I Semester B.Com./B.B.A. Degree Examination, May/June - 2022

GENERIC ENGLISH

Paper-I: Language English - I

(CBCS Semester Scheme NEP [Freshers] 2021-22 batch)

ENVISION-I

Time : 2½ Hours   Maximum Marks : 60

Instructions: 1)   Read all the instructions carefully and write answers.

2)   Write the question number correctly.

SECTION - A
(Workbook)

I.   Read the following passage and answer the questions set on it: (5×1=5)

On February 3, 1956, Autherine Lucy became the first African American student to attend the University of Alabama, although the Dean of Women refused to allow Autherine to live in a university dormitory. White students rioted in protest of her admission, and the federal government had to assume command of the Alabama National Guard in order to protect her. None the less, on her first day in class, Autherine bravely took a seat in the front row. She remembers being surprised that the professor of the class appeared not to notice she was even in class. Later, she would appreciate his seeming indifference, as he was one of only a few professors to speak out in favour of her right to attend the university.

For protection, Autherine was taken in and out of classroom buildings by the back door and driven from class to class by an assistant to the university president. The students continued to riot, and one day, the windshield of the car she was in was broken. University officials suspended her, saying it was for her own safety. When her attorney issued a statement in her name protesting her suspension, the university used it as grounds for expelling her for insubordination. Although she never finished her education at the University of Alabama, Autherine Lucy's courage was an inspiration to African -American students who followed her lead and desegregated universities all over the United States.

1.   According to the passage, what did Autherine Lucy do on her first day at the University of Alabama?

a)   She moved into a dormitory.

b)   She sat in the front row of her class.

c)   She became terrified of the white rioters.

d)   She was be friended by an assistant of the university president.

2. What did the federal government do in order to protect Autherine Lucy?

3. Autherine Lucy never graduated from the university of Alabama. True/False.

4. According to the passage, which of the following is true?

   a) The Alabama National Guard is normally under the command of the U.S. Army.

   b) In 1956, the only segregated university in the United States was in Alabama.

   c) Autherine Lucy was escorted to and from class by the university president's assistant.

   d) A few white students at the university were pleased that Autherine Lucy was a student there.

5. Suggest a suitable Title to the passage.

II. The following table shows the Body Mass Index (BMI) relating to a person's weight to his or herheight.Clinical Researchers use The Following Guide-lines regarding a person's BMI and possible health risks. Read the table and answer the questions set on it. (5)

BMI Category	Health risk based solely on BMI	Risk adjusted for the presence of Other health Conditions and /or risk factors
19-24	Minimal	Low
25-26	Low	Moderate
27-29	Moderate	High
30-34	High	Very high
35-39	Very high	Extremely high

1. In the 35-39 BMI range, what is the risk basedsolely on BMI?

   a) Low

   b) Moderate

   c) High

   d) Very high

2. In what range is BMI considered a minimal health risk?

   a) 19-24

   b) 25-26

   c) 27-29

   d) 30-34

3. The following are categories for the BMI chart except _____

   a) BMI

   b) Health Risk

   c) Risk Adjusted for Other Health conditions

   d) Heart rate

4. In the 27-29 BMI range, what is the risk based solely on BMI?

   a) Minimal

   b) Low

   c) Moderate

   d) High

5. In 34-39 BMI range risk adjusted for the presence of other health conditions and risk factors is extremely high. True/False.

III **Answer the following questions on Listening Skills:** (3×1=3)

