



Reg. No.

--	--	--	--	--	--	--	--

**IV Semester B.B.A. General/B.B.A. Aviation Degree Examination,
June / July - 2026**

**ಕನ್ನಡ ಭಾಷಾ ಪಠ್ಯ
ನಿರ್ವಹಣಾ ಸಂಪದ - 4
(SEP Scheme Freshers)**

Time : 3 Hours**Maximum Marks : 80**

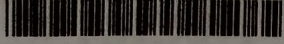
I. ಈ ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಐದು ಪ್ರಶ್ನೆಗಳಿಗೆ ನಾಲ್ಕೈದು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ. (5×2=10)

1. ದಾಸರ ಕೀರ್ತನೆಗಳಲ್ಲಿ ಮರಣದ ಅರಿವು ಜೀವನದಲ್ಲಿ ಯಾವ ಮೌಲ್ಯ ತರುತ್ತದೆ?
2. ಜ್ಞಾನವೇ ಮಿಗಿಲು ಎಂಬ ತ್ರಿಪದಿ ಸಮಾಜಕ್ಕೆ ನೀಡುವ ಸಂದೇಶವೇನು?
3. ಅಮಾಸ ಯಾರು? ಆ ಹೆಸರು ಅವನಿಗೆ ಹೇಗೆ ಬಂದಿತು?
4. ಪುಕುವೊಕನ ಪ್ರಕಾರ ಪ್ರಕೃತಿಯ ಸಮತೋಲನ ಎಂದರೇನು?
5. ಜಾಹೀರಾತುಗಳು ಕೃತಕ ಅಗತ್ಯ ಸೃಷ್ಟಿಸುತ್ತವೆ? ಎಂದರೆ ಹೇಗೆ?
6. ಗುಂಪಿನಲ್ಲಿ ಸಮಯ ನಿರ್ವಹಣೆ ಎಂದರೇನು?
7. ಸಂಕ್ಷೇಪ ಲೇಖನ ಎಂದರೇನು?
8. ಸೃಜನಶೀಲ ಬರವಣಿಗೆಯ ಮಹತ್ವವೇನು?

II. ಅ) ಈ ಕೆಳಗಿನ ಯಾವುದಾದರೂ ನಾಲ್ಕು ಪ್ರಶ್ನೆಗಳಿಗೆ ಹತ್ತರಿಂದ ಹದಿನೈದು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ. (4×5=20)

1. ಸರ್ವಜ್ಞನು ಸಮಾಜದ ಅಸಮಾನತೆಯನ್ನು ಹೇಗೆ ಟೀಕಿಸಿದ್ದಾನೆ.
2. ಕುರಿಯಯ್ಯ ಮತ್ತು ಅಮಾಸನ ನಡುವಿನ ಸಂಬಂಧವನ್ನು ಕುರಿತು ಬರೆಯಿರಿ.
3. ಕೆಂಬೂತಯ್ಯನಿಗೆ ಊರವರ ವಿಮೋ ಮಾಡಿಸಲು ಪ್ಲೇಗ್‌ನ ಪಾತ್ರವೇನು? ವಿಶ್ಲೇಷಿಸಿ.
4. ಮದಲಿಂಗನ ದುರಂತವನ್ನು ಕಥನ ಕವನದ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಬರೆಯಿರಿ.
5. ಜಾಹೀರಾತುಗಳಲ್ಲಿ ಭಾವನಾತ್ಮಕ ತಂತ್ರವನ್ನು ಹೇಗೆ ಬಳಸುತ್ತಾರೆ?

[P.T.O.]



ಆ) ಈ ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಹತ್ತರಿಂದ ಹದಿನೈದು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ.
(2×5=10)

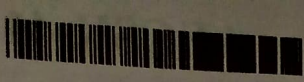
1. ಗುಂಪು ಚರ್ಚೆಯಲ್ಲಿ ಪರಿಣಾಮಕಾರಿಯಾಗಿ ಮಾತನಾಡಲು ಅಂಶಗಳನ್ನು ಕುರಿತು ಬರೆಯಿರಿ.
2. ವೃತ್ತಿ ಪರ ಜೀವನದಲ್ಲಿ ಬರವಣಿಗೆ ಕೌಶಲ್ಯದ ಅಗತ್ಯವನ್ನು ಚರ್ಚಿಸಿ.
3. ಮಿನಿಟ್ಸ್ ತಯಾರಿಕೆ ಎಂದರೇನು? ಅದರ ಉದ್ದೇಶವೇನು?

III. ಅ) ಈ ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಇಪ್ಪತ್ತರಿಂದ ಇಪ್ಪತ್ತೈದು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ.
(2×10=20)

1. ದಾಸರ ಕೀರ್ತನೆಗಳಲ್ಲಿ ಜೀವನದ ಅನಿತ್ಯತೆ ಮತ್ತು ಧರ್ಮದ ಶಾಶ್ವತತೆ ಕುರಿತು ವಿವರಿಸಿ.
2. ಭರತನ ಶಕ್ತಿ ಪ್ರದರ್ಶನವನ್ನು ನೀವು ಯಾವ ರೀತಿ ಭಾವಿಸುತ್ತೀರಿ? ಕಿರುವೆರಳ ಸಟಿ ಪದ್ಯದ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಚರ್ಚಿಸಿ.
3. ಮಾನವನ ಪ್ರಕೃತಿ ಸಂಬಂಧ ಕುರಿತು ಪುಕುವೋಕನ ದೃಷ್ಟಿಕೋನವನ್ನು ವಿಶ್ಲೇಷಿಸಿ.

ಆ) ಈ ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಇಪ್ಪತ್ತರಿಂದ ಇಪ್ಪತ್ತೈದು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿ.
(2×10=20)

1. ವ್ಯವಹಾರದಲ್ಲಿ ಮಾತಿನ ಕೌಶಲ್ಯ ಎಂದರೇನು? ಅದರ ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ.
2. ಸಂದರ್ಶನ ಪತ್ರ ಎಂದರೇನು? ಅದರ ಉದ್ದೇಶ ಹಾಗೂ ಮಾದರಿ ಸಂದರ್ಶನ ಪತ್ರ ಬರೆಯಿರಿ.
3. ಜನಪದ ಕಥೆ ಎಂದರೇನು? ಘಟಿ ಸೊಸೆ ಕಥೆಯನ್ನು ಉದಾಹರಣೆಯಾಗಿ ವಿವರಿಸಿ.



