APPENDICES
Appendix-I

COMPUTER AIDED INSTRUCTIONAL MATERIAL IN COMMERCE
FOR THE TOPICS TRANSPORT AND ADVERTISEMENT

User-Guide

1. Put the CD inside the CD ROM

2. Displays Classic Menu (if Autorun feature functions in the system)

3. Press 'Play' (Application starts if Flash Player exists in the system)

4. Browse CD (If the application does not start)

5. Look CD files (Displays the CD files)

6. Click msieinstall_flash_player file (Installs Flash player in the system)

7. Click 'Project' file (Application starts)

8. Press 'Start'/'Units' button (Displays two topics, namely, Transport and Advertisement)

9. Press 'Transport' (Displays the contents in Transport)

10. Press Sub Topics (Displays the text)

11. Press 'Next' button (Displays the text pagewise)

12. Press 'Units' button (Displays the two topics, namely, Transport and Advertisement)

13. Press Advertisement (Displays the contents of Advertisement)

14. Press sub topics (Displays the text)

15. Press 'Next' button (Displays the text pagewise)

16. Press Quiz (Displays the quiz from two topics)

17. Press Exit (Return to Windows)
Appendix-II

PRE-TEST (Chapter-I)

Duration: 30 Minutes
Max. Marks: 100

Read the following questions carefully and write the alphabet of the alternative, which you think correct in the given bracket. ({ })

1. Which one of the following is covered under Land Transport?
   a) Liners  b) Tankers  c) Pack Animals  d) Tramps

2. Motor Transport is very well suite for ________ traffic.
   a) Long Distance  b) Short Distance  c) Very long distance  d) From one country to another

3. Railways are well suited for carrying ________ goods over long distances.
   a) Light weight goods  b) Heavy and Bulky goods  c) Cheap goods  d) Perishable goods

4. Tramways transport comes under the ________
   a) Land Transport  b) Water Transport  c) Air Transport  d) None of these

5. ________ are most suitable for carrying small loads in hilly or narrow tracks.
   a) Railways  b) Pack Animals  c) Motor Trucks  d) Tramways

6. ________ help in carrying small loads in hilly or narrow tracts.
   a) Motor Cars  b) Tramways  c) Railways  d) Pack animals

7. ________ are the cheapest and quickest means of transport for carrying heavy goods over long distances.
   a) Bullock Carts  b) Tramways  c) Railways  d) Water transport

8. ________ transport is very well suited for short distance traffic.
   a) Railways  b) Motor  c) Air  d) Water

9. Rivers that are naturally navigable are called ________
   a) Artificial waterways  b) Ocean waterways  c) Inland Waterways  d) Natural Waterways

10. Canals and canalized rivers are called ________
    a) Inland waterways  b) Natural waterways  c) Artificial Waterways  d) Ocean Waterways

11. The improved means of transport helps in the ________ growth.
    a) Population  b) Scientific  c) Economic  d) Business

12. Transport helps to reduce variations in the ________ of goods.
    a) Quality  b) Quantity  c) Prices  d) Availability

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13. are used in the areas where modern means of transport is not possible.
a) Tramways  b) Bullock carts  c) Pack animals  d) Motor Transport

14. is very well suited for short distance traffic and provides complete service to businessmen.
a) Motor Transport  b) Pack animals  c) Air Transport  
d) Water transport

15. are used to carry people and goods in the areas where the roads are uneven and muddy.
a) Motor Lorries  b) Trams  c) Bullock carts  d) Railways

16. plays an important role in developing economic, social and cultural relations among countries of the world.
a) Railway Transport  b) Motor Transport  c) Ocean Transport  d) Land Transport

17. Transport could be used in such place where other means of transport are not possible.
a) Road  b) Railway  c) Water  d) Air

18. transport is the fastest and the costliest mode of transport.
a) Road  b) Air  c) Water  d) Railway

19. Transport it is not suitable for the goods which are to be carried urgently and speedily.
a) Road  b) Railway  c) Water  d) Air

20. Air Transport is not suitable for carrying .
   a) Light weight goods  b) Perishable goods  c) Cheap goods  d) Heavy and Bulky goods

21. are ocean-going ships which are specially designed to carry crude-oil, petroleum products.
a) Liners  b) cargo liners  c) Tankers  d) Container ships