1. Give an example of hearing.

2. Listening skills require conscious efforts. True/False.

3. What is Appreciative Listening?
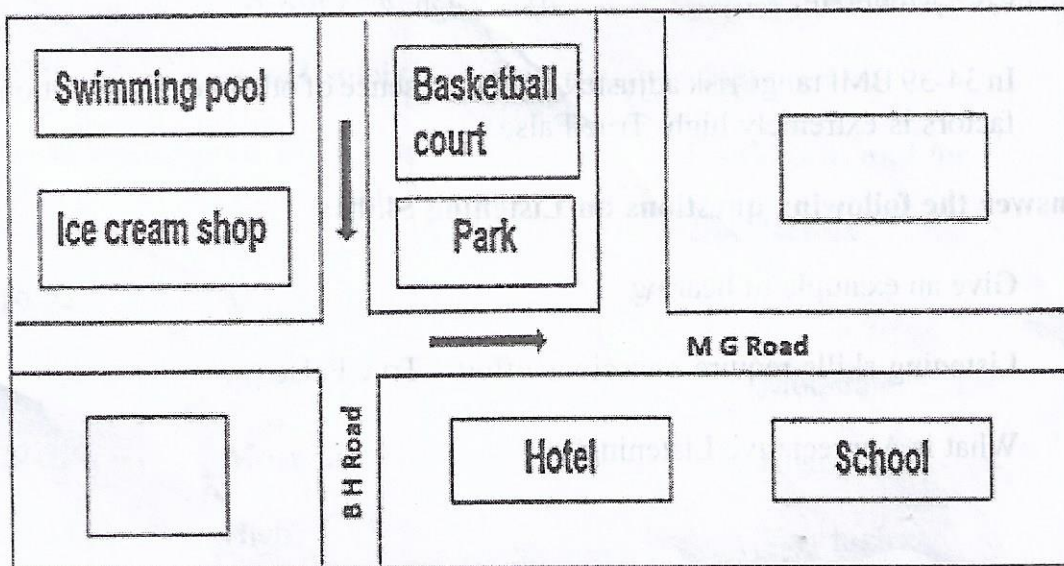
IV   Do as directed:

1. Introduce yourself to the NSS officer of your college.   (2)

2. Request the Student Council Co-Ordinator to give you an opportunity to be the host of a cultural event.   (2)

3. Express the words of appreciation to your opponent team on winning the Trophy.   (2)

4. Enquire at the college office for the details of a diploma course in Human Resource Management.   (2)

5. How will you seek permission from your class teacher for the extension date for the assignment submission?   (2)

V.   (A) Give instructions to your brother to clean the window pane.

(OR)

Give instructions to a customer to insert a SIM card in his new smart phone.   (5)

(B) Look at the map and give directions to your classmate to reach school from swimming Pool.   (2)

VI. **Do as directed:**

1. Frame questions so as to get the underlined word/s as the answer: (3)

    a) The library is <u>right across the street.</u>

    b) This red shirt costs <u>five hundred rupees.</u>

    c) Columbus discovered America in <u>1492 A.D.</u>

2. Add suitable question tags to the following sentences: (2)

    a) Akshay booked the tickets to London yesterday, _____?

    b) She doesn't like strawberries, _____?

3. **Fill in the blanks with suitable options given in the brackets.**   (3)

    a) The family _____ (enjoy/enjoys) watching movies together.

    b) Surabhi _____ (has/have) a lot of work to complete to night.

    c) Ten dollars _____ (is/are) the price of admission to the event.

4. **Use the correct form of the word given in brackets and fill the blanks:**   (2)

    a) These new cars are much more _____ than the older models.
        (ECONOMY)

    b) You can wear your shirt and a pair of jeans. It's an _____ event.
        (FORMAL)

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SECTION - B

(Course book)

VII Answer any FIVE of the following in a word or a phrase or a sentence: (5×1=5)

1. What was Ashoke reading about in the newspaper in the short story 'Acceptance'?

2. Who did Naemeka marry in the short story 'Marriage is a Private Affair' ?

3. What is found in the 'chronicles of wasted time' according to Shakespeare?

4. When will the Earth's gifts be abundant according to Khalil Gibran?

5. The bio-diesel conference was held at Rashtrapathi Nilayam in Secunderabad.

(True/False)

6. Which were the careers earmarked for women before the introduction of computers according to 'Freedom and Choice' ?

VIII Answer any ONE of the following in about a page: (1×5=5)

1. How does the speaker praise the beauty of his friend in Sonnet 106?

2. Why was the situation at Ashoke Srinivasan's home tense in the short story 'Acceptance'?

3. Write a note on the out comes of nano technology conference as stated in 'Towards a competitive Nation'.

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IX Answer any **ONE** of the following in about two pages: (1×10=10)

1. Why was the relationship between Okeke and Naemeka estranged in the short story 'Marriage is a Private Affair?

2. Sum up the views of Khalil Gibran on buying and selling.

3. What are the new venues of employment in the era of computers according to 'Freedom and Choice'.

I Semester B.B.A./B.H.M./M.T.A./B.B.A.(Aviation) Degree Examination, May/June - 2022
LANGUAGE HINDI UNDER (AECC)
Katha Aur Vyakaran
(NEP Semester Freshers Scheme)
Paper - I

Time : 2½ Hours   Maximum Marks : 60

I. निम्नलिखित प्रश्नों के उत्तर एक शब्द या वाक्य में लिखिए।   (10×1=10)

1) टीकम अपनी पढ़ाई किस विषय में कर रहा था?

2) 'कुसुम कथा' कहानी के रचनाकार कौन हैं?

3) टीकम को किस नौकरी का शौक था?

4) लेखक अपनी व्यवस्थाओं की तुलना किससे करते हैं?

5) ''जीवन का अर्थ' कहानी का नायक कौन है?

6) गाँव में किसने मंदिर बनवाया था?

7) गूँगा अपनी भावनाओं को कैसे व्यक्त करता था?

8) 'कुसुम–कथा' में चित्रित बुआ का नाम क्या है?

9) निर्मला किसकी उपासिका थी?

10) बाबू रमाकान्त क्या करते थे?

II. किन्ही दो का संदर्भसहित व्याख्या कीजिए।   (2×7=14)

1) 'पुजारी जी! सुबह–सुबह कहाँ धावा बोल रहे हो! खैरियत तो है न।'

2) मै जानती हूँ कि यह दुविधा भरा सवाल नया नहीं है।

3) जब इस जीवन में कोई सुख ही नहीं रहा तो जीकर क्या करेंगे?

