



13127

B.B.A/B.B.M. I Semester Degree Examination, Nov./Dec. - 2017

MANAGEMENT

Paper - 1.1 : Principles and Practice of Management

Time : 3 Hours

Maximum Marks : 75

Instructions to candidates :

- 1) Section C is compulsory.
- 2) Answer should be clear and neat.

SECTION - A

1. Answer any TEN questions.

(10 × 2 = 20)

- a) Define Management.
- b) Mention any four features of joint stock company. ✓
- c) What is discipline?
- d) Give meaning of unity of direction.
- e) What is Articles of Association? ✓
- f) Define organising.
- g) What is line and staff organisation? ✓
- h) What is Centralisation?
- i) Define Partnership deed.
- j) Mention the types of plans.
- k) What is Autocratic leadership?
- l) What is authority and responsibility?

[P.T.O]

**SECTION - B**

Answer any Five questions :

(5 × 8 = 40)

2. Distinguish between public company and private company.
3. Explain A.H. Maslow's Need Hierarchy Theory of Motivation.
4. What is management? Briefly explain Henry Fayol's principles of management.
5. Define management By objective. Mention advantages and disadvantages of management by objective.
6. Define Co-operative Society. Briefly explain the types of co-operative society.
7. Define leadership and explain the types of leadership.
8. Write short note on any two :
 - a) Delegation of Authority
 - b) Controlling
 - c) Memorandum of Association
 - d) Planning

SECTION - C

Compulsory:

(1 × 15 = 15)

9. Mr. Satwik has been appointed as manager of a large manufacturing firm producing different types of products and dealing in different types of markets. Mr Satwik is entrusted with responsibility of Departmentation.

The questions before your are.

- i) How do you go about organising different departments?
- ii) What are the basis of departmentation?
- iii) Illustrate with examples and by a diagram.

*The questions*



23121(New)

B.B.A./B.B.M. I Semester Degree Examination, Nov./Dec.-2018

MANAGEMENT

Principles And Practice of Management

Paper : 1.1

(New)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Section 'C' is compulsory.

SECTION - A

1. Answer any **TEN** questions. (10×2=20)
- a) What is Motivation?
 - b) What is democratic leader?
 - c) Give the examples for top level and middle level management.
 - d) What is Management?
 - e) What is good plan? ✓
 - f) What is departmentation?
 - g) Define joint stock company? ✓
 - h) What is MBO? ✓
 - i) What is business? ✓
 - j) What do you mean by social responsibility of management. ✓
 - k) What is Controlling?
 - l) What is unity of control? ✓

SECTION - B

Answer any **THREE** questions each question carries **5** marks.

(3×5=15)

- 2. Explain the three levels of management with neat diagram.
- 3. Explain Maslow's Need Hierarchy theory of motivation.
- 4. Discuss the importance of planning.
- 5. Discuss the merits of line and staff organization.
- 6. Discuss the characteristics of Business.

[P.T.O.]



SECTION - C

Answer any **THREE** questions each question carries **15** marks.

(3×15=45)

7. Briefly explain the characteristics of good leader.
 8. Explain theory X and theory Y as given by Mc. George.
 9. Discuss the principles of management.
 10. Briefly describe the advantages and dis-advantages of MBO, that is management by objective.
 11. Write short notes on any **THREE**.
 - a) Partnership.
 - b) Co-operative society.
 - c) Public company.
 - d) Controlling.
 - e) Departmentation.
-

12101 (Old)

B.Com/B.B.A/B.B.M I Semester Degree Examination, Nov./Dec. - 2018

ENGLISH (BASIC)

New Avenues

(Old)

Maximum Marks : 80

Time : 3 Hours

Instructions to Candidates:

Text : New Avenues.

I. Answer the following in a word or a sentence : (10×1=10)

- A) 1. What is the name of the accountant?
2. How many times did Jam sahib score over 3000 runs?
3. The term 'Marquis' in 'A Talk on Advertising' means _____.
4. Name the Brahman in "A slip of the Tongue".
5. Why did the King give Harisharman an umbrella?
- B) 1. Who are the three happy children in 'Sita'?
2. Who has written the poem, 'Money Madness'?
3. What should we regain before we start killing one another?
4. Where did Miss. Pushpa T's father stay?
5. How does the poet feel when he hears his beloved's name?