22. The liability of common carrier is governed by Carriers Act 1865.

23. is a person who is engaged in the business of carrying goods for hire for all.
a) Charterer  b) Public Carrier  c) Private Carrier  d) Common Carrier

24. is engaged in a casual occupation and carries goods under a special contract.
   a) Common Carrier  b) Private Carrier  c) Public Carrier  d) Charterer
25. _____________ is responsible for loss or damage only when the negligence of carrier present directly.
   a) Private Carrier  b) Common Carrier  c) Charterer
   d) Public Carrier

26. In ___________, there is insurance for goods and the carrier is responsible for loss or damage to goods.
   a) Private Carrier  b) Common Carrier  c) Charterer
   d) Public Carrier

27. Bill of Lading is a document issued by the shipping company and signed by the __________ of the ship.
   a) Owner  b) Consignee  c) Consignor  d) Captain

28. The person who hires the whole or substantial part of the ship is known as ____________.
   a) Charterer  b) Voyager  c) Consignee  d) Captain

29. The carriers accepting goods for transport issue __________ in the name of consignor or consignee.
   a) Charter party  b) Way bills  c) Railway Receipt  d) Bill of Lading

30. If the railway receipt is lost, the consignee obtains the goods by __________.
   a) Executing an indemnity bond  b) Obtaining a duplicate one
   c) Giving a personal surety  d) Paying a penalty

31. The _____________ is also an acknowledgement of receipt of goods for transport by the carrier.
   a) Bill of Lading  b) Railway Receipt  c) Way Bill  d) Charter Party

32. Air consignment Note is a document prepared by the consignor in __________ original parts.
   a) Two  b) Four  c) Three  d) Five

33. Which one of the following not covered under transport?
   a) Canal  b) River  c) Bullock Carts  d) Bill of lading

34. Transport creates __________ and __________ utilities.
   a) Risk, time  b) Place, risk  c) Place, time  d) Risk, person

35. In deserts __________ are used for transport.
   a) Elephants  b) Camel  c) Horses  d) Trucks

36. ___________ are dominant form of rural transport for goods and passenger traffic.
   a) Tramways  b) Bullock Carts  c) Railways  d) Donkeys
37. The object of production is
a) Exchange  b) Consumption c) Distribution d) Commerce

38. Transport facilitates migration of _______ from region to region and country to country.
a) Animals  b) People c) Vehicles d) Production

39. The ____________ declined and slowly disappeared with the increase in motor buses.
a) Tramways b) Railways c) Pack animals d) Camels

40. Like railway ___________ operate on rails and therefore cannot deviate from the set routes.
a) Tankers b) Liners c) Motor Lorries d) Tramcars

41. ___________ link up the villages with the nearby markets and railway stations.
a) Camels b) Bullock Carts c) Motor Lorries d) Trams

42. ___________ revolutionized the land transport system.
a) Tramways b) Motor Lorries c) Railways d) Pack animals

43. ___________ transport serves as a feeder to other forms of transport.
a) Motor  b) Railway c) Water  d) Air

44. ___________ is an important means of transport in all countries having a long coastline.
a) Overseas shipping  b) Coastal shipping c) Ocean shipping d) Tankers

45. ___________ carries huge quantities of cargo and a limited number of passengers.
a) Passenger Liners b) Tramps c) Container ship d) Cargo Liners

46. ___________ Transport is not suitable for the goods which are to be carried urgently and speedily.
a) Railway  b) Motor c) Air  d) Water

47. ___________ Transport is not suitable for carrying heavy and bulky goods like machinery, industrial goods.
a) Railway  b) Motor c) Air  d) Water

48. Air Transport now offers a tough competition to ocean going liners and ___________.
a) Motor b) Railway c) Water d) Air
49. Regularity of service, good speed and luxurious facilities to passengers are the special features of
a) Tramps  b) Passenger Liners  c) Container ship  d) Cargo Liners { }

50. _______ is specially constructed for the transport of cargo in containers.
   a) Tramps  b) Passenger Liners  c) Container ship  d) Cargo Liners { }

PRE-TEST (Chapter-II)

Duration: 30 Minutes       Max. Marks: 100

Read the following questions carefully and write the alphabet of the alternative, which you think correct in the given bracket. ( { } )

1. ________ Advertising reaches the readers at their homes through newspapers and journals.
   a) Press Media  b) Radio advertising  c) Film Advertising
   d) Television advertising { }