346686

AECSK-41

Reg. No.

--	--	--	--	--	--	--	--

IV Semester B.B.A./B.B.A./AM Degree Examination, June/July - 2026

SANSKRIT LANGUAGE

Karnabharam and Dramaturgy

(SEP Scheme Freshers)

Paper : IV

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

1. Answer either in Sanskrit/Kannada/English.
2. Q.No.I and VI should be answered in Sanskrit only.

I. समीचीनम् उत्तरं चित्वा लिखत। (10×1=10)

ಸರಿಯಾದ ಉತ್ತರವನ್ನು ಆರಿಸಿ ಬರೆಯಿರಿ.

Choose the correct answer and Write.

1) भरतमुनिना विरचितः ग्रन्थः कः?

अ) धर्मशास्त्रम् आ) कर्मशास्त्रम् इ) कामशास्त्रम् ई) नाट्यशास्त्रम्

2) भासनाटकचक्रे कति नाटकानि सन्ति?

अ) दश आ) एकादश इ) द्वादश ई) त्रयोदश

3) सूर्यपुत्रः कः?

अ) कर्णः आ) युधिष्ठिरः इ) भीमः ई) अर्जुनः

4) कर्णस्य विद्यागुरुः कः?

अ) द्रोणः आ) बलरामः इ) परशुरामः ई) कृपः

5) नागकेतुः कः?

अ) कर्णः आ) दुर्योधनः इ) अर्जुनः ई) द्रोणः

6) कः कर्णं शशाप?

अ) इन्द्रः आ) जामदग्निः इ) द्रोणः ई) बलरामः

[P.T.O.]



- 7) पाकशासनः कः?
 अ) कर्णः आ) अर्जुनः इ) शल्यः ई) इन्द्रः
- 8) कर्णस्य अङ्गैः सहैव का जनिता?
 अ) शिक्षा आ) भिक्षा इ) देहरक्षा ई) गुणः
- 9) वज्रमुखः कः?
 अ) बाणः आ) धनुः इ) इन्द्रः ई) कृमिः
- 10) साहित्ये कति रूपकाणि सन्ति?
 अ) पञ्च आ) सप्त इ) अष्ट ई) दश

II. द्वयोः प्रबन्धरूपेण उत्तरं लिखत -

(2×10=20)

ಯಾವುದಾದರೂ ಎರಡು ವಿಷಯಗಳನ್ನು ಕುರಿತು ಪ್ರಬಂಧ ಬರೆಯಿರಿ.

Write an essay on any Two of the following.

- 1) संस्कृतनाटकस्य उगमेतिहासम् अधिकृत्य लिखत।

ಸಂಸ್ಕೃತನಾಟಕದ ಉತ್ಪತ್ತಿ ಮತ್ತು ಇತಿಹಾಸವನ್ನು ಕುರಿತು ಬರೆಯಿರಿ.

Write about the origin and history of Sanskrit dramas.

- 2) कर्णभारम् नाटकस्य सारांशं लिखत।

"ಕರ್ಣಭಾರಮ್" ನಾಟಕದ ಸಾರಾಂಶವನ್ನು ಬರೆಯಿರಿ.

Write the Summary of the play "Karnabharam".

- 3) कर्णस्यपात्रचित्रणम् कुरुत।

ಕರ್ಣನ ಪಾತ್ರವನ್ನು ಕುರಿತು ಬರೆಯಿರಿ.

Sketch the character of Karna

III. त्रयाणां श्लोकानाम् अनुवादं कृत्वा विवृणुत।

(3×6=18)

ಯಾವುದಾದರೂ ಮೂರು ಶ್ಲೋಕಗಳನ್ನು ಅನುವಾದಿಸಿ ವಿವರಿಸಿ.

Translate and explain any Three of the following stanzas.

- 1) संग्रामे तुमुले जाते कर्णाय कलिताञ्जलिः।

ನಿವೇದಯತಿ ಸಂಭ್ರಾಂತೋ ಭೃತ್ಯೋ ದಯೋಧನಾಙ್ಗಯಾ||

- 2) मा तावन्मम शरमार्गलक्षभूताः
संप्राप्ताः क्षितिपतयः सजीवशेषाः।
कर्तव्यं रणशिरसि प्रियं कुरुणां
द्रष्टव्यो यदि स भवेद्धनञ्जयो मे॥
- 3) पूर्वं कुन्त्यां समुत्पन्नः राधेय इति विश्रुतः।
युधिष्ठिरादयस्ते मे यवीयांसस्तु पाण्डवाः॥
- 4) समरमुखमसहयं पाण्डवानां प्रविश्य प्रथितगुणगादयं धर्मराजं च वदूध्वा।
मम शरवरवेगैरर्जुनं पातयित्वा वनमिव हतसिंहं सुप्रवेशं करोमि॥
- 5) अङ्गैः सहैव जनितं मम देहरक्षा देवासुरैरपि न भेद्यमिदं सहास्त्रैः।
देयं तथापि कव्यं सह कुण्डलाभ्यां प्रीत्या मया भगवते रुचितं यदि स्यात्॥

IV. त्रयाणां ससन्दर्भं विवृणुत -

(3×4=12)

ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಮೂರು ವಾಕ್ಯಗಳನ್ನು ಸಂದರ್ಭ ಸಹಿತ ವಿವರಿಸಿ.

Annotate any Three of the following with reference to the context.

- 1) समरमधिगतार्थः प्रस्थितो नागकेतुः।
- 2) पूर्वमेवाहं जामदग्न्यस्य सकाशं गतवानस्मि।
- 3) अहो। कष्टमभिहितं तत्र भवता।
- 4) नास्ति निष्फलता रण।
- 5) पुनश्च मातुर्वचनेन वारितः।

(2×5=10)

V. द्वयोः लघुटिप्पणीं लिखत -

ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಎರಡು ವಿಷಯಗಳನ್ನು ಲಘು ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ.