II. Annotate any **TWO** of the following. (2×5=10)

[Choosing one from prose and one from poetry]

- 1) "I have come to open an account".
2) "In a word, he is the first Indian who has touched the imagination of our people".
3) "We are meeting today, to wish her bon voyage".
4) "Long, long shall I rue thee, Too deeply to tell".

III. Answer any **ONE** of the following: (1×10=10)

- 1) Give an account of the cricketing style of Jam sahib.
2) Describe, with suitable examples, the misuse of language in advertising.

[P.T.O.]



(2)

12101 (Old)

- IV. Answer any **ONE** of the following: (1×10=10)
- 1) Summarise the poem 'sita'.
 - 2) Describe the parting of the lovers.
- V. Write short notes on any **TWO** (one from prose and one from poetry): (2×5=10)
- 1) Writer's experience in the bank.
 - 2) Character sketch of the Brahman.
 - 3) Evils of money.
 - 4) Miss. Pushpa T.S.
- VI. A. Fill in the blanks with appropriate articles: (5×1=5)
- 1) Radha is _____ honest girl.
 - 2) Latha is _____ best player.
 - 3) My grandmother is _____ generous lady.
 - 4) I met _____ European yesterday.
 - 5) Ramesh was cheated by _____ one eyed stranger.
- B. Fill in the blanks with suitable Prepositions: (5×1=5)
- 1) I like _____ eat sweets.
 - 2) We eat _____ spoons.
 - 3) You can meet them _____ 7.00 p.m.
 - 4) She is worried _____ her property.
 - 5) The boy jumped _____ the river.
- C. Transform the sentences as directed: (5×1=5)
- 1) He is too fat to run. [Remove too]
 - 2) Deepa is shorter than Sai. [into negative]
 - 3) If you write correctly, you will pass. [use 'unless']
 - 4) She has met the hero. [into interrogative].
 - 5) This is a neat diagram. [into exclamatory]
- D. Change the parts of speech of the following as directed: (5×1=5)
- 1) Train [Noun form]
 - 2) Employment [Verb form]



(3)

12101 (Old)

3) Happiness [Adjective form]

4) Necessary [Adverb form]

5) True [Noun form]

E. Fill in the blanks with Correct form of Verbs given in brackets: (5×1=5)

1) I _____ the film. (have seen / has seen)

2) Birds _____ melodiously. (chirp / chirps)

3) The table _____ taken away. (were / was)

4) Ravi _____ mangoes. (like / likes)

5) The news _____ shocking. (is / are)

F. Combine the following sentences by using the conjunctions given in brackets: (5×1=5)

1) She has to take rest. She is very tired. (because)

2) He is honest. He is hard working. (as well as)

3) We met the minister. We had lunch with her. (not only _____ but also)

4) They are co - operative. They are quite. (neither _____ nor)

5) He lost the paper. He lost the pen. (and)



25103(New)

B.Com./B.B.A./B.B.M. I Semester Degree Examination Nov./Dec.-2018

HINDI-BASIC

(कहानी सौरभ, अनुवाद टिप्पणी, संक्षेपण, सामान्य सामाजिक पत्राचार)
(New)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

सूचना: सभी प्रश्नों के उत्तर देवनागरी लिपी में आवश्यक हैं।

- I. किन्ही दो अवतरणों का सप्रसंग व्याख्या कीजिए। (2×10=20)
1. “क्या ऊटपटांग बात कह बैठी, कमली? भला तेरा ब्याह हम कैसे.....?”
 2. ‘तुम नई अम्मा को पुरानी अम्मा क्यों नहीं कहती, फिर वे न नई रहेंगी और न डाँटेंगी।’
 3. “कोलकत्ता में रहते हो और सिनी आशा का नाम नहीं जानते?”
 4. “मेरा न कोई घर है न दार न कोई अपना न पराया। इस जमीन और आसमान के बीच में मैं अकेला हूँ बिल्कुल अकेला।”
- II. किन्ही दो समीक्षात्मक प्रश्नों के उत्तर लीखिए। (2×10=20)
1. महादेवी वर्मा जी की कहानी बिंदा कहानी का सारांश लीखिए।
 2. मन्नु भंडारी की कहानी स्त्री-सुबोधिनी कहानी का सारांश लीखिए।
 3. कमली का चरित्र-चित्रण लीखिए।
 4. मधु कांकरिया की फाइल कहानी का सारांश लीखिए।
- III. किन्ही दो सामाजिक पत्र लीखिए। (2×7½=15)
1. फीस माफ के लिए प्रचार्य को पत्र लीखिए।
 2. पुस्तक मँगवाने के लिए, पुस्तक विक्रेता, सपना-प्रकाशन बुक हाउस, बेंगलोर के नाम पर पत्र लीखिए।
 3. पानी की समस्या पर नगरपालिका को पत्र लीखिए।
 4. रूपय मँगवाने हेतु पिताजी को पत्र लीखिए।
- IV. किसी एक प्रश्न का उत्तर लीखिए। (1×5=5)
1. संक्षेपण का अर्थ एवं परिभाषा लीखिए।
 2. संक्षेपण का स्वरूप एवं उपयोगिता लीखिए।