2. Poster comes under _________ advertising.
   a) Indoor  b) Outdoor  c) Direct  d) Promotional { }

3. Advertising appeals make people to use such articles, which may affect their health ________
   a) Social objections  b) Ethical objections  c) Historical objections
   d) Economical objections { }

4. Electric Display comes under __________
   a) Outdoor advertising  b) WEB advertising  c) Indoor advertising
   d) Direct advertising { }

5. This advertising can reach a very large number of potential buyers globally __________
   a) Show room advertising  b) Sky advertising  c) Web advertising
   d) Painted display advertising { }

6. It is an audio visual medium __________
   a) Radio  b) Film  c) Poster  d) Electric Display { }

7. This advertising reaches a large number of listeners both the educated and illiterate __________
   a) Web advertising  b) Newspaper advertising  c) Sky advertising
   d) Radio advertising { }

8. The purpose of advertising is to create a desire for the products among the __________
   a) Consumers  b) Manufacturers  c) Sellers  d) Salesman { }
9. Advertising in Newspapers, Magazines are called _________
   a) Radio advertising  b) Television Advertising
   c) Press Media advertising  d) Film Advertising

10. Television is the latest ___________ of mass communication.
    a) Outdoor Advertising  b) Indoor Advertising
    c) WEB Advertising  d) Direct Advertising

11. Printed leaflets containing business message distributed among the
    people are called _________
    a) Painted display  b) Sky advertising  c) Poster  d) Hand Bills

12. A close touch with the consumers is made possible through
    ____________
    a) Direct Mail advertising  b) Radio advertising
    c) Film Advertising  d) Television Advertising

13. This advertising has shortest life ________________
    a) Newspaper  b) Television  c) Window display  d) Radio

14. In ____________ Advertising, Worldwide advertisements are made
    possible with the help of multi channels.
    a) Newspaper  b) Television  c) Window display  d) Radio

15. ____________ Advertisement may not be effective with illiterate people.
    a) Internet  b) Television  c) Newspaper  d) Radio

16. Goods are displayed in front of the shops or at busy centres
    like cinema houses or railway station. This form of advertisement
    is ____________.
    a) Window Display  b) Exhibition  c) Trade Show  d) Television

17. Advertising forces people to desire and buy things which in fact, are
    not within their means: This is a/an ____________
    a) Economic objection  b) Historical Objection
    c) Ethical objection  d) Social objection

18. Film advertising is made in ____________
    a) homes  b) Schools  c) cinema theatres  d) colleges

19. Newspapers are a media of ____________
    a) Promotional advertising  b) Outdoor Advertising
    c) Indoor advertising  d) Direct Advertising

20. Advertisement informs consumers about the ____________
    a) prices of the goods  b) supply of the product
    c) quality of the product  d) all the above

21. Hand bills are ____________ means of advertising.
    a) cheap  b) Costly  c) personal  d) poster
22. Night time is the right time for __________ advertisements.
   a) Painted Display  b) Electric Display  c) Posters  d) Film

23. Advertisement helps to establish a direct contact between __________ and consumers.
   a) Consumers  b) Manufacturers  c) Sellers  d) Salesman

24. Through advertisement, the __________ have the previous knowledge about the product.
   a) Salesman  b) Manufacturers  c) Sellers  d) Consumers

25. Most of the advertisements contain tall claims and the consumers do not enjoy the true benefits. This is a/an __________
   a) Economic objection  b) Historical Objection  c) Ethical objection  d) Social objection

26. ________ is a suitable medium for goods requiring mass advertisement.
   a) Radio  b) Television  c) Window display  d) Newspaper

27. Press advertising means advertising through ________ and ________.
   a) Radio & Television  b) Newspaper & Magazine  c) Window & Painted display  d) Film & Posters

28. The readers of __________ can see the advertisement several times.
   a) Radio  b) Handbills  c) Magazines  d) Poster

29. __________ advertising reaches both the educated and the uneducated. The audiences are many in number.
   a) Radio  b) Poster  c) Window display  d) Newspaper

30. Advertising through __________ is short and pictorial presentation is not possible.
   a) Handbills  b) Poster  c) Radio  d) Newspaper

31. The most important advantage of advertising through __________ is the length of life.
   a) Radio  b) Magazines  c) Handbills  d) Poster

32. __________ advertising helps the uneducated also to understand. It is cheaper.
   a) Magazines  b) Poster  c) Newspaper  d) Radio