Write short notes on any Two of the following.

- 1) हर्षः
ಹರ್ಷ
Harsha
- 2) नान्दी
ನಾಂದೀ
Nandi

[P.T.O.]



3) सूत्रधारः

ಸೂತ್ರಧಾರ

Sutradhara

4) अभिज्ञानशाकुन्तलम्

ಅಭಿಜ್ಞಾನ ಶಾಕುಂತಲಮ್

Abhijnana Shakuntalam

VI. ಇಮ ಗದ್ಯಭಾಗ ಪಾಠತ್ವಾ ಅಧೋದತ್ತಪ್ರಶ್ನಾನಾಮ್ ಸಂಸ್ಕೃತೇನ ಉತ್ತರಂ ಲಿಖತ -

(5×2=10)

ಈ ಕೆಳಗಿನ ಗದ್ಯಭಾಗವನ್ನು ಓದಿ ನೀಡಲಾದ ಪ್ರಶ್ನೆಗಳಿಗೆ ಸಂಸ್ಕೃತದಲ್ಲಿ ಉತ್ತರ ಬರೆಯಿರಿ.

Read the passage and answer the following questions in Sanskrit.

हंसस्य वर्णः शुभ्रः। काकस्य वर्णः कृष्णः।

एकदा कश्चित् काकः तडागस्य तीरं गच्छति।

सः तत्र हंसं पश्यति। सः वदति - अहो।

हंसः कीदृशः शुभ्रः अस्ति। अहम् अपि शुभ्रः

भवामि। अनन्तरं सः काकः जलाशयस्य जलेन

निजं शरीरं प्रक्षालयति। तदा सः पाषाणस्य

खण्डेन स्वशरीरं घर्षति। वारं वारं सः

घर्षति, तथापि कृष्णः वर्णः शुभ्रः न भवति।

घर्षणेन तस्य शरीरे तीव्रा वेदना भवति।

अन्ते सः पञ्चत्वं गच्छति। अहो। काकस्य मूर्खता ॥

प्रश्नाः -

1) हंसस्य वर्णः कः?

2) काकस्य वर्णः कः?

3) कस्य शरीरे तीव्रा वेदना भवति?

4) अन्ते काकस्य गतिः का भवति?

5) काकः केन शरीरं घर्षति?

Reg. No.

--	--	--	--	--	--	--	--

IV Semester B.Com./B.B.A./B.H.M. Degree Examination, June/July - 2026

TAMIL LANGUAGE

(SEP Scheme 2024 Onwards Freshers only)

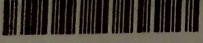
Paper : IV (Part-I)

Time : 3 Hours

Maximum Marks : 80

SECTION - A

- I. எவையேனும் மூன்று வினாக்களுக்கு விரிவான விடை தருக. (3×8=24)
1. செந்தமிழ்நாடு-என்ற பாரதியார் கவிதையை விளக்குக.
 2. பொன்னப்பன் அன்னத்திடம் கூறியவற்றைத் தொகுத்து வரைக.
 3. உடல் நலத்தை எவ்வாறு பேண வேண்டும் என்பதை கவிமணி வழி நின்று விளக்குக.
 4. தோழி நீலியிடம் அன்னம் தன் வருத்தத்தினை கூறும் பாங்கினை விளக்குக.
 5. தொழிலாளர்களின் விண்ணப்பாங்களாக பாரதிதாசன் கூறுவனவற்றை விளக்கி வரைக.
- II. எவையேனும் நான்கிற்கு இடம் சுட்டிப் பொருள் விளக்கம் தருக. (4×5=20)
1. “யாமறிந்த மொழிகளிலே தமிழ்மொழிபோல்
இனிதாவது எங்கும் காணோம்”
 2. “செம்முடியை அசைத்திட்டான் மன்னன்; ஆங்கே
செயல்முடிப்போம் என்றார்கள் அங்கிருந்தோர்”
 3. “தெய்வம் தொழுவோம்; திருந்தத் தமிழ்கற்போம்
செய்வினையும் நன்றாகச் செய்திடுவோம்”
 4. கத்த அறிவே சிவமென்று கூறுத் சுருதிகள் கேளிரோ?
 5. “ஆத்தாவே இவரயார் என் றன்னம் கேட்டாள்!
அவன்தான் என்மகள் என்று சொன்னாள் ஆத்தா”
 6. சாதி சாதி என்று நிதம்; சண்டை போட்டு மண்டைகளை
மோதி மோதி உடைப்பதொரு மூடச் செயலென்றுணரீரோ?



SECTION - B

III. எவையேனும் நான்கு வினாக்களுக்கு விடை தருக.

(4×4=16)

1. வெண்பாவின் பொது இலக்கணத்தை எழுதுக.
2. அசை என்றால் என்ன? சான்றுடன் எழுதுக.
3. அடி என்றால் என்ன? அதன் வகைகளைக் குறிப்பிடுக.
4. வஞ்சப்புகழ்ச்சி அணியைச் சான்றுடன் எழுதுக.
5. உவமை அணியை எடுத்துக்காட்டுடன் விளக்குக.
6. தற்குறிப்பேற்ற அணியைச் சான்றுடன் புலப்படுத்துக.

SECTION - C

IV. கீதாரி-என்னும் நாவலிருந்து பின்வருவனவற்றுள் எவையேனும் இரண்டிற்கு திறனாய்வு வடிவில் விடை தருக.

(2×10=20)

1. இருளாயின் - அருள் உள்ளம் குறித்து எழுதுக.
2. கீதாரி-நாவலின் கதைக் கருவை விளக்குக.
3. ஆடு மேய்ப்பவர்களின் காட்டு வாழ்க்கையின் அவல நிலைகளை தொகுத்து எழுதுக.
4. முத்தம்மாளின் பாத்திரப்படைப்பு குறித்து விளக்குக.