[P.T.O.]



13121(Old)

B.B.A./B.B.M. I Semester Degree Examination, Nov./ Dec.-2018

MANAGEMENT

Business Communication-I

Paper - 1.2

(Old)

Time : 3 Hours

Maximum Marks : 75

Instructions to Candidates:

1. Part-A : Answer any **TEN** of the following.
2. Part-B : Answer any **FIVE** of the following.
3. Part-C Compulsory.

PART - A

I Answer any **TEN** of the following.

(10×2=20)

1. a) Define Business Communication.
- b) Define Message.
- c) Define Oral Communication.
- d) Write any four Message Media.
- e) Define Non-Verbal Communication.
- f) What do you mean Completeness in business letters?
- g) State the process of Communication.
- h) Give the meaning of effective listening.
- i) State any two barriers of Communication.
- j) State the difference between verbal and Non-Verbal Communication.
- k) What is business Correspondent?
- l) Give the Meaning of planning in oral Communication.

[P.T.O.]



(2)

25103(New)

V. कन्नड या अंग्रेजी में अनुवाद कीजिए।

a. भय क्या होता है, इसे समझना चाहिये। हमें अनेकों तरह का भय रहता है। माता-पिता तथा गुरु का भय। अपयश का भय, हिंसा पशुओं का भय तो भी हमें भय को समझकर भय से मुक्ति प्राप्त करनी चाहिये।

(1×5=5)

b. हिन्दी में अनुवाद कीजिए।

One day prince Siddhartha was playing in the palace garden. Suddenly one of the swans dropped from the sky and fell at his feet. Blood was coming out of its body. The prince felt very very unhappy. He took the arrow out of the bird gently.

(1×5=5)

ಒಂದು ದಿನ ಸಿದ್ಧಾರ್ಥನು ಅರಮನೆಯ ತೋಟದಲ್ಲಿ ಆಟವಾಡುತ್ತಿದ್ದನು. ತಕ್ಷಣ ಆಗಸದಿಂದ ಒಂದು ಹಂಸ ಪಕ್ಷಿಯು ಆತನ ಕಾಲ ಬಳಿ ಬಂದು ಬಿದ್ದಿತು. ಅದರ ಮೈಯಿಂದ ರಕ್ತ ಹೊರ ಬರುತ್ತಿತ್ತು. ರಾಜಕುಮಾರ ಇದನ್ನು ನೋಡಿ ಅಸಂತುಷ್ಟಗೊಂಡ. ಅವನು ನಿಧಾನವಾಗಿ ಅದರ ಶರೀರದಿಂದ ಬಾಣವನ್ನು ಹೊರತೆಗೆದನು.

VI. एक वाक्य में उत्तर लीखिए।

(10×1=10)

1. कथा सौरभ पाठ्यपुस्तक के संपादक का नाम लीखिए।
2. मन्नू भंडारी की कहानी का नाम लीखिए।
3. बिंदा कहानी की लेखिका का नाम लीखिए।
4. छुटकारा कहानी की लेखिका का नाम लीखिए।
5. फाइल कहानी की मुख्य पात्र का नाम लीखिए।
6. 'अब उठूंगी राख' कहानी की लेखिका कौन है ?
7. सामाजिक पत्र व्यवहार में 'सेवा' को अंग्रेजी में क्या कहते हैं ?
8. अनुवाद के लिए अंग्रेजी में क्या कहते हैं ?
9. छावनी में बेघर कहानी की लेखिका कौन है ?
10. संक्षेपण को अंग्रेजी में क्या कहते हैं ?



