Time: 60 minutes

Please fill in the following information with a ball-point pen:

STUDENT NAME

S P JAIN'S BBA ENTRANCE TEST NUMBER: _____

Please read instructions in the answer sheet and question booklet before answering

1. There will be negative marking as per indication in each section (Total no. of Sections : 6)
2. Please check the number of questions before you start answering
3. All rough work to be done only on the blank sheet provided at the back of the question booklet. Please do NOT write on the question paper
4. Laptops, calculators, slide rules, log tables, watch calculators, papers, cellular phones etc are not allowed inside the examination hall
5. You will not be allowed to leave the examination hall during the examination
6. This objective type exam is for 60 minutes
7. Any candidate found violating the instructions and receiving/giving any form of help will be disqualified

The decision of S P Jain will be final and binding on the applicant in case of any dispute.

Signature of Invigilator

APPROPRIATION OF MARKS

Section	No. of Questions	Marks per question	Total Marks per Section	Negative Marking per question
Logic	5	2	10	1
Diagrammatic Reasoning	4	4	16	2
Numeracy	6	3	18	1
IQ	10	2	20	1
Reading Comprehension	5	4	20	1
General Awareness	8	2	16	0.5
Total	**38**		**100**	

ANSWER FOR THE QUESTIONS ARE PROVIDED AT THE END OF THE PAPER

Note

It is advisable that the candidate reads the question carefully and avoids marking answers thoughtlessly.

Analyzing the previous question papers will help the candidate to get a clear picture of the pattern of questions asked in each section. Only answer if you are 100% sure about the correct answer.

LOGIC (5Q x 2 marks = 10 marks. Negative marking – 1 mark)

1. 7 friends P, Q, R, S, T, U and V go to a restaurant.They sit on three tables numbered 21, 31 and 41. They sit in such a manner that at least two friends sit on each table and exactly one girl sits on each table. P who is a boy sits on table 21. R, who is a girl, does not sit on the same table as P, T or S. U, who is a boy, has only Q sitting on the table with him. V sits on table 41. T is the brother of R.
   Which of the following is the group of girls?

   (A) Q, R, S
   (B) Q, V, R
   (C) Q, T, R
   (D) U, Q, R

2. From his house, A went 30 km to the North. Then he turned West and covered 20 km. Then he turned South and covered 10 km. Finally turning to the East, he covered 20 km. In which direction is he from his house?

   (A) South-West
   (B) North
   (C) South
   (D) North-East

3. R is the father of S; M is the sister of R; Q is the mother of M; how is Q related to S?

   (A) Mother
   (B) Aunt
   (C) Grandmother
   (D) Cannot be determined

4. Given below are three statements made by P, Q and R. It is known that one of them always tells the truth, one of them always tells lies, and one of them either tells the truth or lies. On the basis of the below statements can you determine which friend always tells lies
   P says: "R always lies."
   Q says: "P always tells the truth."
   R says: "I either lie or tell the truth."

   (A) P
   (B) Q
   (C) R
   (D) Cannot be determined

5. P had 8 meetings with clients A, B, C, D, E, F and G and one conference to attend in Dubai. He had 3 meetings before the conference and 5 after it. He met H before D and F.P did not meet C and H before E. P met E before D and after G. Who did P meet before the conference?
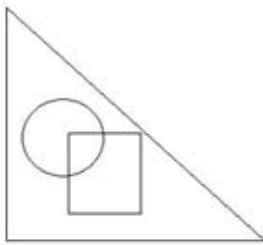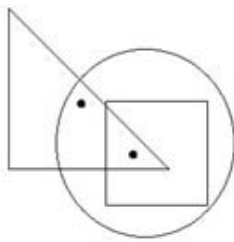
    (A) A, G and B
    (B) B, E and H
    (C) A, H and B
    (D) A, H and F

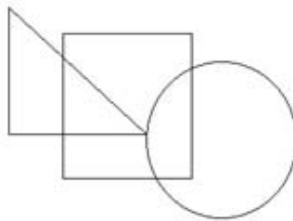## DIAGRAMMATIC REASONING (4Q x 4 marks = 16 marks. Negative marking – 2 marks)