33. In __________ advertising, worldwide advertisements are made possible with the help of multi-channels.
   a) Internet  b) Television  c) Newspaper  d) Radio

34. __________ advertising combines both the appeals to senses of sound and senses of sight.
   a) Radio  b) Electric Display  c) Window display  d) Television
35. Commercial films and slides are shown before the regular films in theatres. This comes under _____________.
   a) Television Advertising  b) Radio Advertising 
c) Film Advertising  d) Sky Advertising  
36. ___________ advertising makes a mass appeal and covers all classes of people poor, middle and rich.
   a) Radio  b) Television  c) Poster  d) Film  
37. ______are used mostly by cinema producers, Political Parties, etc.,
   a) Newspapers  b) Handbills  c) Posters  d) Painted Display  
38. ____________ in an artistic work visible from a distant place.
   a) Painted Display  b) Electric Display 
c) Window display  d) Vehicular Advertising  
39. _______________ is switched on during night time. It is attractive and popular.
   a) Vehicular advertising  b) Electric Display 
c) Window display  d) Painted Advertising  
40. In _____________, kites and balloons are floated in the air with the advertisements printed on them.
   a) Painted advertising  b) Electric Display 
c) Window display  d) Sky Advertising  
41. In ____________, advertisements is made inside and the moving buses or trains.
   a) Electric Display  b) Vehicular Advertising 
c) Window display  d) Painted Advertising  
42. ___________ advertising is a very good medium to stress the brand names and package identity.
   a) Indoor  b) Promotional  c) Direct  d) Outdoor  
43. ____________ advertising cannot be used for introducing a new product but it is effective for reminder of existing products.
   a) Direct  b) Indoor  c) Outdoor  d) Promotional  
44. ___________ is made through sales letters, circulars, folders, booklets, catalogues, etc.
   a) Direct Mail advertising  b) Film advertising 
c) Radio Advertising  d) Promotional Advertising  
45. ____________ advertising is applicable to only industrial products, where the customers are limited.
   a) Film  b) Direct Mail  c) Radio  d) Promotional  

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46. Promotional Advertising is otherwise called as ________________.
   a) Direct Mail Advertising       b) Vehicular Advertising
   c) Purchase Point Advertising d) Film Advertising  { }

47. ______________ is a place where different Salesmen are appointed to give information about the goods to customers.
   a) Window Display  b) Exhibition  c) Trade Show  d) Show-room  { }

48. When a show-room is large and well designed, it creates an interest to buy in the minds of the ________________.
   a) Manufacturers  b) Customers  c) Sellers  d) Salesman  { }

49. ______________ are trade shows conducted by manufacturers to exhibit their products.
   a) Sky Advertising  b) Show rooms  c) Window display  d) Exhibitions  { }

50. ______________ disseminates information through internet. This enables buyer-seller transaction.
   a) Show room advertising  b) Web advertising  c) Sky advertising  d) Painted display advertising  { }

KEY: (Chapter-I)

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2. The __________ declined and slowly disappeared with the increase in motor buses.
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3. __________ transport is very well suited for short distance traffic.
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4. Rivers that are naturally navigable are called __________
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47. _______________ Transport is not suitable for the goods which are to be carried urgently and speedily.
   a) Railway  b) Motor  c) Air  d) Water  

48. _______________ is very well suited for short distance traffic and provides complete service to businessmen.
   a) Motor Transport  b) Pack animals  
   c) Air Transport  d) Water transport  

49. _______________ transport is the fastest and the costliest mode of transport.
   a) Road  b) Air  c) Water  d) Railway  

252
50. Transport it is not suitable for the goods which are to be carried urgently and speedily.
a) Road  b) Railway  c) Water  d) Air

POST-TEST (Chapter-II)

Duration: 30 Minutes  Max.Marks: 50

Read the following questions carefully and write the alphabet of the alternative, which you think correct in the given bracket. ( {} )

1. Through advertisement, the ____________ have the previous knowledge about the product.
   a) Salesman  b) Manufacturers  c) Sellers  d) Consumers

2. Most of the advertisements contain tall claims and the consumers do not enjoy the true benefits. This is a/an ____________
   a) Economic objection  b) Historical Objection  c) Ethical objection  d) Social objection

3. ____________ is a suitable medium for goods requiring mass advertisement.
   a) Radio  b) Television  c) Window display  d) Newspaper

4. Electric Display comes under ____________
   a) Outdoor advertising  b) WEB advertising  c) Indoor advertising  d) Direct advertising