23122 (New)

B.B.A./B.B.M. I Semester Degree Examination, Oct./Nov.-2018

MANAGEMENT

Financial Accounting -I

Paper : 1.2

(New)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

- i) Only simple calculator is allowed to use.
- ii) Show the calculation whenever necessary.

SECTION - A

1. Answer any **TEN** questions.

(10×2=20)

- a) What is Book-Keeping?
- b) Explain the term Entities and Equities.
- c) What Journal ?
- d) What is posting?
- e) What is Drawings?
- f) What is Trading Account?
- g) What is Trial Balance?
- h) What is Allocation?
- i) What is Invoice Price?
- j) What is Computerized Accounting?
- k) State three objectives of Departmental Accounting.
- l) How do you treat in Final accounts if outstanding expenses appeared in adjustment.

SECTION - B

Answer any **THREE** questions.

(3×5=15)

2. What is accounting concepts? Explain the any five accounting concepts.
3. What is tally? Explain the advantages of tally.
4. Enter the following transactions in the purchases book-2018.

- Jan. 1 Bought goods from Mr.Suresh for Rs.10,000.
- Jan. 9 Bought goods from Mr. Santhosh for Rs.20,000 less 10% trade discount.
- Jan. 11 Bought from Mahesh traders for Rs. 8,000.
- Jan. 16 Bought office furniture from Mr. X.Bagalkot for Rs. 15,000.
- Jan. 26 Bought goods from Mr. Girish for Rs. 28,000, less 5% trade discount.

[P.T.O.]



(2)

13121(Old)

PART - B

II. Answer any **FIVE** of the following.

(5×8=40)

2. Explain the Managerial Communication with verbal, Non-verbal and written?
3. Briefly explain the 7 C's of business writing principles.
4. Explain the importance of business Communication?
5. Explain the Oral communication and effective listening exercises.
6. Explain the need of business Correspondence.
7. Write difference between written and Oral communication.
8. Write a short note on any **TWO**:
 - i) Message Medias.
 - ii) Memorandum in business letter.
 - iii) Verbal Communication.
 - iv) Conducting of Interviews in Oral Communication.

PART - C

(Compulsory)

(1×15=15)

9. Write a letter of enquiry to Soft logic Pvt. Ltd. 5th floor Pride Icon, Kharadi, Magarapatta road Kharadi-Pune-411014 requesting for the quotation, T&C for supply of smart class room equipments from XYZ College.
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23124 (New)

B.B.A. / B.B.M. I Semester Degree Examination, Oct./Nov.-2018

MANAGEMENT

Quantitative Techniques-I

Paper-1.5

(New)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

- i) Statistical tables and Graph sheets will be supplied on request.
- ii) Use of simple calculators is permitted.

SECTION - A

1. Answer any **TEN** of the following.

(10×2=20)

- a) Define average.
- b) What is statistics?
- c) Define Primary and Secondary data.
- d) What is Dispersion?
- e) Define Correlation and Regression.
- f) Mention any two uses of index number.
- g) What is irregular variation? Give example.
- h) Name the graphs, which are used to calculate mode and Median.
- i) What is tabulation?
- j) Find Median for the following data 2, 4, 6, 8, 10.
- k) What do you mean by inclusive and exclusive class intervals?
- l) Write the formula of Geometric mean for grouped data.

[P.T.O.]



11. From the following particulars, prepare Departmental Trading, Profit and Loss account for the year ending 31.03.2018.

Particulars	Dept X	Dept Y	Total
Opening Stock	14,000	12,000	26,000
Purchases	75,100	69,800	1,44,900
Sales	1,00,000	80,000	1,80,000
Returned o/w	1,100	800	1,900
Salaries	9,000	8,500	17,500
Gen. Salaries	-	-	11,600
Rent	-	-	6,000
Advertisement	-	-	8,100
Insurance	-	-	1,000
Carriage o/w	-	-	5,400
Discount Allowed	-	-	1,800
Discount earned	-	-	1,430
Accountancy charges	-	-	500
Carriage I/w	-	-	2,860

Additional Information :

- Goods transferred from Dept .X to Dept. Y Rs. 5,000 were not recorded.
- Gen. salaries are to be allocated equally.
- The area occupied is in the ratio of 3:2
- Insurance and accounting charges cannot be allocated to any Department.
- Closing stock of Dept.X Rs. 16,600 and Dept.Y Rs. 16,800



(3)

23122 (New)

9. Mallu of Poona consigned to Sanju of Bagalkat, goods of the value of Rs. 15,000 and invoiced them so as to show $33\frac{1}{3}$ % of profit on cost.