1. On folding the paper given below into the shape of a cube which alphabet would lie opposite U?

   (A) P
   (B) Q
   (C) R
   (D) S

2. Given below is a figure which has two dots placed in it according to a particular logic. Identify out of the options A, B, C and D in which figure two dots can be placed using a similar logic?
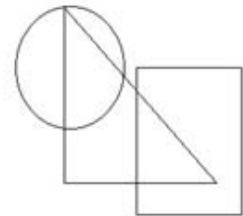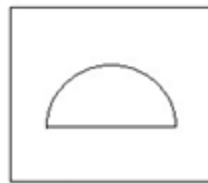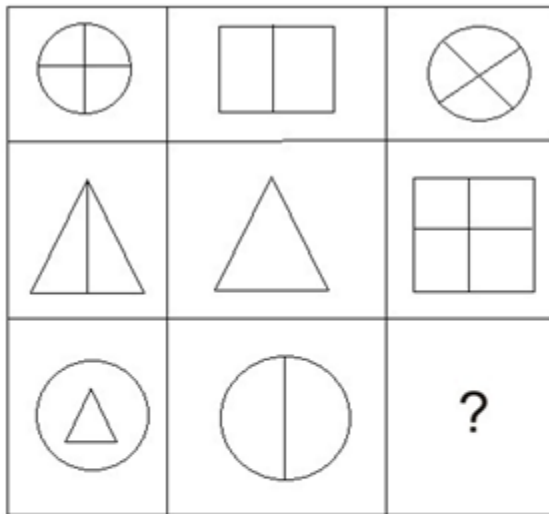

A   B   C   D

3. Find out which of the answer figures completes the figure matrix?
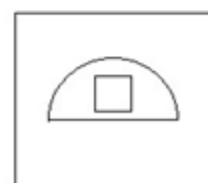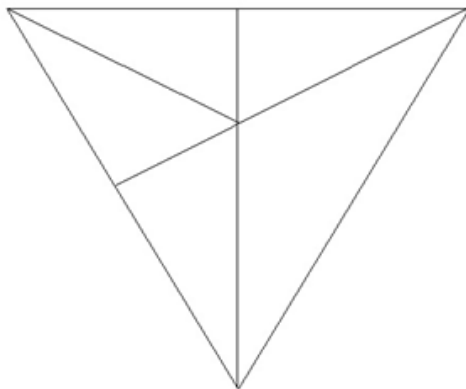

A   B   C   D

4. How many triangles are there in the image given below?

(A) 10
(B) 12
(C) 14
(D) None of the other options

NUMERACY (6Q x 3 = 18 marks. Negative marking – 1 mark)

1. Two trains running in opposite directions cross a man standing on the platform in 44 seconds and 32 seconds respectively and they cross each other in 40 seconds. The ratio of their speeds is:

   (A) 4:5
   (B) 3:2
   (C) 2:1
   (D) 3:4

2. Mary invested an amount of $16000 in a fixed deposit scheme for 2 years at compound interest rate 5 % p.a. What amount will Mary get on maturity of the fixed deposit?

   (A) $17000
   (B) $16500
   (C) $17320
   (D) $17640

3. A sum of $ 2720 has been divided among P, Q and R such that P gets $1/3^{rd}$ of what Q gets and Q gets $3/4^{th}$ of what R gets. Q's share of the sum is:

   (A) $1360
   (B) $340
   (C) $170
   (D) $360

4. A number X is chosen at random from the numbers -6, -4, -2, -1, 0, 1, 2, 6, 8. What is the probability that IxI< 2

   (A) 1/2
   (B) 3/7
   (C) 4/9
   (D) 1/3

5. In how many ways can a committee of 4 be formed consisting of atleast one woman from amongst 6 women and 4 men?

   (A) 185
   (B) 209
   (C) 285
   (D) 95

6. Maria's age 7 years hence will be three times the age of her brother now. 2 years ago the sum of their ages was 17. What is the sum of their current ages?