III. 'नदी गायब है' कहानी का सार लिखकर उसकी विशेषताओं पर प्रकाश डालिए।   (1×16=16)

(अथवा)

'कुसुम कथा' कहानी के आधार पर 'बुआ' का चरित्र-चित्रण लिखिए।

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IV. किसी एक पर टिप्पणी लिखिए।   (1×5=5)

1) मोटेराम

2) टीकम

V. किन्ही तीन प्रश्नों के उत्तर लिखिए।   (3×5=15)

अ) विशेषण की परिभाषा लिखकर उसके प्रकारों को सोदाहरण समझाइए।

आ) वचन बदलिए :—

1) लता।

2) गुडिया।

3) बहु।

4) घर।

5) किताब।

इ) क्रिया किसे कहते है? क्रिया के भेदों को उदाहरण सहित समझाइए।

ई) लिंग बदलिए :—

1) हिरण।

2) सिंह।

3) नौकर।

4) माता।

5) सास।

उ) कारक विभक्ति चिन्हों से रिक्त स्थान की पूर्ति कीजिए :—

1) सीता राम .... पत्नी है।

2) उसके हाथ .... गुलाब है।

3) सुरेश अभी घर .... निकला।

4) राजू .... खाना खाया।

5) मेज .... पुस्तक है।

I Semester B.B.A./B.B.A.M. Degree Examination, May/June - 2022

ಕನ್ನಡ ಭಾಷೆ

ನಿರ್ವಹಣಾ ಸೌರಭ – 1

(NEP Freshers Scheme)

Paper : I

Time : 2½ Hours   Maximum Marks : 60

I. ಈ ಕೆಳಗಿನ ಐದು ಪ್ರಶ್ನೆಗಳಿಗೆ ನಾಲ್ಕು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ.   (5×2=10)

1) ಪ್ರತಾಪ ಕುಮಾರಿಯು ಸೆರೆಮನೆಯಲ್ಲಿದ್ದ ಚಿನ್ನವೆಂಕಟರಾಯನನ್ನು ಪಾರು ಮಾಡಿದ ಬಗೆ.

2) ನಾಗರಿಕ ಜಗತ್ತು ಭಾಷಾವಿನಾಶ ಪ್ರಕ್ರಿಯೆಗೆ ಬಳಸುತ್ತಿರುವ ಎರಡು ಪ್ರಬಲ ಅಸ್ತ್ರಗಳು.

3) ಉದಯೋನ್ಮುಖ ಬರಹಗಾರನು ಬರವಣಿಗೆಯಲ್ಲಿ ತೊಡಗಿಸಿಕೊಳ್ಳುವ ಮುನ್ನ ಸಿದ್ಧನಾಗುವ ಬಗೆ.

4) ಕೆ.ಕೆ. ಹೆಬ್ಬಾರರ ಬಾಲ್ಯ.

5) ತಂಗಿ ಹೂವಿನ ಗಿಡವಾಗುತ್ತಿದ್ದ ಬಗೆ.

6) ಸಮಾಜ ಬಾಲ್ಯದಿಂದಲೇ ಹೆಣ್ಣುಮಕ್ಕಳಿಗೆ ವಿಧಿಸಿರುವ ಕೆಲಸಗಳು.

7) ಕೃಷ್ಣ ಮತಕ್ಕೆ ಹೋಗಲು ಸಾಧ್ಯವಾಗದೆ ನಿರಾಸೆಹೊತ್ತು ಕಣ್ಣೇರಿಡುತ್ತಿದ್ದ ಪತ್ನಿಯನ್ನು ಕವಿ ಸಂತೈಸಿದ ಬಗೆ.

8) ಏಳುವ ಮುನ್ನವೇ ಹೆಂಡತಿಯನ್ನು ಗಂಡನು ಹೇಗೆ ಕೆಣಕಿದನು ?

II. ಈ ಕೆಳಗಿನ ನಾಲ್ಕು ಪ್ರಶ್ನೆಗಳಿಗೆ ಹತ್ತು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ.   (4×5=20)

1) ದೊರೆಯ ಮಗ ತನ್ನ ಹೆಂಡತಿಯನ್ನು ಪುನಃ ಪಡೆದ ಬಗೆ.

2) ಲಿಂಗಾಧಾರಿತ ಶ್ರಮವಿಭಜನೆಯಿಂದಾಗಿ ಹೆಣ್ಣುಮಕ್ಕಳು ಅನುಭವಿಸುತ್ತಿರುವ ಮಾನಸಿಕ ಹಾಗೂ ದೈಹಿಕ ಯಾತನೆಗಳು.

3) ಕದ್ದುಮುಚ್ಚಿ ಕಲ್ಲಾಂಬುವನ್ನು ತಿನ್ನಲು ಹೋದಾಗ ರಾಯರಿಗಿದ್ದ ಆತಂಕ.

4) ಕನ್ನಡನಾಡಿನ ಹಿರಿಮೆಯನ್ನು ಕವಿ ಹೇಗೆ ವರ್ಣಿಸಿದ್ದಾರೆ ?

5) ಬರಹಗಾರನಾಗಬೇಕೆಂದು ಬಯಸುವವರು ಮೈಗೂಡಿಸಿಕೊಳ್ಳಬೇಕಾದ ಯಾವುದೇ ಐದು ಅಭ್ಯಾಸಗಳು ಯಾವುವು ?

6) ಪತ್ನಿಯ ಮಣ್ಣಾದರೂ ಆಕೆಯ ಕೊನೆಯ ಆಸೆಯನ್ನು ಗಂಡನಾಗಿ ಗಾರುಡಿಗ ಕವಿ ತೀರಿಸಿದ ಬಗೆ.

