक्षा-कक्ष में लॉग-बुक, कैलकुलेटर, पेजर तथा सेल्युलर फोन ले जाना तथा उसका उपयोग करना वर्जित है।
12. प्रश्न के हिन्दी एवं अंग्रेजी रूपान्तरण में भिन्नता होने की दशा में प्रश्न का अंग्रेजी रूपान्तरण ही मान्य होगा।

महत्वपूर्ण : प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्न-पुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्षनिरीक्षक को दिखाकर उसी सिरिज की दूसरी प्रश्न-पुस्तिका प्राप्त कर लें।