Mallu paid Rs. 500 for freight and carriage and Rs. 100 for insurance. He drew a bill for Rs.4,000, on Sanju as advance. Which was daily accepted by Sanju. Mallu discounted the bill for Rs. 3,950, $\frac{4}{5}$ of the goods were sold by Sanju for Rs. 16,000. His expenses for sales were Rs. 350 and commission Rs. 320. Sanju sent draft for the balance.

Prepare the ledger in the books of Mallu.

10. From the following trial balance, prepare Trading, Profit and Loss A/c for the year ending 31-03-2018 and the balance sheet as on that date.

Name of accounts	Dr (Rs)	Cr (Rs.)
Capital	-	30,000
Drawings	1,760	-
Purchase and Sales	8,900	15,000
Opening Stock	1,200	-
Returns	280	450
Wages	800	-
Buildings	22,000	-
Freight	2,000	-
Trade Exp's	200	-
Advertisement	240	-
Interest	-	650
Taxes and Insurance	430	-
Debtors and Creditors	6,500	1,200
B/R and B/P	1,500	700
Cash	1390	-
Salaries	800	-
Total -	<u>48,000</u>	<u>48,000</u>

Adjustments:

- Closing stock was valued at Rs.10,000
- Prepaid insurance Rs.100.
- Outstanding expenses (salary) Rs.200.
- Depreciate building by 5%.
- Provide PDD at 5% on debtors.

[P.T.O.]



5. Find out the value of closing stock
- Goods sent to consignment 2000 kgs at Rs.40 per kgs.
 - Normal loss 5% loss in weight while in transit.
 - Non-recurring expenses paid by the consignor Rs. 1800.
 - Quantity sold : 1600 kgs .
6. From the following particulars, prepare Departmental Trading and Profit and Loss account.

Particulars	A	B	Total
Opening Stock	15,000	20,000	35,000
Purchases	25,000	30,000	55,000
Sales	60,000	65,000	1,25,000
Closing Stock	12,000	22,000	34,000
Rent	-	-	6000
Salaries	-	-	3000
Advertisement	-	-	9000

Assuming that the indirect expenses use allocate department A and B in the ratio of 2: 1 respectively.

SECTION - C

Answer any **THREE** questions.

(3×15=45)

7. What is computerised accounting? Explain the difference between manual and computerised accounting.
8. Enter the following transactions in the proper subsidiary books-2018.
- March 1. Bought goods from Shanker Rs. 10,000.
- March 2. Sold goods to Rajanna Rs. 9,000.
- March 3. Sold goods to Govinda Rs. 6,000.
- March 4. Bought goods from Ram Rs. 8,000.
- March 6. Sold goods to Murthy Rs. 5,000.
- March 7. Returns goods to Shankar Rs. 2,000.
- March 8. Received goods returned by Govinda Rs. 300.
- March 10. Rajanna returned us goods Rs. 500.
- March 11. Sold to K.Kumar goods Rs. 4,000.
- March 12. Bought of Shankar Rs. 7,000.
- March 14. Sold goods to Shekar Rs. 6,500.
- March 16. Returned goods to Ram Rs. 1,000.
- March 20. Kumar returned goods Rs. 200.
- March 22. Sold goods to Bhasker Rs. 2,500.
- March 30. Bhasker returned goods Rs. 100.



(2)

23124 (New)

SECTION - BAnswer any **THREE** questions.

(3×5=15)

2. Prepare a blank table to show the population of a town according to

- Sex : Men, Women.
- Age group in years : (0-25), (25-50), 50 above
- Periods : 2008, 2009, 2010.

3. Calculate Harmonic Mean for the following data.

x	12	14	16	18	20
f	3	5	9	4	2

4. The following are the marks of 8 students in statistics and mathematics. Find co-efficient of rank correlation.

Marks in Statistics	25	43	27	35	54	61	37	45
Marks in Mathematics	35	47	20	37	63	64	28	40

5. Briefly explain the steps involved in the construction of index Number.

6. Compute the trend values by finding 3-yearly moving average for the following time series.

Year	2010	2011	2012	2013	2014	2015	2016
Population	412	438	446	454	470	483	490

SECTION - CAnswer any **THREE** questions.