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(2×10=20)

III. ಈ ಕೆಳಗಿನ ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಎರಡು ಪುಟಗಳಷ್ಟು ಉತ್ತರಿಸಿ.

1) ಎಚ್ಚಮನಾಯಕನ ಸ್ವಾಮಿನಿಷ್ಠೆ ಮತ್ತು ಶೌರ್ಯವನ್ನು ಬಣ್ಣಿಸಿ.

2) 'ಹೂವಾದ ಹುಡುಗಿ' ಜನಪದ ಕಥೆಯ ಸ್ವಾರಸ್ಯವನ್ನು ತಿಳಿಸಿ.

3) ಗಂಡ-ಹೆಂಡಿರ ನಡುವಿನ ಜಗಳ ಬದುಕನ್ನು ಹೇಗೆ ಅರ್ಥಪೂರ್ಣವಾಗಿಸುತ್ತದೆ ? ವಿವರಿಸಿ.

4) ಎಚ್. ನಾಗವೇಣಿಯವರ 'ಸಖೀಗೀತ' ಕಥೆಯಲ್ಲಿ ಗೌಡ ಮಾಸ್ಟರ್ ತನ್ನ ಮಡದಿಗೆ ಹೇಳುವ ಕಥೆಯ ಸ್ವಾರಸ್ಯವನ್ನು ವಿವರಿಸಿ.

IV. ಈ ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಹತ್ತು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ. (ಓದು ಪಠ್ಯ) (2×5=10)

1) ಶಿಕ್ಷಣದಲ್ಲಿ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಮಾಧ್ಯಮವನ್ನು ಆಯ್ಕೆ ಮಾಡಿಕೊಳ್ಳುವ ಸ್ವಾತಂತ್ರ್ಯ ಕೊಡಬೇಕೆ ? ಚರ್ಚಿಸಿ.

2) ನೀವು ಕೈಗೊಂಡ ಯಾವುದಾದರೊಂದು ಪ್ರವಾಸ ಕುರಿತು ಲೇಖನವನ್ನು ಬರೆಯಿರಿ.

3) ಎ.ಪಿ.ಜೆ. ಅಬ್ದುಲ್ ಕಲಾಂ ರವರ ತಾಯಿಯ ಆದರ್ಶವನ್ನು ಕುರಿತು ಬರೆಯಿರಿ.

4) ಆಧುನೀಕರಣ ಮತ್ತು ಸಾಮಾಜಿಕ ಬದಲಾವಣೆ.

I Semester B.B.A. Degree Examination, May/June - 2022
LANGUAGE SANSKRIT
Kumarasambhavam - V Sagra Grammar and Comprehension
(CBCS Scheme NEP 2021-22 Freshers)
Paper - I

Time : 2½ Hours   Maximum Marks : 60

Instructions to Candidates:- 1) Question No.I, V, and VI should be answered in Sanskrit.

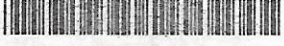   2) Answer in Sanskrit/ Kannada/ English.

I. समीचीनम् उत्तरं लिखत ।   (10×1=10)

ಸರಿಯಾದ ಉತ್ತರವನ್ನು ಆರಿಸಿ ಬರೆಯಿರಿ.

Select and write the correct answer.

1) कुमारसम्भवस्य कर्ता कः?

     a) भासः   b) भारविः   c) कालिदासः   d) सहीदासः

2) पार्वत्याः तपः प्रदेशः किमिति प्रचितः/थि।

     a) गौरीशिखरम्   b) मेरूशिखरम्   c) तुङ्गशिखरम्   d) देवभूमिः

3) हिमवतः पत्नी का?

     a) तिलोत्तमा   b) मेना   c) मालिनी   d) रम्भा

4) कालिदासस्य कृतिः का?

     a) किरातार्जुनीयम्   b) नैषधीयचरितम्   c) रघुवंशम्   d) शिशुपालवधम्

5) पार्वत्याः पिता कः?

     a) हिमालयः   b) महेन्द्रगिरिः   c) सह्याद्रिः   d) विन्ध्यापर्वतः

6) किं पावनं बभूव?

     a) तपोवनम्   b) चन्द्रवनम्   c) दण्डकारण्यम्   d) तरूवनम्

7) किं न अन्विष्यति?

   a) रत्नम्   b) कनकम्   c) पुष्पम्   d) कलत्रम्

8) पिनाकपाणिं वरयितुं का इच्छति?

   a) सरस्वती   b) पार्वती   c) लक्ष्मी   d) राधा

9) पार्वती कुत्र अशेत?

   a) स्थण्डिले   b) शय्यायाम्   c) शिलायां   d) पर्णेषु

10) शरीरबद्धः प्रथमाश्रमः इव कः भाति?

   a) मुनिः   b) जटिलः   c) सन्यासी   d) विष्णुः

II. द्वयोः प्रश्नयोः प्रबन्धरूपेण उत्तरं लिखत।   (2×8=16)

   ಯಾವುದಾದರೂ ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಪ್ರಬಂಧ ಬರೆಯಿರಿ.

   Write an essay on any two of the following :

   1) कालिदासस्य देशकालकृतीनां विषये लिखत।

      ಕಾಳಿದಾಸನ ದೇಶ-ಕಾಲ-ಕೃತಿಗಳನ್ನು ಕುರಿತು ಬರೆಯಿರಿ.