--	--	--	--	--	--	--	--

IV Semester B.B.A/B.H.M./B.B.A.(Aviation) Degree Examination,

June/July - 2026

HINDI LANGUAGE

Global Gavon Ke Devata/Katha Lekhan/Film Review

(SEP Freshers-2026 Scheme)

Paper - IV

Time : 3 Hours

Maximum Marks : 80

I. निम्नलिखित प्रश्नों के उत्तर एक शब्द या एक वाक्य में लिखिए।

(10×1=10)

- 1) 'ग्लोबल गाँव के देवता'—उपन्यास के उपन्यासकार का नाम लिखिए।
- 2) असुर जनजाति के विनाश के लिए कौन सा 'वाद' जिम्मेदार बताया गया है?
- 3) उपन्यासकार के अनुसार असुरों की प्राचीन संस्कृति का आधार क्या था?
- 4) उपन्यास में वर्णित मानवीय असुरों के मिथकीय नायक कौन हैं?
- 5) लेखक के अनुसार असुरों की घटती जनसंख्या का मुख्य कारण क्या है?
- 6) उपन्यास में बहुराष्ट्रीय कंपनियों को क्या कहा गया है?
- 7) 'ग्लोबल गाँव के देवता'—उपन्यास की कथा का मुख्य स्थल का नाम लिखिए।
- 8) उपन्यासकार के अनुसार अदिवासियों के जनजीवन को किसने नरक बना दिया है?
- 9) उपन्यास में असुरों की पारंपारिक भट्टी को क्या कहते हैं?
- 10) लेखक के अनुसार असुरों के साथ होनेवाले इस ऐतिहासिक अन्याय को क्या नाम दिया गया है?

II. निम्नलिखित किन्हीं दो प्रश्नों के उत्तर लिखिए।

(2×16=32)

- 1) 'ग्लोबल गाँव के देवता'—उपन्यास के शीर्षक की सार्थकता सिद्ध कीजिए।
- 2) लेखक के अनुसार "ग्लोबल गाँव के देवता" उपन्यास केवल असुर जनजाति की कहानी नहीं है, बल्कि यह विकास के नाम पर हो रहे विनाश का दस्तावेज है।" इस कथन की समीक्षा कीजिए।
- 3) उपन्यास के आधार पर नायक लालचन का चरित्र—चित्रण कीजिए।

III. निम्नलिखित किन्हीं तीन विषयों पर टिप्पणी लिखिए।

(3×6=18)

- 1) औद्योगिकरण का प्रभाव।
- 2) असुर जनजाति।
- 3) रूमझुन।
- 4) सानगी।
- 5) जल—जमीन—जंगल।



IV. निम्नलिखित संकेत बिन्दुओं के आधार पर कथा-लेखन लिखिए।(कोई दो)

(2×5=10)

- 1) क्रूर शेर चतुर खरगोश
..... एक और शेर मिला.....
..... मूर्ख शेर परछाई
..... जान बचा ली.....
जानवर खुश जंगल खुश।
- 2) गरीब किसान अनोखी मुर्गी
..... रोजाना सोने
लालच के पति-पत्नी.....
..... मुर्खता
बिकारी बना दिया।
- 3) राजकुमार था
..... शिकारकुटीर के
पासविवाह.....
साधु का क्रोध मछली
..... मिलन।

V. निम्नलिखित में से किसी एक सिनेमा का रिव्यू कीजिए।

(1×10=10)

- 1) 12 फेल।
 - 2) नयादौर
-

818845

DCBB413/DCAM413/DCAT413/DCBA413

Reg. No.

--	--	--	--	--	--	--	--

IV Semester B.B.A.(R)/B.B.A.(AM)/B.B.A.(BA)/B.Voc.(AT)

Degree Examination, June/July - 2026

BUSINESS ADMINISTRATION

Research Methodology

(SEP Scheme Freshers)

Paper : 4.3

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

All the answers to be written only in English.

SECTION - A

Answer any Five sub-questions. Each sub question carries 2 marks.

(5×2=10)

1. a) What do you mean by Research?
- b) What is hypothesis?
- c) Mention any two sources of data collection.
- d) Expand ANOVA and SPSS.
- e) Write any two elements of a research report.
- f) State any two types of research.
- g) What is a questionnaire?
- h) Mention any two styles of report writing.

SECTION - B

Answer any Four questions. Each question carries 5 marks.

(4×5=20)

2. Write the scopes of business research.
3. Write the process of preparing the Research Design.
4. Explain in brief chi-square test and its applications in business research.
5. Explain in brief the application of SPSS as a tool in social science research.
6. Mention any Five characteristics of a successful research report.
7. Write the importance of sampling techniques in Research.

[P.T.O.]

SECTION - C

Answer any Three questions. Each question carries 15 marks.

(3×15=45)

8. Discuss in detail the need and purpose of literature review and the relevance of notes-taking.
9. What is sampling? Explain in detail the sampling techniques used in research with suitable examples.
10. Explain the tools of data collection in detail with relevant examples.
11. Discuss descriptive statistics and their relevance in business research.
12. What is research report? Elaborate the steps in drafting a research report.

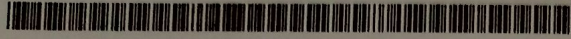
SECTION - D

Answer the following question, which carries 5 marks.

(1×5=5)

13. Design a questionnaire for a research study.
-

1717815



DCBB414/DCBA414/DCAM414

Reg. No.

--	--	--	--	--	--	--	--

IV Semester B.B.A. Degree Examination, June/July - 2026

BUSINESS ADMINISTRATION

Customer Relationship Management

(SEP Scheme Freshers)

Paper : 4.4

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates :

Answers should be written in English only.

SECTION - A

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

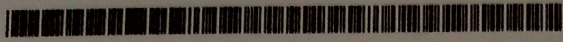
1. a) Give the meaning of analytical CRM.
- b) Mention three levels of sales or sales profiling.
- c) What do you mean by customer profitability?
- d) Give the meaning of call scripting.
- e) What is enterprise resource planning?
- f) Give the meaning of the term lead management.
- g) What do you mean by data warehousing?
- h) What do you understand by the term managing customer relationship?