(3×15=45)

7. Find Mean, Median and Mode.

C.I.	200-400	400-600	600-800	800-1000	1000-1200	1200-1400	1400-1600	1600-1800	1800-2000
f	6	9	11	14	20	15	10	8	7

8. Find two regression lines from the following data.

X	55	57	58	59	59	60	61	62	64
Y	74	77	78	75	78	82	82	79	81



9. Calculate :

- i) Laspeyre's, Paasche's, Dorbish Bowley's and Marshall edgeworth price index Number.
- ii) Also verify fisher's index number satisfies TRT and FRT.

Items	2005		2006	
	Price	Quantity	Price	Quantity
A	3	25	5	28
B	1	50	3	60
C	2	30	1	30
D	5	15	6	12

10. Fit a straight line trend for the following data. And also estimate the value for 2012.

Year	2005	2006	2007	2008	2009	2010	2011
Value	60	75	75	65	80	85	59

11. a) Define questionnaire and also write the rules of questionnaire.
 - b) Explain different types of classification.
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13122(Old)

B.B.A./B.B.M. I Semester Degree Examination, Oct. / Nov.-2018

MANAGEMENT

Quantitative Techniques-I

Paper - 1.5

(Old)

Time : 3 Hours

Maximum Marks : 75

Instructions to Candidates:

- i) *Statistical tables and Graph sheets will be supplied on request.*
- ii) *Use of simple calculators is permitted.*

PART - A

Answer any **TEN** questions.

(10×2=20)

1.
 - a) What is Statistics?
 - b) Write any two limitations of Statistics.
 - c) Write any advantages of graphs and diagrams.
 - d) Define correlation. Give one example.
 - e) What do you mean by inclusive and exclusive class interval.
 - f) What is Time Series?
 - g) Define Regression.
 - h) Calculate median for the below data 2,4,6,8,10.
 - i) Define consumer price index number.
 - j) What is Price relative?
 - k) Write the formula for mean deviation from median.
 - l) Define questionnaire, write any two rules to draft questionnaire.

PART - B

Answer any **FIVE** Questions.

(5×8=40)

2. Find mean for the following frequency distribution.

Marks	10-25	25-40	40-55	55-70	70-85	85-100
No. of Students	6	50	44	26	3	1

[P.T.O.]



(2)

13122(Old)

3. Draw histogram and obtain mode.

CI	100-150	150-200	200-250	250-300	300-350	350-400
f	7	19	27	15	12	8

4. Calculate Cost of living index number.

Items	Price		Weight
	2000	2006	
Food	200	250	10
Rent	80	120	5
Clothing	40	50	3
Fuel	50	70	4
Others	80	100	5

5. Calculate 3-yearly moving averages for the following data.

Year	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Sales	86	63	45	43	57	57	98	100	120	150

6. Compute Quartile deviation and its coefficient from the data given below.

x	2	4	6	8	10	12
f	3	5	10	12	6	4

7. Calculate Spearman's rank correlation coefficient.

x	25	43	27	35	54	61	37	45
y	35	47	20	37	63	54	28	40



(3)

13122(Old)

8. Obtain two regression equations.

	Expenditure	Sales
Mean	20	120
SD	5	2

Correlation coefficient = 0.8

PART - C

(Compulsory)

(10+5=15)

9. Compute

- (i) Laspeyre's, paasche's and Marshall Edgeworth's Price index number.
- (ii) Also verify Fisher's index number satisfies TRT and FRT.

Items	2006		2008	
	Price	Quantity	Price	Quantity
A	8	15	9	15
B	7	12	8	13
C	10	10	10	10
D	12	14	15	16



23121(New)

B.B.A./B.B.M. I Semester Degree Examination, Nov./Dec.-2018

MANAGEMENT

Principles And Practice of Management

Paper : 1.1

(New)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Section 'C' is compulsory.

SECTION - A

1. Answer any TEN questions.

(10×2=20)

- a) What is Motivation?
- b) What is democratic leader?
- c) Give the examples for top level and middle level management.
- d) What is Management?
- e) What is good plan?
- f) What is departmentation?
- g) Define joint stock company?
- h) What is MBO?
- i) What is business?
- j) What do you mean by social responsibility of management.
- k) What is Controlling?
- l) What is unity of control?

SECTION - B

Answer any THREE questions each question carries 5 marks.