5. This advertising can reach a very large number of potential buyers globally ____________
   a) Show room advertising  b) Sky advertising  c) Web advertising  d) Painted display advertising

6. It is an audio visual medium ____________
   a) Radio  b) Film  c) Poster  d) Electric Display

7. This advertising reaches a large number of listeners both the educated and illiterate ____________
   a) Web advertising  b) Newspaper advertising  c) Sky advertising  d) Radio advertising

8. The purpose of advertising is to create a desire for the products among the ____________
   a) Consumers  b) Manufacturers  c) Sellers  d) Salesman

9. Advertising in Newspapers, Magazines are called ____________
   a) Radio advertising  b) Television Advertising  c) Press Media advertising  d) Film Advertising

253
10. Television is the latest __________ of mass communication.
   a) Outdoor Advertising   b) Indoor Advertising
   c) WEB Advertising      d) Direct Advertising

11. Printed leaflets containing business message distributed among the people are called __________
   a) Painted display b) Sky advertising c) Poster d) Hand Bills

12. A close touch with the consumers is made possible through __________
   a) Direct Mail advertising b) Radio advertising
c) Film Advertising      d) Television Advertising

13. This advertising has shortest life __________
   a) Newspaper  b) Television  c) Window display  d) Radio

14. __________ Advertising reaches the readers at their homes through newspapers and journals.
   a) Press Media   b) Radio advertising
c) Film Advertising d) Television advertising

15. Poster comes under __________ advertising.
   a) Indoor  b) Outdoor  c) Direct  d) Promotional

16. Advertising appeals make people to use such articles, which may affect their health __________
   a) Social objections b) Ethical objections
c) Historical objections d) Economical objections

17. In __________ Advertising, Worldwide advertisements are made possible with the help of multi channels.
   a) Newspaper b) Television c) Window display d) Radio

18. __________ Advertisement may not be effective with illiterate people.
   a) Internet   b) Television  c) Newspaper  d) Radio

19. Goods __________ displayed in front of the shops or at busy centre like cinema houses or railway station. This form of advertisement is __________
   a) Window Display b) Exhibition c) Trade Show d) Television

20. __________ is a place where different Salesmen are appointed to give information about the goods to customers.
   a) Window Display b) Exhibition c) Trade Show d) Show-room

21. When a show-room is large and well designed, it creates an interest to buy in the minds of the __________.
   a) Manufacturers  b) Customers  c) Sellers  d) Salesman
22. In ______________, advertisements is made inside and the moving buses or trains.
   a) Electric Display   b) Vehicular Advertising
c) Window display   d) Painted Advertising

23. ____________ advertising is a very good medium to stress the brand names and package identity.
   a) Indoor b) Promotional c) Direct d) Outdoor

24. _______________ are trade shows conducted by manufacturers to exhibit their products.
   a) Sky Advertising  b) Show rooms c) Window display d) Exhibitions

25. Advertisement informs consumers about the ________________
   a) prices of the goods   b) supply of the product
c) quality of the product   d) all the above

26. __________ disseminates information through internet This enables buyer-seller transaction.
   a) Show room advertising b) Web advertising
c) Sky advertising   d) Painted display advertising

27. __________ advertising combines both the appeals to senses of sound and senses of sight.
   a) Radio b) Electric Display c) Window display d) Television

28. Commercial films and slides are shown before the regular films in theatres. This comes under ____________.
   a) Television Advertising  b) Radio Advertising
   c) Film Advertising   d) Sky Advertising

29. __________ advertising makes a mass appeal and covers all classes of people poor, middle and rich.
   a) Radio b) Television c) Poster d) Film

30. Hand bills are ____________ means of advertising.
   a) cheap b) Costly c) personal d) poster

31. Night time is the right time for ____________ advertisements.
   a) Painted Display b) Electric Display c) Posters d) Film

32. Advertisement helps to establish a direct contact between ______________ and consumers.
   a) Consumers b) Manufacturers c) Sellers d) Salesman

33. Press advertising means advertising through _____ and ________.
   a) Radio & Television b) Newspaper & Magazine
c) Window & Painted display d) Film & Posters
34. The readers of ______ can see the advertisement several times.
   a) Radio  b) Handbills  c) Magazines  d) Poster  

35. ______ advertising reaches both the educated and the uneducated. The audiences are many in number.
   a) Radio  b) Poster  c) Window display  d) Newspaper  