SECTION - B

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

2. Explain any five ways of maintaining customer loyalty.
3. Explain in brief the benefits of cross selling.
4. Write a short note on customer value modelling.
5. Briefly explain any five advantages of E-commerce.
6. Discuss any five aspects of ethical and legal issues of data use in analytical CRM.
7. Briefly explain any five requirements of business plan.

[P.T.O.]



(2) DCBB414/DCBA414/DCAM414

SECTION - C

Answer any Three of the following questions. Each question carries Fifteen marks.

(3×15=45)

8. Define CRM and explain the benefits of CRM.
9. Explain in detail the importance of understanding behaviour prediction.
10. Give the meaning of supply chain management and discuss its functions.
11. What do you mean by click stream analysis? Explain its benefits.
12. Define functionalities and explain the factors influencing the selection of home grown approaches.

SECTION - D

Answer the following question. This question carries Five marks.

(1×5=5)

13. Present any two CRM models in a diagrammatic form.
-

573852

DCBB412/DCBA412

Reg. No.

--	--	--	--	--	--	--	--

IV Semester B.B.A. Degree Examination, June/July - 2026

BUSINESS ADMINISTRATION**Financial Management****(SEP Scheme Freshers)****Paper : 4.2****Time : 3 Hours****Maximum Marks : 80****Instructions to Candidates :***Answers should be written in English only.***SECTION - A**

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

1. a) What is profit maximisation?
- b) Expand PBT and EAT.
- c) What is Capital Budgeting?
- d) What is Dividend?
- e) Sales 20,000 units, variable cost 30%., Fixed cost Rs. 2,00,000. Calculate contribution if the selling price is Rs. 100 per unit.
- f) What items constitutes current assets?
- g) Cost of the asset is Rs. 15,00,000, Scrap value is 20%, working life is 5 years, calculate Depreciation.
- h) What is Payback period in capital budgeting.

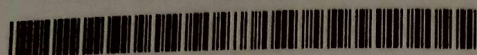
SECTION - B

Answer any Four of the following questions. Each question carries Five marks.

(4×5=20)

2. Mention the steps in Financial planning.
3. Calculate the future value of Rs. 20,000 invested now for a period of 5 years at a time preference rate of 8% per annum, if compounded.
 - a) Annually and
 - b) Bi Annually.

[P.T.O.]



4. A firm has sales of Rs. 25,00,000, variable cost Rs. 10,00,000, and fixed cost of Rs. 5,00,000 and Debt Rs. 5,00,000, at 10% rate of interest. Calculate operating, financial and combined leverages.
5. A company has an investment opportunity costing Rs. 50,000 with the following expected cash inflows
Year 1 to 5 Rs. 7,000 each year
Year 6 to 9 Rs. 8,000 each year
Determine the payback period.
6. Mention the factors determining the capital structure.
7. Explain the types of working capital.

SECTION - C

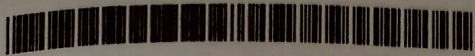
Answer any Three of the following questions. Each question carries Fifteen marks.
(3×15=45)

8. Explain the principles of a sound Financial plan.
9. A private company has EBIT of Rs. 6,00,000 and its capital structure consists of the following
- | | |
|-------------------------------------|---------------|
| Equity share capital (Rs. 100 each) | Rs. 4,00,000 |
| 10% preference share | Rs. 6,00,000 |
| 10% Debentures | Rs. 10,00,000 |
- The company is facing fluctuations in its sales. What would be the change in EPS if:
- a) EBIT increased by 25%
- b) EBIT Decreased by 30%
- Assume tax rate to be 50%

10. A company is considering purchase of a new machine costing Rs. 6,00,000 the cash inflows are expected as :

Year	Machine P (Rs.)	Machine Q (Rs.)	PV of Rs. 1 at 10 % Discount Rate
1	50,000	130,000	0.91
2	1,30,000	1,70,000	0.83
3	1,70,000	2,10,000	0.75
4	2,50,000	1,30,000	0.68
5	1,70,000	90,000	0.62

Which machine to be selected using NPV criterion?



11. A project is estimated to cost Rs. 16,200. It is expected to have a life of 3 years and generate cash inflows of Rs. 8000, Rs. 7000 and Rs. 6000

Calculate Internal Rate of Return (IRR)

Present value of Rs. 1 at varying Discount rate for a period of 3 years.

Year	14%	15%
1	0.8772	0.8696
2	0.7695	0.7651
3	0.6750	0.6575

12. Explain the steps in capital Budgeting process.

SECTION - D

Answer the following question. This question carries Five marks.

(1×5=5)

13. Prepare the list of functions of Finance Manager.
-

--	--	--	--	--	--	--	--

IV Semester B.B.A. Degree Examination, June/July - 2026

BUSINESS ADMINISTRATION

Banking Law and Practice

(SEP Scheme Freshers)

Paper : 4.1

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates : *Answers should be written in English only.*

SECTION - A

Answer any Five of the following sub-questions. Each sub-question carries Two marks.

(5×2=10)

1. a) State any two primary functions of Banks.
- b) Give the meaning of Co-operative Banks.
- c) Who is paying banker?
- d) Who is holder in due course?
- e) Who are the special customers of the bank?
- f) Give a brief note on promissory note.
- g) Expand the following
 - i) AEPS
 - ii) UPI
- h) What do you mean by Digital wallet and give examples.

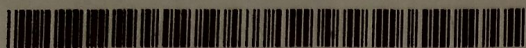
SECTION - B

Answer any Four of the following questions. Each question carries Five marks.

(4×5=20)

2. Elucidate customer banker relationship.
3. Explain any Five grounds for dishonour of cheque.
4. Give a note on different types of account holders?
5. Briefly explain crossing of cheques.

[P.T.O.]



(2)

DCBB411/DCAM411

6. Write a note on features of promissory note.
7. What do you mean by crypto currency? State any three features.

SECTION - C

Answer any Three of the following questions. Each question carries Fifteen marks.