   (A) 14
   (B) 28
   (C) 35
   (D) 21

SPJET SAMPLE PAPER 5   7

IQ (10Q x 2 = 20 marks. Negative marking – 1 mark)

1. Which group of numbers is similar to the sample set of numbers given below?

   (81, 27, 9)

   (A) (54,45,18)
   (B) (9,3,1)
   (C) (18,6,3)
   (D) (12,4,2)

2. What will be the middle digit of the second lowest number after the positions of only the first and the second digits within each number are interchanged?

   444, 832, 989, 546, 821

   (A) 5
   (B) 4
   (C) 8
   (D) 3

3. In a certain language CRIMINAL has been coded as MICNRAIL, then in that code which of the following options can be the code for SECURITY?

   (A) YTISERCU
   (B) URSIETYC
   (C) URSIETCY
   (D) URSEITCY

4. If 7th September 2013 is a Saturday what will be the day on 8th October 2014?

   (A) Monday
   (B) Sunday
   (C) Wednesday
   (D) Friday

5. Given below is a set of numbers. Which of the following numbers does not belong to the given set?

   36, 25, 4, 49, 169

   (A) 169
   (B) 25
   (C) 4
   (D) 36

6. What word would be appropriate to fill in the blank?

   A _____ of fungi.

   (A) Ream
   (B) String
   (C) Colony
   (D) Clump

7. Which of the following words has been spelt incorrectly?

   (A) Mystic
   (B) Nausea
   (C) Hinderance
   (D) Repugnance

8. In the below series of numbers how many such odd numbers are there which are preceded by a prime number and followed by an even number?

   1 3 4 5 6 8 5 6 4 3 7 8 6 4 3 2 5 6 7 8 1 9 2 3 5 6 4 2 1 5 6 7

   (A) 2
   (B) 3
   (C) 4
   (D) 5

9. Given below is a series of numbers. Which option would come next in this series?
   336, 210, 120, 60,?

   (A) 6
   (B) 24
   (C) 40
   (D) 12

10. Find the missing alphabet represented by ?? in the table given below

B	B	B
L	C	F
P	D	??

   (A) K
   (B) N
   (C) T
   (D) H

READING COMPREHENSION (5Q x 4 = 20 marks. Negative marking – 1 mark)

Over the last few years, the ways a company can engage with a consumer have increased exponentially. Social, local, mobile, augmented reality, QR codes, popup shops – all these new channels have come onto the scene and have disputed the way brands engage with their customers.

1. **The *resurgence* of underground marketing:** With tighter advertising and marketing budgets and even tighter legislation, "below the radar" marketing techniques including events, exclusive parties and unique sponsorships to target niche audiences are particularly useful and effective!
2. **Rise in augmented reality:** Augmented reality is a term for a live camera view of a physical real-world environment where computer generated content, such as digital objects, data or effects seem to interact or relate to the real world elements.
3. **SoLoMo and Contextual location based marketing:** SoLoMo is the "new" buzzword, taking storm in the marketing world. It's a creative combination of marketing through Social, Local, and Mobile mediums. SoLoMo shows great potential for businesses to promote their offers locally and an easy method for customers to get highly-relevant search results specifically for their local area.
4. **Multi-channel/Omni-channel marketing:** Gone are the days with one singular marketing strategy for each channel. Multi-channel strategies seem to be the only option; with desktop, tablet and mobile strategies becoming key focus areas for most large business.
5. **Interactive Content Marketing:** Content marketing is no longer a marketing buzzword; it is a huge and growing area of just about every successful brand's marketing effort. It is also looked upon very favorably by Google's search engine.
6. **Video engagement:** Move over, viral video—highly engaging, enlightening, and value-added video content is taking centre stage. Video is growing in use and is still underestimated.
7. **Micro-stories:** To build trust and loyalty, brands will be uncovering smaller stories within their *overarching* story. While one buyer wants an eco-savvy product or service, another may want premium quality. If the same product or service can serve both audiences, they will need to find you, and will need micro-stories to relate their buyer persona to your brand.
8. **Visual marketing.** The use of marketing through images is only going to grow. Pinterest is a perfect example of visual marketing.
9. **Goodbye E-Mail (well, not quite):** As the Facebook generation starts cementing itself in our workplace, the use of traditional communication tools such as e-mail will undoubtedly reduce.
10. **Marketing spend shift:** The balance of outbound marketing spend (bought media placement) will shift more to inbound spend (earned media, custom content) in shaping reputation and creating sales leads.