36. Advertising through ______ is short and pictorial presentation is not possible.
   a) Handbills  b) Poster  c) Radio  d) Newspaper  

37. The most important advantage of advertising through ______ is the length of life.
   a) Radio  b) Magazines  c) Handbills  d) Poster  

38. Newspapers are a media of ______
   a) Promotional advertising  b) Outdoor Advertising  
   c) Indoor advertising  d) Direct Advertising  

39. ______ advertising helps the uneducated also to understand. It is cheaper.
   a) Magazines  b) Poster  c) Newspaper  d) Radio  

40. In ______ advertising, worldwide advertisements are made possible with the help of multi channels.
   a) Internet  b) Television  c) Newspaper  d) Radio  

41. ______ are used mostly by cinema producers, Political Parties, etc.,
   a) Newspapers  b) Handbills  c) Posters  d) Painted Display  

42. ______ in an artistic work visible from a distant place.
   a) Painted Display  b) Electric Display  
   c) Window display  d) Vehicular Advertising  

43. ______ is switched on during night time. It is attractive and popular.
   a) Vehicular advertising  b) Electric Display  
   c) Window display  d) Painted Advertising  

44. In ____________, kites and balloons are floated in the air with the advertisements printed on them.
   a) Painted advertising  b) Electric Display  
   c) Window display  d) Sky Advertising  

45. Promotional Advertising is otherwise called as ______.
   a) Direct Mail Advertising  b) Vehicular Advertising  
   c) Purchase Point Advertising  d) Film Advertising  

46. ______ advertising cannot be used for introducing a new product but it is effective for reminder of existing products.
   a) Direct  b) Indoor  c) Outdoor  d) Promotional { }

47. ______ is made through sales letters, circulars, folders, booklets, catalogues, etc.
   a) Direct Mail advertising  b) Film advertising  c) Radio Advertising  d) Promotional Advertising { }

48. ______ advertising is applicable to only industrial products, where the customers are limited.
   a) Film  b) Direct Mail  c) Radio  d) Promotional { }

49. Advertising forces people to desire and buy things which in fact, are not within their means: This is a/an ______
   a) Economic objection  b) Historical Objection  c) Ethical objection  d) Social objection { }

50. Film advertising is made in ______
   a) the homes  b) Schools  c) cinema theatres  d) colleges { }

KEY: (Chapter-I)

| 1) | b | 6) | c | 11) | b | 16) | c | 21) | c | 26) | b | 31) | d | 36) | a | 41) | c | 46) | c |
| 2) | a | 7) | c | 12) | a | 17) | d | 22) | c | 27) | b | 32) | b | 37) | a | 42) | b | 47) | c |
| 3) | b | 8) | d | 13) | b | 18) | b | 23) | d | 28) | d | 33) | b | 38) | b | 43) | b | 48) | a |
| 4) | d | 9) | c | 14) | d | 19) | c | 24) | c | 29) | a | 34) | c | 39) | c | 44) | d | 49) | b |
| 5) | c | 10) | b | 15) | c | 20) | c | 25) | a | 30) | c | 35) | b | 40) | d | 45) | b | 50) | c |

KEY: (Chapter-II)

| 1) | d | 6) | b | 11) | d | 16) | b | 21) | b | 26) | b | 31) | b | 36) | c | 41) | c | 48) | c |
| 2) | d | 7) | d | 12) | a | 17) | b | 22) | b | 27) | d | 32) | b | 37) | b | 42) | a | 47) | a |
| 3) | d | 8) | a | 13) | a | 18) | c | 23) | d | 28) | c | 33) | b | 38) | c | 43) | b | 48) | b |
| 4) | a | 9) | c | 14) | a | 19) | a | 24) | d | 29) | d | 34) | c | 39) | d | 44) | d | 49) | a |
| 5) | c | 10) | b | 15) | b | 20) | d | 25) | d | 30) | a | 35) | a | 40) | b | 45) | c | 50) | c |
## Appendix-IV