      Write about the life, date and works of Kalidasa.

   2) पार्वत्याः तपश्चर्यां विशदयत।

      ಪಾರ್ವತಿಯ ತಪಃಕ್ರಮಗಳನ್ನು ವಿವರಿಸಿ.

      Explain the practice of penance of parvathi.

   3) महाकाव्यानां लक्षणानि लिखत।

      ಮಹಾಕಾವ್ಯಗಳ ಲಕ್ಷಣಗಳನ್ನು ಬರೆಯಿರಿ.

      Write the characteristics of Mahakavyas.

III. त्रयाणां श्लोकानां अनुवादं कृत्वा विवृणुत।   (3×3=9)

   ಯಾವುದಾದರೂ ಮೂರು ಶ್ಲೋಕಗಳನ್ನು ಅನುವಾದಿಸಿ ತಾತ್ಪರ್ಯವನ್ನು ವಿವರಿಸಿ.

   Translate and explain any THREE shlokas.

   1) तथा समक्षं दहता मनोभवं पिनाकिना भग्नमनोरथा सति।
      निनिन्द रूपं हृदयेन पार्वती प्रियेषु सौभाग्यफला हि चारूता॥

   2) इति ध्रुवेच्छामनुशासती सतां शशाक मेना न नियन्तुमुद्यमात्।
      क निश्चयं इप्सितार्थस्थिर मनः पपश्च निम्नाभिमुखं प्रतिपयेत्॥

3) अथाजिनाषाढधरः प्रगल्भवाग् ज्वलन्निव ब्रह्ममयेन तेजसा।

विवेश कश्चिज्जटिलस्तपोवनं शरीरबद्धः प्रथमाश्रमो यथा।।

4) अतन्द्रिता सा स्वयमेव वृक्षकान् घटस्तनप्रसवणैर्व्यवर्धयत्।

गुहोऽपि येषां प्रथमाप्रजन्मनां न पुत्रवात्सल्यमपाकरिष्यति।।

5) शिलाशच्यां सा कृतरोमविक्रियां व्रताय मौञ्जी त्रिगुणा बभार याम्।

अकारि तत्पूर्वनिबद्ध्या तथा सरगमस्या रसनानुगुणास्पदम्।।

IV. द्वयोः वाक्ययोः सन्दर्भं विवृणुत।   (2×3=6)

एरडु वाक्यगळन्नु संदर्भसहित विवरिसि.

Explain with reference to context any Two of the following :

1) तपः क्व वत्से क्व च तावकं वपुः?

2) न धर्मवृद्धेषु वयः समीक्ष्यते।

3) पङ्कजं सशैवलासङ्गमपि प्रकाशते।

4) निषेदुषी स्थण्डिल एव केवले।

5) वदल्यपर्णेति च तां पुराविदः।

V. संस्कृत भाषया उत्तराणि लिखत।

अ) पश्चानां लिङ्गविभक्ति वचनानि लिखत।   (5×1=5)

  1) शिवस्य   2) वनानि

  3) लतया   4) गुरूणां

  5) पार्वती   6) शम्भुः

  7) सा   8) रामेण

आ) लकारपुरूषवचनानि लिखत।   (4×1=4)

  1) पठामि   2) रक्षति

  3) वदामः   4) गच्छतु

  5) अपठत्   6) वर्तते

  7) तिष्ठसि   8) निन्दन्ति

VI. इमं परिच्छेदं पठित्वा प्रश्नानामुत्तराणि लिखत ।   (5×2=10)

महाभारतस्य रचयिता श्रीवेदव्यासमहर्षिः। सः तत्र पात्रधारी अपि। यदा यदा पाण्डवाः दुःखिताः भवन्ति स्म। तदा श्रीवेदव्यासमुनिः आगत्य तेषां दुःखं परिहरति स्म। श्रीकृष्णः अपि सर्वविधं साहाय्यं विधाय पाण्डवान् पालयति स्म। अत एव कुन्ती कथयति – हे कृष्ण ! सर्वदा अस्माकं जीवने आपदः सन्तु। दुःखं भवतु। तदा भवान् आगत्य अस्मान् रक्षति इति विश्वासः अस्ति। सकलरक्षको, जगत्पतिः भवान् निरन्तरम् अस्मान् पालयतु इति प्रार्थयामि। एतेन अत्र भवतः दर्शनं भवति। अन्ते मोक्षोऽपि भविष्यति इति मम निश्चयः। कुन्त्या विश्वासः एषः।

1) महाभारतस्य रचयिता कः?

2) पाण्डवनां दुःखं कः परिहरति स्म?

3) श्रीकृष्णः कान् पालयति स्म?

4) अस्माकं जीवने आपदः सन्तु इति का कथयति?

5) अन्ते कः भविष्यति?

Reg. No.