(3×15=45)

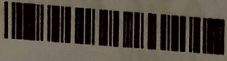
8. Briefly explain the functions of Banking.
9. Explain the duties and Responsibilities of collecting banker.
10. Give brief note on
 - a) Trustees
 - b) Hindu Undivided Family (HUF)
 - c) Charitable Societies
11. What is an Endorsement? Explain kinds of endorsement.
12. Explain the Basel Norms and KYC Norms.

SECTION - D

Answer the following question. This question carries Five marks.

(1×5=5)

13. Draft a specimen of crossed cheque.
-



308710

AECEN43

Reg. No.

--	--	--	--	--	--	--	--

**IV Semester B.B.A. and Other Programmes under the Faculty of
Management Degree Examination, June/July - 2026**

GENERAL ENGLISH

Edify - IV

Paper - IV

(SEP Scheme)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

1. Answer all the Sections.
2. Mention the question numbers correctly.

Section - A

(Literary Component)

I. Answer any Two of the following in about a page each : (2×5=10)

1. Significance of the title *Breaking Ties*.
2. Sketch the character of Amina.
3. The circumstances that led to the separation of Nadira and Rashid.

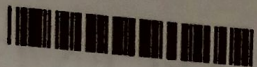
II. Answer any One in about two pages : (1×10=10)

1. How does sara aboobacker portray the misuse of religious doctrines by a patriarchal society?
2. How is the relationship between Nadira and Rashid Portrayed in the novella?
3. Comment on the violent and egoistic nature of Mahammad Khan that leads to Nadira's tragic death.

III. Answer any Four of the following in a page. (4×5=20)

1. How do the narrator and the man suffer on the tree in the story "The Wolf"?
2. What conflicts are presented in the story "The Wolf", and how is it resolved?

[P.T.O.]



(2)

AECEN43

3. Discuss "A Litany for Survival" as a poem of resistance and empowerment.
4. In what way does "The Builders" highlight the importance of individual responsibility in shaping one's destiny?
5. How does Rockwell Anyoha present arguments both for and against the idea that machines can think?

Section - B

(Language Component)

IV. Answer the following questions in a sentence or two :

(5×1=5)

1. What is the main purpose of conducting an interview?
2. Name any two types of interviews.
3. What is the objective of a group discussion?
4. Why should you research a company before an interview?
5. Mention any two common interview questions.

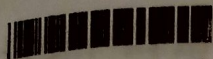
V. Read the following passage and answer the questions that follow.

(5×2=10)

Cricket, often regarded as a gentleman's game, has evolved significantly over the years while retaining its traditional essence. Originating in England, the sport has spread across continents and gained immense popularity, particularly in countries like India, Australia, and South Africa. The game demands not only physical endurance but also strategic thinking and mental resilience.

One of the most fascinating aspects of cricket is its diversity in formats. Test cricket, the oldest form, is considered the ultimate test of a player's skill and patience, often stretching over five days. In contrast, limited - overs formats such as One day Internationals (ODIs) and Twenty 20 (T20) matches have revolutionized the game by introducing a faster pace and greater entertainment value. These formats have attracted a wider audience, including younger fans who prefer shorter, more dynamic contests.

The advent of technology has further transformed cricket. Tools such as the Decision Review System (DRS), Hawk - Eye, and UltraEdge have enhanced the accuracy of umpiring decisions, reducing human error and increasing fairness. However, this has also sparked debates about the over - reliance on technology and its impact on the human element of the game.



(3)

AECEN43

Cricket also plays a significant cultural role. In many nations, it serves as a unifying force that transcends social and economic barriers. Major tournaments like the ICC Cricket World Cup bring together millions of fans, fostering a sense of national pride and collective identity. Despite challenges such as commercialization and match - fixing controversies, cricket continues to thrive as a sport that blends tradition with modernity.

1. What role does cricket play in many countries/
 - a. Only entertainment
 - b. Cultural unifier
 - c. Political tool
 - d. Economic burden
2. Why are T20 matches popular among younger audiences?
 - a. They are longer
 - b. They are more traditional
 - c. They are shorter and dynamic
 - d. They are less competitive
3. Give a synonym for "impartial" used in the passage.
4. What are the different formats of cricket mentioned in the passage?
5. Why is cricket considered a unifying force?

VI. Answer any One of the following :

(1×5=5)

- a. Prepare an event report on a Blood donation camp organised in your locality.

(OR)

- b. Write a field report on your visit to a corporate office. Include details of date, location and significance of the visit.

VII. Read the following passage and summarize it in your own words :

(1×5=5)

In recent years, technology has brought a significant transformation in the field of education. Digital classrooms, online courses, and learning applications have made education more accessible to students across geographical boundaries. Learners can now access recorded lectures, interactive videos, and instant assessments, allowing them to learn at their own pace. Technology has also helped teachers track student progress and personalise instruction according to individual needs.

[P.T.O.]



(4)

AECEN43

However, the excessive use of technology has raised concerns. Students may become overly dependent on digital tools, reducing their ability to think critically and solve problems independently. Prolonged screen time can affect physical health, concentration, and social interaction. Moreover, technology cannot replace the emotional guidance, discipline, and values imparted by teachers in a traditional classroom setting.

Therefore, while technology enhances learning experiences, it should be used as a supportive tool rather than a complete replacement for conventional teaching. A balanced approach that integrates technology with face - to - face learning is essential for holistic education.

VIII. Answer any One of the following :

(1×5=5)

- a) Write an email to a college requesting information about admission procedures, course details, and fee structure.

(OR)

- b) Write an email to a college authority about inadequate facilities on the campus.

IX. a) Answer the following questions in a sentence or two :

(5×1=5)

1. Define quantitative research.

2. Name the two kinds of data?

3. What is plagiarism?

4. Define research.

5. Mention any two ethical principles.

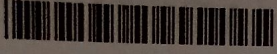
b) **Compose FIVE survey questions to collect data on any One of the following Topics:**

(1×5=5)

1. Impact of part - time jobs on academic performance.

2. Influence of social media on students' daily lives.

3. Importance of women's empowerment.



Reg. No.