**LIST OF STUDENTS (Girls)**

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Control Group</th>
<th>Experimental Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ARUNA GAYATHIRI.S</td>
<td>CHANTELLINE.I</td>
</tr>
<tr>
<td>2</td>
<td>JAYARANI.S</td>
<td>GAYATHIRI.L</td>
</tr>
<tr>
<td>3</td>
<td>KALMEENA MARY.F</td>
<td>ISHWARIYA.R</td>
</tr>
<tr>
<td>4</td>
<td>MADUMOZHI.M</td>
<td>LAKSHMI.G</td>
</tr>
<tr>
<td>5</td>
<td>MANIMOZHI.M</td>
<td>LOURDU MARY.P</td>
</tr>
<tr>
<td>6</td>
<td>MANJULA.R</td>
<td>MADHUMATHI.M</td>
</tr>
<tr>
<td>7</td>
<td>SUMATHI.M</td>
<td>POONAM.R</td>
</tr>
<tr>
<td>8</td>
<td>SUMATHI.V</td>
<td>POONGAVANAM.S</td>
</tr>
<tr>
<td>9</td>
<td>CHITRAKALA.T</td>
<td>SEETHA.G</td>
</tr>
<tr>
<td>10</td>
<td>JAYA.N</td>
<td>SUBATHRA.A</td>
</tr>
<tr>
<td>11</td>
<td>SUMITHIRAI.G</td>
<td>VALARMATHI.K</td>
</tr>
<tr>
<td>12</td>
<td>VIJAYA NIRMALA.V</td>
<td>VASANTHI.S</td>
</tr>
<tr>
<td>13</td>
<td>JOTHILAKSHMI.M</td>
<td>THIRUPUGAZHSELVI.M</td>
</tr>
<tr>
<td>14</td>
<td>GANGAMMA.A</td>
<td>POORANI.S</td>
</tr>
<tr>
<td>15</td>
<td>MEERA.S</td>
<td>SASIREKHA.G</td>
</tr>
</tbody>
</table>
Appendix-V

LIST OF STUDENTS (Boys)

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Control Group</th>
<th>Experimental Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>K.SATHISH</td>
<td>E.ARULRAJ</td>
</tr>
<tr>
<td>2</td>
<td>V.ISAIARASAÑ</td>
<td>A.RAGURAMAN</td>
</tr>
<tr>
<td>3</td>
<td>A.SIVASUBRAMANIAN</td>
<td>B.STEPHEN</td>
</tr>
<tr>
<td>4</td>
<td>S.KARUNANIDHI</td>
<td>H.HASAN</td>
</tr>
<tr>
<td>5</td>
<td>V.VIVEK</td>
<td>P.BARATHAN</td>
</tr>
<tr>
<td>6</td>
<td>A.JANARTHANAN</td>
<td>B.PHAVAN</td>
</tr>
<tr>
<td>7</td>
<td>S.KARTHIK</td>
<td>M.PRABU</td>
</tr>
<tr>
<td>8</td>
<td>D.RAJESH</td>
<td>S.MANIMARAN</td>
</tr>
<tr>
<td>9</td>
<td>S.KEERTHI</td>
<td>R.SRIDHARAN</td>
</tr>
<tr>
<td>10</td>
<td>S.SIVAKUMAR</td>
<td>L.MELVIN</td>
</tr>
<tr>
<td>11</td>
<td>B.MANIMARAN</td>
<td>R.KANNAN</td>
</tr>
<tr>
<td>12</td>
<td>K.AGASH</td>
<td>M.PALLAVARAJ</td>
</tr>
<tr>
<td>13</td>
<td>MOHAMED IBRAHIM</td>
<td>A.PREMKUMAR</td>
</tr>
<tr>
<td>14</td>
<td>M.PRABAKARAN</td>
<td>A.ANBARASAN</td>
</tr>
<tr>
<td>15</td>
<td>S.BARANIDHARAN</td>
<td>A.AGILAN</td>
</tr>
</tbody>
</table>
Appendix-VI