I Semester BBA Degree Examination, May/June - 2022

BUSINESS ADMINISTRATION

Management Principles and Practice

(NEP Scheme)

Paper : 1.1

Time : 2½ Hours   Maximum Marks : 60

Instructions to Candidates : Answer Should be Written in English

SECTION - A

Answer any Five of the following questions. Each question carries Two Marks.
(5×2=10)

1. a) Write any two features of classical theory.

    b) What is management by objective?

    c) Define organising.

    d) What do you mean by directing?

    e) Write any four importance of communication

    f) Define Social responsibility

    g) Expand PERT

SECTION - B

Answer any Four of the following questions. Each question carries Five marks.
(4×5=20)

2. Explain the characteristics of Management.

3. Write the importance of decision making.

4. Explain any five principles of organisation.

5. How to overcome the barriers of communication

6. Explain any five Importance of Co-ordination.

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SECTION - C

Answer any Two of the following questions. Each question carries Twelve marks.

(2×12=24)

7. Explain Henry fayol's 14 principles of management.

8. Elaborate nature and importance of staffing.

9. Explain maslow's need hirarchy theory.

SECTION - D

Answer any One of the following questions. Each question carries Six marks.

(1×6=6)

10. What is meant by a chart? Write an Organisational chart of any organisation.

11. Discuss the Corporate social responsibility activities of any organisation.

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I Semester B.B.A. Degree Examination, May/June- 2022

BUSINESS ADMINISTRATION

Marketing Management

(NEP Scheme)

Time : 2½ Hours   Maximum Marks : 60

Instructions to Candidates: Answer Should be written in English only

SECTION - A

1. Answer any Five of the following questions. Each question carries two Marks.
                                                                        (5×2=10)

   a) Define Digital Marketing?

   b) What are the Elements of Promotion mix?

   c) What is consumer marketing?

   d) Define E-Tailing?

   e) What is Branding?

   f) What is SWOT Analysis?

   g) Define Relationship Marketing?

SECTION - B

Answer any Four of the following questions. Each question carries Five marks.
                                                                        (4×5=20)

2. Enumerate the differences between Goods & Services.

3. Explain the various stages of product life cycle (PLC)

4. Briefly Explain any three approaches to Marketing.

5. Write a note on marketing mix.

6. Discuss briefly the function influencing consumer Behaviour.

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SECTION - C

Answer any Two of the following questions. Each question carries Twelve marks.

(2×12=24)

7. What do you mean by market segmentation? What are the various bases of market segmentation?

8. Define Pricing Discuss the various methods of Pricing.

9. What is marketing Environment? Briefly Explain the external factors affecting the marketing decisions of a concern.

SECTION - D

Answer any One of the following question. Which carries Six marks. (1×6=6)

10. Design an attractive logo & tagline of a product of your choice?

11. Prepare a chart of distribution channels for the following products.

  i) Fast moving consumer Goods (FMCG)

  ii) Automobiles.

  iii) Branded Gold Jewellery.

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(BBA. BCom)

I Semester B.Sc. Degree Examination, May/June - 2022
ECONOMICS
Economics of Business Environment
(NEP Scheme-2022)(OEC)

Time : 2½ Hours   Maximum Marks : 60

Instructions to Candidates:

    1)   Answers should be written completely in English or in Kannada.

    2)   Answers should be continuous of Part-A

    3)   Answer should be precise.

PART - A (Objective Type)

Answer **any 10** of the following. Each question carries 1 mark.   (10×1=10)

1.   a)   Give the meaning of business Environment.

            ವ್ಯವಹಾರ ಪರಿಸರದ ಅರ್ಥವನ್ನು ನೀಡಿ.

    b)   Mention the types of a business Environment.

            ವ್ಯವಹಾರ ಪರಿಸರದ ವಿಧಗಳನ್ನು ಹೆಸರಿಸಿ.

    c)   Give the meaning of economic Environment.

            ಆರ್ಥಿಕ ಪರಿಸರದ ಅರ್ಥ ನೀಡಿ.

    d)   What is business ethics ?

            ವ್ಯವಹಾರ ನೀತಿ ಎಂದರೇನು ?

    e)   What is monetary policy ?

            ಹಣ ಸಂಬಂಧಿ ನೀತಿಯೆಂದರೇನು ?

    f)   GATT Expand

            GATT ವನ್ನು ವಿಸ್ತರಿಸಿ.

    g)   What is fiscal policy ?

            ಕೋಶಿಯ ನೀತಿಯೆಂದರೇನು ?

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h)   What is technological Environment ?

ತಾಂತ್ರಿಕ ಪರಿಸರ ಎಂದರೇನು ?

i)   Give the meaning of globalisation.

ಜಾಗತೀಕರಣದ ಅರ್ಥ ನೀಡಿ.

j)   What is social security ?

ಸಮಾಜಿಕ ಭದ್ರತೆಯೆಂದರೇನು ?

k)   What is competition ?

ಪೈಪೋಟಿ ಎಂದರೇನು ?

l)   What is 'Make in India' ?

'ಮೇಕ್ ಇನ್ ಇಂಡಿಯ' ಎಂದರೇನು ?

m)   What is National Monetization Policy ?

ರಾಷ್ಟ್ರೀಯ ನಗದೀಕರಣ ನಾಳಮಾರ್ಗ ಎಂದರೇನು ?

PART - B (Analytical)

Answer **any 6** of the following. Each question carries **5** marks.   (6×5=30)

2.   Briefly explain the objectives of business Environment.

ವ್ಯವಹಾರ ಪರಿಸರದ ಉದ್ದೇಶಗಳನ್ನು ಸಂಕ್ಷಿಪ್ತವಾಗಿ ವಿವರಿಸಿ.