--	--	--	--	--	--	--	--

IV Semester B.Com./B.B.A. Degree Examination, June/July - 2026

TELUGU

Telugu Language

(SEP Scheme)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

All questions are Compulsory.

I. ఈ క్రింది ప్రశ్నలన్నింటికి సమాధానాలను గుర్తించండి.

(10×1=10)

1. తెలుగులో “సాహిత్య విమర్శ గ్రంథ” రచయిత.

ఎ) K.V. సరసింహ

బి) S.V. రామారావు

సి) కోరాడ రామకృష్ణయ్య

డి) ఖండవల్లి లక్ష్మీరంజనం

2. క్రింది వానిలో మార్క్సిస్ట్ సాహిత్య విమర్శకుడు

ఎ) రాచపాళెం

బి) తుమ్మపూడి కోటేశ్వరరావు

సి) S.V. రామారావు

డి) పై వారందరూ

3. తులనాత్మక అధ్యయనానికి శ్రీకారం చుట్టిన వ్యక్తి

ఎ) రాబర్ట్ కాల్వెల్

బి) T. బరో

సి) M.B. ఎమెనో

డి) ఎడ్మండ్

4. తెలుగు, కన్నడ జానపద గేయాలపై తులనాత్మక పరిశీలన చేసినవారు.

ఎ) జి.యస్. మోహన్

బి) ఆర్.వి.యస్ సుందరం

సి) బిరుదురామరాజు

డి) తంగిరాల

5. నన్నయ సంస్కృతంలో తొలి తెలుగు వ్యాకరణ గ్రంథం

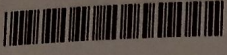
ఎ) ఆంధ్ర వ్యాకరణం

బి) ఆంధ్ర చింతామణి

సి) ఆంధ్రశబ్ద చింతామణి

డి) ఆంధ్ర భాషా భూషణం

[P.T.O.]



(2)

AECTL42

6. కన్నడ ఆధికవి అని ఎవరిని పిలుస్తారు?

ఎ) పంప

బి) రన్న

సి) పొన్న

డి) పైవారందరూ

7. వచన సాహిత్యం ఏ శతాబ్దంలో ఉద్యమ స్థాయిలో తీవ్రరూపం దాల్చింది?

ఎ) 11 వ శతాబ్దం

బి) 13 వ శతాబ్దం

సి) 12 వ శతాబ్దం

డి) 14 వ శతాబ్దం

8. అన్నమయ్య బిరుదును గుర్తించండి.

ఎ) ఆంధ్ర పద పితామహుడు

బి) పద కవితా పితామహుడు

సి) ఆంధ్ర సంగీత పితామహుడు

డి) పైవన్నీ

9. “ఆడిన మాటెల్ల అమృత కావ్యంగా, పాడిన పాటెల్లా పరమగానంగా” అన్నది

ఎ) అన్నమయ్య

బి) త్యాగయ్య

సి) పురందరదాసు

డి) క్షేత్రయ్య

10. పురందరదాసు అసలు పేరు

ఎ) శ్రీనివాసయ్య

బి) శ్రీనివాసాచార్య

సి) శ్రీనివాస నాయక

డి) వరదప్పనాయక

II. ఈ క్రింది ప్రశ్నలలో నాల్గింటికి సమాధానాలు వ్రాయండి.

(4×5=20)

1. ఆలంకారిక విమర్శ

2. కాల्పనిక విమర్శ

3. నన్నయ్య

4. పంప

5. అన్నమయ్య

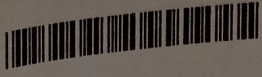
6. పురందరదాసు

III. ఈ క్రింది ప్రశ్నలలో ఐదింటికి సమాధానాలు వ్రాయండి.

(5×6=30)

1. ఆధునిక విమర్శ లక్షణాలను వ్రాయండి.

2. మార్క్సిస్ట్ సాహిత్య విమర్శను వ్రాయండి.



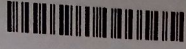
3. అక్కుమహాదేవి భక్తితత్వాన్ని తెల్పుండి.
4. అన్నమయ్య కీర్తనలలో సామాజిక చైతన్యాన్ని తెల్పుండి.
5. అన్నమయ్య-పురందరదాసులను పరిచయం చెయ్యండి.
6. పంప, నన్నయ్య సాహిత్య సేవను వివరించండి.
7. తులనాత్మక విమర్శ గురించి వ్రాయండి.
8. విమర్శ అంటే ఏమిటో నిర్వచించి, లక్షణాలను తెల్పుండి.

IV. ఈ క్రింది ప్రశ్నలలో రెండింటికి వ్యాసరూప సమాధానాలు వ్రాయండి.

(2×10=20)

1. ఆధునిక విమర్శ-నిర్వచనం లక్షణాలు వర్గీకరణ వివరించండి.
 2. తులనాత్మక సాహిత్యం-నిర్వచనం-ఆవశ్యకతను వివరించండి.
 3. నన్నయ్య, పంప, తులనాత్మక సాహిత్యాన్ని వివరించండి.
 4. అన్నమయ్య పురందరదాసు కీర్తనలలో భక్తితత్వాన్ని వివరించండి.
-

352237



AECUD44

Reg. No.

--	--	--	--	--	--	--

IV Semester B.B.A./B.C.A./B.H.M. F.A.D. Degree Examination, June/July -2026

URDU

Prose, Poetry, Grammar and Non-detail
(SEP Scheme Freshars 2025-26 Onwards)

Paper: IV

Time: 3 Hours

Max. Marks: 80

Instructions to Candidates:

(1) تمام سوالات کے جوابات لازمی ہیں۔ (2) ہر سوال کے سامنے نمبرات درج ہیں۔

(10×1=10)

I. صحیح جواب کی نشاندہی کیجئے۔

1. سرسید نے _____ رسالہ جاری کیا۔

(a) تہذیب الاخلاق (b) الہلال (c) زمیندار

2. مولانا آزاد کی مادری زبان _____ تھی۔

(a) اُردو (b) فارسی (c) عربی

3. شاعر اپنے شعر میں جو نام استعمال کرتا ہے، اُسے _____ کہتے ہیں۔

(a) لقب (b) نام (c) تخلص

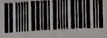
4. اُردو زبان کی شناخت _____ رسم الخط سے ہے۔

(a) دیوناگری (b) نسخ (c) نستعلیق

5. تاج محل کہاں واقع ہے ؟

(a) دہلی (b) آگرہ (c) بمبئی

[P.T.O.]