Just 4 years ago no-one even knew what the Apple App Store was, yet now there are nearly 700,000 apps to download and more than 10,000 new ones submitted every month, and that's not including Google's platform, Android.

1. What does the word "overarching" as used in the passage mean?

   (A) Interconnected
   (B) Introduction
   (C) Primary
   (D) Interesting

2. What is the tone of the above passage?

   (A) Candid
   (B) Descriptive
   (C) Analytical
   (D) Lamenting

3. What is the main purpose of the above passage?

   (A) To highlight that technology is expected to continue to invade and reign every aspect of advertising in the current year
   (B) To explain that with rising consumer confidence and brands looking to reconnect, spending on advertising should increase—around the globe and across media types
   (C) To showcase how marketing is utilized to manipulate consumers and induce people to purchase goods and services they do not require
   (D) To describe how marketing is constantly evolving to keep up with innovations in social media, technology, and changing consumer tastes.

4. Which of the following has been mentioned in the above passage?

   (A) Google's platform Android has beaten the Apple App store
   (B) Micro Stories are typically short testimonials of customers using the product or service of the brand
   (C) The balance in marketing is shifting from inbound marketing spend to outbound marketing spend
   (D) None of the other options

5. According to the passage what is the cause behind the resurgence of underground marketing?

   (A) Consumers are increasingly facing an overload of marketing information
   (B) Lower marketing spends and stricter legal rules
   (C) The rise of online social networks such as Facebook and Pinterest
   (D) None of the other options

GENERAL AWARENESS(8Q x 2 = 16 marks. Negative marking – 0.5 mark)

1. Who is the author of the book 'The Lord of the Rings'?

   (A) Napoleon Hill
   (B) J. R. R. Tolkien
   (C) Charles Dickens
   (D) Leo Tolstoy

2. Which of the following is the symbol for the chemical element Platinum?

   (A) Pt
   (B) Pu
   (C) P
   (D) Ag

3. Who did the Papal Conclave select as the successor of Pope Benedict XVI after his resignation in February 2013?

   (A) Peter KodwoAppiahTurkson
   (B) Angelo Scola
   (C) Jorge Mario Bergoglio
   (D) Odilo Scherer

4. A Hexagon has how many sides?

   (A) 5
   (B) 6
   (C) 7
   (D) 8

5. Who replaced Andy Rubin as the head of Android at Google?

   (A) Alan Eustace
   (B) Laszlo Bock
   (C) Rachel Whetstone
   (D) Sundar Pichai

6. Which movie won the Oscar for best picture at the 2013 Academy Awards?

   (A) Argo
   (B) Life of Pi
   (C) Les Miserables
   (D) Lincoln

7. Which is the galaxy that contains our solar system?

   (A) Andromeda
   (B) Bode's galaxy
   (C) Ursa Major
   (D) Milky Way

8. Which company is Jack Ma the CEO of?

   (A) Twitter
   (B) Alibaba
   (C) Yahoo
   (D) Google

ANSWERKEY FOR SPJET SAMPLE PAPER 5

LOGIC		IQ	
1	A	1	B
2	B	2	C
3	C	3	C
4	C	4	C
5	A	5	D
		6	C
		7	C
		8	C
		9	B
		10	D

DIAGRAMMATIC REASONING		READING COMPREHENSION	
1	D	1	C
2	A	2	B
3	A	3	D
4	B	4	D
		5	B

NUMERACY		GK	
		1	B
1	C	2	A
2	D	3	C
3	B	4	B
4	D	5	D
5	B	6	A
6	D	7	D
		8	B