3.   Explain micro & macro Environment of business.

ವ್ಯವಹಾರದ ಸೂಕ್ಷ್ಮ ಹಾಗೂ ಸಮಗ್ರ ಪರಿಸರವನ್ನು ವಿವರಿಸಿ.

4.   Explain impact of LPG on Indian Business Environment.

ಭಾರತದ ವ್ಯವಹಾರ ಪರಿಸರದಲ್ಲಿ LPG ಯ ಪರಿಣಾಮವನ್ನು ವಿವರಿಸಿ.

5.   Explain the meaning and importance of fiscal policy.

ಕೋಶಿಯ ನೀತಿಯ ಅರ್ಥ ಹಾಗೂ ಮಹತ್ವವನ್ನು ವಿವರಿಸಿ.

6.   Briefly explain Industrial Policy.

ಕೈಗಾರಿಕ ನೀತಿಯನ್ನು ಸಂಕ್ಷಿಪ್ತವಾಗಿ ವಿವರಿಸಿ.

7.   Explain provisions of Indian Constitution for Business.

ವ್ಯವಹಾರದಲ್ಲಿ ಭಾರತದ ಸಂವಿಧಾನಾತ್ಮಕ ಅವಕಾಶಗಳನ್ನು ವಿವರಿಸಿ.

8.   Write a note on MSMEs.

MSMEs ಮೇಲೆ ಟಿಪ್ಪಣೆ ಬರೆಯಿರಿ.

9. Explain the importance of Economic and social infrastructure.

   ಆರ್ಥಿಕ ಮತ್ತು ಸಾಮಾಜಿಕ ಮೂಲ ಸೌಕರ್ಯಗಳ ಮಹತ್ವವನ್ನು ವಿವರಿಸಿ.

10. Write a note on corporate social responsibility.

    ಕಂಪನಿ ಸಂಬಂಧಿ ಸಮಾಜಿಕ ಹೊಣೆಗಾರಿಕೆ ಮೇಲೆ ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ.

PART - C (Descriptive)

Answer **any 2** of the following. Each question carries **10** marks.   (2×10=20)

11. Explain the nature and importance of business environment.

    ವ್ಯವಹಾರ ಪರಿಸರದ ಸ್ವರೂಪ ಮತ್ತು ಮಹತ್ವವನ್ನು ವಿವರಿಸಿ.

12. What is EXIM Policy ? Explain its objectives.

    EXIM ನೀತಿಯೆಂದರೇನು ? EXIM ನೀತಿಯ ಉದ್ದೇಶಗಳನ್ನು ವಿವರಿಸಿ.

13. Explain the role and impact of Foreign Direct Investment on Indian Business.

    ಭಾರತದ ವ್ಯವಹಾರದಲ್ಲಿ ನೇರ ವಿದೇಶಿ ಹೂಡಿಕೆಯ ಪಾತ್ರ ಮತ್ತು ಪರಿಣಾಮಗಳನ್ನು ವಿವರಿಸಿ.

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Reg. No. ☐☐☐☐☐☐☐☐

I Semester B.B.A. Degree Examination, May/June - 2022

BUSINESS ADMINISTRATION

Fundamentals of Accounting

(NEP Semester Scheme)

Paper : 1.2

Time : 2½ Hours   **Maximum Marks : 60**

Instructions to Candidates:

Answer should be written in English only.

SECTION - A

Answer any **Five** of the following questions. Each question carries Two marks. **(5×2=10)**

1. a. Define Accounting.
    b. What do you mean by Trial Balance?
    c. Give the meaning of cash Discount.
    d. What do you mean by trading Account?
    e. What is computerized accounting?
    f. Write four objectives of accounting.
    g. What do you mean by Bank Reconciliation statement?

SECTION - B

Answer any **Four** of the following questions. Each question carries Five marks. **(4×5=20)**

2. State the Advantages of Tally Accounting software.

3. Prepare a Trading Accounting of Mr. Bindu Sagar for the year ending 31st March 2021.

Particulars	Amount (Rs.)
Purchase of materials	2,50,000
Carriage on purchases	6,000
Wages	70,000
Stock of goods on 1.04.2020	3,60,000
Stock of goods on 31.03.2021	3,80,000
Sales	6,50,000
Sales returns	80,000
Purchases returns	30,000
Duty and cleaning charges	70,000
Factory rent and lighting expenses	30,000
Factory salaries	20,000

[P.T.O.

4. Journalise the following transactions :

    2021 July 1   Ajay started business with Rs. 50,000.

    2021 July 2   Paid into bank Rs. 40,000.

    2021 July 4   Bought goods Rs. 5,000 for cash.

    2021 July 12   Sold goods for cash Rs. 15,000

    2021 July 17   Purchased goods from Uday Rs. 7,000

    2021 July 18   Sold goods to Vikas Rs. 10,000

    2021 July 25   Withdraw from the Bank for personal use Rs. 5,000.

    2021 July 30   Paid salaries to staff Rs. 8,000.

5. The following balances have been extracted from the books of M/S Joshita Pvt. Ltd., Vijayawada, on March 2021. You are required to draw out a Trial Balance.