(2)

6. ”اُردو پر مولانا آزاد کے احسانات“ کے مضمون نگار پروفیسر بی۔ شیخ علی ہیں۔ (صحیح - غلط)
7. مثنوی ”امن نامہ“ کے شاعر جان نثار اختر ہیں۔ (صحیح - غلط)
8. ”ہندوستان جنت نشان“ صالحہ عابد حسین کا لکھا ہوا ہے۔ (صحیح - غلط)
9. حرف عطف وہ ہیں جو دو یا دو سے زیادہ جملوں کو ملانے کا کام دیتے ہیں۔ (صحیح - غلط)
10. اوہو، ہائے، واہ جو جوش یا جذبہ میں بے تحاشا زبان سے نکل جائے حروف فجائیہ کہلاتے ہیں۔ (صحیح - غلط)

II. کسی دو کے تفصیلی جواب لکھیے۔ (2×10=20)

1. سر سید احمد خان کی ادبی خدمات اور تہذیب الاخلاق کی اہمیت بیان کریں۔
2. مولانا ابوالکلام آزاد کی تصانیف اور اردو ادب پر ان کے اثرات بیان کریں۔
3. اصطلاح کی تعریف کرتے ہوئے کسی تین اصطلاحوں کی وضاحت کیجئے۔

III. کسی دو سوالات کے مختصر جواب لکھیے۔ (2×6=12)

1. سر سید کی انشا پر دازی کے انداز پر روشنی ڈالیں۔
2. مولانا ابوالکلام آزاد کے اسلوب بیان کی خصوصیات بیان کریں۔
3. دیوان اور کلیات میں فرق واضح کریں۔
4. نستعلیق رسم الخط کی خصوصیات بیان کریں۔

IV. متن کے حوالے سے کسی چار جملوں کی وضاحت کیجئے۔ (4×2=8)

1. ”سبحان اللہ! ہمارا کفر بھی کیا کفر ہے، کہ کسی کو حاجی، کسی کو کافر اور کسی کو مسلمان بناتا ہے۔“
2. ”مولانا حالی نے یہ خیال ظاہر کیا ہے کہ ایڈیٹر صاحب اپنے صاحبزادے کو بھیج دیئے ہیں۔ جب حقیقت کھلی تو وہ حیران ہو گئے۔“
3. ”علم حاصل کرو چاہے اس کے لئے چین جانا پڑے۔“

4. ”یار بڑی تعریفیں کہتی تھیں اس کشمیر کی سری نگر دیکھا۔ گل مرگ دیکھا۔ یہاں ہے کیا مسواٹنوا اور پٹو کے“

5. ”بمبئی شہر نہیں عادت ہے۔“

(1×10=10)

V. درجہ ذیل رباعیات کی تشریح یا مثنوی کا خلاصہ لکھیے۔

- (a) کوشش ہے اپنی تمام ستائش کے لئے
کیا کیا کرتے ہیں ایک خواہش کے لئے
- (b) ہر ایک نمود پر مٹا جاتا ہے
بلبل کی چمن میں ہم زبانی چھوڑی
- (c) جب سے دل زندہ تو نے ہم کو چھوڑا
کم ظرف اگر دولت وزر پاتا ہے
- کرتے ہیں ذرا سی بات پر فکر خیس
تینکا تھوڑی ہوا سے اڑ جاتا ہے
- (یا)

”امن نامہ“ کا خلاصہ لکھیے۔

(2×5=10)

کسی دو کے جواب لکھیے۔

.VI

1. حروف ربط کی تعریف کرتے ہوئے اس کی مثالوں کو واضح کیجئے۔
2. حروف تخصیص کی تعریف کرتے ہوئے اسکی مثالیں لکھیے۔
3. حروف کی تعریف کرتے ہوئے اسکی قسمیں مع مثالیں لکھیے۔

(2×5=10)

کسی دو سوالوں کے جواب لکھیے۔

.VII

1. کشمیر کی خوبصورتی پر مصنفہ کے خیالات کا اظہار اپنے الفاظ میں لکھیں۔
2. اجنٹا اور ایلورا کی اہمیت کو مصنفہ نے کس انداز میں بیان کیا ہے؟ لکھیں۔
3. حیدر آباد کے بارے میں مصنفہ کے تاثرات کیا ہیں؟ بیان کریں۔



821034

DSBB415

Reg. No.

--	--	--	--	--	--	--	--

IV Semester B.B.A. (Regular) Degree Examination, June/July - 2026

BUSINESS ADMINISTRATION

Technology for Business

(SEP Scheme Freshers)

Paper : 4.5

Time : 2 Hours

Maximum Marks : 40

Instructions to Candidates : Answers should be written in English only.

SECTION - A

Answer any Three sub - questions. Each sub - question carries 2 marks. (3×2=6)

1. a) Define information technology.
- b) What is a V Lookup function?
- c) What do you mean by block chain technology?
- d) Give the meaning of cell reference?
- e) Mention any Two Mathematical functions used in MS Excel.
- f) What is executive information system?

SECTION - B

Answer any Two questions. Each question carries 5 marks. (2×5=10)

2. Explain the steps in applying conditional formatting.
3. Discuss the various types of cloud computing.
4. Describe the process of expert system.

SECTION - C

Answer any Two questions. Each question carries 10 marks. (2×10=20)

5. What is information system? Briefly explain the sub - systems of information system.
6. Define Management information system. Elaborate on the functions of management information system.

[P.T.O.]



(2)

DSBB415

7. Write a note on :

- a. Business Process Outsourcing (BPO).
- b. Knowledge Process Outsourcing (KPO)

SECTION - D

Answer the following question. This question carry 4 marks.

(1×4=4)

8. List the financial functions with syntax and examples.