LEARNER’S ATTITUDE SCALE

INTERVIEW SCHEDULE

Please read the following statements carefully and put the tick (✓) mark over the option of your choice.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Items</th>
<th>Never</th>
<th>Rarely</th>
<th>Sometimes</th>
<th>Often</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I do not feel insecure when others talk about Computer aided Instruction.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>2</td>
<td>In my view learning with Computer aided Instruction would be enjoyable and stimulating.</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>3</td>
<td>It is not at all problem for me to learn through Computer aided Instruction.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>I consider the Computer aided Instruction is a substitute for face-to-face lectures.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>I consider the background music of CAI – CD would benefit.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>I consider the “Back” button of CAI – CD would benefit.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>I am confident of learning with Computer aided Instruction.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>8</td>
<td>I have confidence that I could understand a Computer aided instruction.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>I can substitute the use of Computer aided instructional material by any other way.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>I consider the Computer based teaching of Commerce is worthwhile.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>I feel at home when I learn with Computer aided Instruction.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Learning through Computers aided Instruction is very useful.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>I will use Computer aided instructional material to learn various subjects in my life.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>I feel that Computer based teaching enables me to get good grade.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>I have plenty of self-confidence when learn with Computer aided Instruction.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>I consider the Computer aided Instruction - CD is a quick learning device.</td>
<td></td>
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</tr>
<tr>
<td>---</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>I consider the text for each module of CAI-CD is elaborative.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>I consider the Multiple-choice type self-assessment questions of CAI-CD would benefit.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>19</td>
<td>I consider the design of screen menus of Computer aided Instruction CD would benefit.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>20</td>
<td>I consider the flash animated pictures of CAI-CD would benefit.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>I consider the text presentation of Computer aided Instruction CD is good.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Problems in Computer aided Instruction**

<table>
<thead>
<tr>
<th></th>
<th>I am not capable of doing well with Computer aided Instruction.</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td>I am in a confused state whenever small operating error takes place.</td>
</tr>
<tr>
<td>24</td>
<td>Computer aided Instruction makes me disturbed and confused.</td>
</tr>
<tr>
<td>25</td>
<td>It appears that using Computer aided Instruction would be very hard for me.</td>
</tr>
<tr>
<td>26</td>
<td>Learning through Computer aided instruction does not have personal touch i.e. simply mechanical.</td>
</tr>
</tbody>
</table>

**Student's Information**

Name of the student:

Name of the School:

Community: BC / OBC / MBC / OC / SC / ST

Course: 11th / 12th

Age: 16-17 / 18-20

Sex: Male / Female
Appendix-VII

Scores of Control Group and Experimental Group in Pre-Test, Post-Test-I & Post-Test-II (Girls)

Maximum Marks: 100

<table>
<thead>
<tr>
<th>SI.NO</th>
<th>CONTROL GROUP</th>
<th>EXPERIMENTAL GROUP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(Girls)</td>
<td>(Girls)</td>
</tr>
<tr>
<td></td>
<td>Pre-Test</td>
<td>Post-Test-I</td>
</tr>
<tr>
<td>1</td>
<td>39</td>
<td>50</td>
</tr>
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</table>
## Appendix-VIII

### Attitude Scores of Experimental Group (Girls)

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Name of the Student</th>
<th>Attitude Scores of Experimental Group (Girls)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Pre-Treatment</td>
</tr>
<tr>
<td>1</td>
<td>CHANTELLE.I</td>
<td>85</td>
</tr>
<tr>
<td>2</td>
<td>GAYATHIRI.L</td>
<td>69</td>
</tr>
<tr>
<td>3</td>
<td>ISHWARIYA.R</td>
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<tr>
<td>4</td>
<td>LAKSHMI.G</td>
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<td>LOURDU MARY.P</td>
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<tr>
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<td>MADHUMATHI.M</td>
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<td>POONAM.R</td>
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<td>POONGAVANAM.S</td>
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<td>VALARMATHI.K</td>
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<td>THIRUPUGAZHSELVI.M</td>
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<td>POORANI.S</td>
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<td>15</td>
<td>SASIREKHA.G</td>
<td>38</td>
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</tbody>
</table>
Appendix-IX

Scores of Control Group and Experimental Group in Pre-Test, Post-Test-I & Post-Test-II (Boys)

Maximum Marks: 100

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## Appendix-X

### Attitude Scores of Experimental Group (Boys)

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</table>
This is to certify that Thiru N. DJEASSILANE, Instructor of this Institution handled Computer Aided Instruction classes in Commerce to the XI standard students of our School and also conducted tests periodically in connection with his research work.
This is to certify that Thiri N. DEASSILANE, Instructor, Sri NKC Govt. Hr. Sec. School, Kurusukuppam, Pondicherry-12, handled computer aided instruction classes in Commerce to the XI-Std. students of our school and also conducted tests periodically in connection with his research work.

S. RAGHUBALAN
PRINCIPAL
S. RAGHUBALAN
VICE - PRINCIPAL
JEEVANANDAM GOVT. HR. SEC. SCHOOL,
KARAMANIKUPPAM,
PONDICHERRY - 605 004.