Particulars	Rs.	Particulars	Rs.
Capital	11,60,000	Purchases	2,25,000
Cash - in - hand	1,20,000	M/s Kiran A/c (Dr.)	3,00,000
Udaya (Cr.)	80,000	General Expenses	75,000
Furniture	1,00,000	Land & Buildings	12,55,000
Stock	70,000	Returns inwards	25,000
Drawings	50,000	Advertisement	60,000
Commission received	13,000	Salaries	35,000
		Discount (Cr.)	2,000

6. Prepare a personal account of Mr. Ganesh from the following transactions :

    2021 March 1   Debit balance of Ganesh Account Rs. 11,500

    2021 March 3   Bought goods from Ganesh Rs. 5,000

    2021 March 5   Goods worth Rs. 15,000 sold to him.

    2021 March 9   Returned goods to Ganesh Rs. 1,300.

    2021 March 15 Received a bearer cheque from Ganesh Rs. 7,000.

    2021 March 25 Goods worth Rs. 2,500 sent back to him.

    2021 March 30 Ganesh sold goods to us worth Rs. 6,000.

SECTION - C

Answer any **Two** of the following questions. Each question carries **Twelve** marks.

(2×12=24)

7. Enter the following transactions in the subsidiary books of M/S Udayasree for the month of January 2022.

2022

Jan 1	Purchased from Pathi Silk house, 100 silk sarees at Rs. 2,500 each.
Jan 5	Purchased from Nagendra & Co. 200 Kanchi silk sarees at Rs. 10,000 each.
Jan 7	Sold to kumari on account 50 printed sarees at Rs. 3,000 each, 100 kanchi sarees at Rs. 12,000 each.
Jan 8	Claimed for damages from Pathi silks Rs. 500.
Jan 9	Returned damaged goods to Nagendra & Co. 5 Kanchi Sarees.
Jan 12	Purchased from sudharshan silks 150 Mysore silk sarees at Rs. 2500 each, 100 Handloom sarees at Rs. 7,500 each, less trade discount at 10%.
Jan 15	Sold to Kala on account 20 printed sarees at Rs. 3,000 each, 25 Kanchi sarees at Rs. 13,000 each, 20 mysore silk sarees at Rs. 3,000 each.
Jan 20	Sold to kusum sarees 40 Handloom sarees at Rs.10,000 each.
Jan 21	Kumari returned, 10 printed sarees and 20 kanchi sarees.
Jan 25	Returned to Sudharshan's silk, 25 Mysore silk sarees.
Jan 27	Returned from Kusum Sarees, 10 Handloom sarees.
Jan 30	Purchased from Nandi silks, 400 Nandi brand sarees at Rs. 5,000 each.

8. Enter the following transactions in a three column cash book for the month of January 2022.

2022 Jan 1	Commenced business with Rs. 10,000 in cash.
2022 Jan 2	Opened a bank account with SBI Rs. 5,000
2022 Jan 3	Aruna paid us Rs. 4,900 in full settlement of his account for Rs. 5,000.
2022 Jan 5	Bought goods for cash Rs. 5,000.
2022 Jan 8	Draw a cheque for personal use Rs. 2,000.
2022 Jan 10	Draw for office use Rs. 2,000.
2022 Jan 12	Bought goods for Rs. 1,500 and paid by cheque immediately.
2022 Jan 15	Received for cash sales Rs. 10,000.
2022 Jan 20	Paid salaries Rs. 5,000.
2022 Jan 23	Nagesh directly paid into our bank Rs. 10,000.
2022 Jan 25	Cash deposited into bank account Rs. 3,000.
2022 Jan 28	Received commission Rs. 1,000.
2022 Jan 30	Sold goods for cash Rs. 6,000 and remitted the same into the bank.

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9. From the following Trial Balance of Mr. Lakshmi Pathi prepare the final accounts after considering the adjustments for the year ending 31st December 2021.

Trial Balance

Particulars	Debit (Rs.)	Credit (Rs.)
Capital Account	-	30,000
Drawings Account	2,600	-
Plant and machinery	12,000	-
Stock on 1st Jan 2021	5,000	-
Purchases	35,000	-
Sales	-	50,000
Sales Returns	2,000	-
Purchase Returns	-	1,000
Sundry debtors	8,000	-
Sundry creditors	-	6,000
Carriage inwards	500	-
Carriage outwards	500	-
Wages	3,000	-
Salaries	2,000	-
Factory Rent	200	-
Office rent	500	-
Insurance	500	-
Discount received	-	600
Discount allowed	300	-
Furniture	2,000	-
Bad debts	400	-
Commission	300	-
Building	8,000	-
Bills payable	-	2,000
Cash in hand	200	-
Cash at bank	600	-
Bills receivable	6,000	-
Total	**89,600**	**89,600**

Adjustments :
a. Stock on 31.12.2021 Rs. 20,000.
b. Prepaid Insurance Rs. 200.
c. Interest on capital at 5%.
d. Office rent outstanding Rs. 400.
e. Depreciation is to be provided at 10% on furniture and plant and machinery.

SECTION - D

Answer any **One** of the following questions, carries **Six** marks.　　　　(1×6=6)

10. Prepare a Bank Reconciliation statement with imaginary figures.
11. Prepare simple petty cash Book with imaginary figures.