(3×5=15)

2. Explain the three levels of management with neat diagram.
3. Explain Maslow's Need Hierarchy theory of motivation.
4. Discuss the importance of planning.
5. Discuss the merits of line and staff organization.
6. Discuss the characteristics of Business.

[P.T.O.]



13124(Old)

B.B.A. I Semester Degree Examination, Nov./Dec. - 2018

ECONOMICS

Managerial Economics

Paper-1.4

(Old)

Time : 3 Hours

Maximum Marks : 75

Instructions to Candidates:

1. Answer up to the point.
2. Draw diagrams wherever necessary.
3. Part-C compulsory.

PART - A

1. Answer any **TEN**. Each carries two marks.

(10×2=20)

- a) What is Managerial Economics?
- b) What is Normal Profit?
- c) What do you mean by cost control?
- d) Give meaning of perfect competition.
- e) What is law of supply?
- f) What is skimming price?
- g) Define demand.
- h) What are the types of Risk?
- i) What is dumping?
- j) What is variable cost?
- k) Give meaning of micro economics.
- l) What you mean by production function?

[P.T.O.]



(2)

23121(New)

SECTION - C

Answer any **THREE** questions each question carries **15** marks.

(3×15=45)

7. Briefly explain the characteristics of good leader.
 8. Explain theory X and theory Y as given by Mc. George.
 9. Discuss the principles of management.
 10. Briefly describe the advantages and dis-advantages of MBO, that is management by objective.
 11. Write short notes on any **THREE**.
 - a) Partnership.
 - b) Co-operative society.
 - c) Public company.
 - d) Controlling.
 - e) Departmentation.
-

25+9, 30
25+9, 35

90011

B.A.,B.Com.,B.Sc., B.B.A,B.C.A., B.H.Sc., B.S.W. And B.F.T. I Semester

Degree Examination, Oct./Nov. - 2018

INDIAN CONSTITUTION

Indian Constitution Mandatory Paper

Maximum Marks : 80

Time : 3 Hours

Instructions to Candidates:

- 1) Answer any **TEN** questions from Section - A.
ವಿಭಾಗ - ಎ ನಿಂದ ಯಾವುದೇ ಟೆನ್ ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ.
- 2) Answer any **FOUR** questions from Section - B.
ವಿಭಾಗ - ಬಿ ನಿಂದ ಯಾವುದೇ ನಾಲ್ಕು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ.
- 3) Answer any **FOUR** questions from Section - C
ವಿಭಾಗ - ಸಿ ನಿಂದ ಯಾವುದೇ ನಾಲ್ಕು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ.

SECTION - A

ವಿಭಾಗ - ಎ

Answer any **TEN** of the following questions in **TWO** to **THREE** sentences each. (10×2=20)

1. ಪ್ರತಿಯೊಂದಕ್ಕೆ ಎರಡರಿಂದ ಮೂರು ವಾಕ್ಯಗಳಲ್ಲಿ ಈ ಕೆಳಗಿನ ಯಾವುದೇ **ಹತ್ತು** ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ.
State any two unitary features of Indian Federal Structure.
ಭಾರತದ ಸಂಯುಕ್ತ ವ್ಯವಸ್ಥೆಯ ಯಾವುದೇ ಎರಡು ಏಕಾತ್ಮಕ ಲಕ್ಷಣಗಳನ್ನು ತಿಳಿಸಿ.
2. Who is Nominal Head and who is Real head in Indian constitutional system.
ಭಾರತದ ಸಂವಿಧಾನಾತ್ಮಕ ವ್ಯವಸ್ಥೆಯಲ್ಲಿ ಯಾರು ನಾಮಕ ಪ್ರಮುಖ ಮತ್ತು ಯಾರು ವಾಸ್ತವಿಕ ಪ್ರಮುಖ.
3. What do you mean by 'Directive Principles of State Policy'?
'ರಾಜ್ಯ ನೀತಿಯ ನಿರ್ದೇಶಕ ತತ್ವಗಳು' ಎಂದರೇನು?
4. Mention the minimum age to vote and contest in the Lok Sabha Elections.
ಲೋಕ ಸಭಾ ಚುನಾವಣೆಯಲ್ಲಿ ಮತದಾನ ಮಾಡಲು ಮತ್ತು ಸ್ಪರ್ಧಿಸಲು ಕನಿಷ್ಠ ವಯಾಸ ಮಿತಿ ತಿಳಿಸಿ.

[P.T.O.]



(2)

13124(Old)

PART - B

Answer any **FIVE**. Each carries **EIGHT** marks.

(5×8=40)

2. Explain Risk theory of profit.
3. Explain price elasticity of demand.
4. Distinguish between Micro and Macro economics.
5. Explain survey method of forecasting.
6. Explain market equilibrium under Monopoly.
7. Explain profit maximization as business objective.
8. Explain nature and scope of managerial economics.

PART - C

[Compulsory]

(1×15=15)

9. Explain in short about statistical method of forecasting. Give meaning of forecasting and find trend projection for next five years.

Years	2000	2001	2002	2003	2004
Sale	90	112	150	92	150



B.B.A./B.B.M. I Semester Degree Examination, Oct./Nov. - 2019

MANAGEMENT

PRINCIPLES AND PRACTICES OF MANAGEMENT

PAPER- 1.3

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Answer all sections, subject to internal choices.

SECTION - A

I. Answer **any Ten** questions.

(10×2=20)

- a) Define Management?
- b) What do you meant by scalar chain?
- c) What is strategic planning?
- d) What is functional organisation?
- e) What is Departmentation?
- f) Define Motivation.
- g) What is Decision making?
- h) What is meant by Top level management?
- i) What is autocratic style of leadership?
- j) What is quorum?
- k) What is Articles of Association?
- l) What is MBO?

SECTION - B

Answer **any three** questions.

(3×5=15)

2. What are the functions of TOP level Management? 20121
3. Explain the process of planning.
4. Explain the features of line organisation.

[P.T.O.]



5. Explain the steps in decision making.
6. Explain any five difference between public & private company.

SECTION - C

Answer **any Three** questions.

(3×15=45)

7. Briefly explain principles of management.
 8. Explain the advantages and disadvantages of planning.
 9. Explain the types of organisation.
 10. Explain the motivation theory of Abhraham Maslow's Hierarchial needs.
 11. What is Memorandum of Association? Explain its contents.
-

**B.B.A./B.B.M./B.Com I Semester Degree Examination Oct/Nov-2019****ENGLISH (BASIC)****New Avenues****(Old)****Time : 3 Hours****Maximum Marks : 80****I. Answer the following in a word or a sentence. (10×1=10)**

- A) 1) Name two bankers or financiers referred in 'My Financial Career'.
2) The manager assumed that the writer was son of _____ an English banker.
3) The term 'Marquis' in 'A Talk on Advertising' means _____.
4) Name the team against which Jam sahib scored two double centuries in a single match on a single day.
5) What according to Herman work, does an advertising man do?
- B) 1) Name two birds referred by Toru Dutt in her poem 'Sita'.
2) Who said, ' If I have no money they will make me eat dirt with little bread' ?
3) Who has written the Poem, 'Money Madness' ?
4) How does poet feel when he hears his beloved's name?
5) What did Toru Dutt refer valmiki as in 'Sita' ?

II. Annotate any two of the following [one from prose and one from poetry]**(2×5=10)**

- 1) " I have come to open an account"

[P.T.O



- 2) "He induces human beings to want things they don't want."
- 3) When shall those children by their mother's side Gather, ah me! as erst at eventide?
- 4) "Long, long shall I rue thee, Too deeply to tell".

III. Answer any one of the following (1×10=10)

- 1) Explain the cricketing style of Jam sahib of Nawanagar.
- 2) Write a note on the duties of a teacher towards his pupils, as per F.L. Brayne.

IV. Answer any one of the following (1×10=10)

- 1) Attempt the character sketch of Miss Pushpa. T.S. based on the poem.
- 2) Summarise the poem 'Sita'.

V. Write short notes on any two (One from prose and one from poetry) (2×5=10)

- 1) Writer's meeting with the Bank Manager.
- 2) Evils of advertising
- 3) Beloved's appearance at the time of parting.
- 4) Miss. Pushpa. T.S.

VI. A) Fill in the blanks with appropriate articles. (5×1=5)

- 1) Lata is _____ honourable singer.
- 2) Pushpa is _____ wonderful dancer.
- 3) Ambica is _____ best chess player.
- 4) _____ sun rises in the East.
- 5) We met _____ European yesterday.

B) Fill in the blanks with suitable prepositions: (5×1=5)

- 1) I like _____ read books.



(3)

12101(Old)

- 2) I cut an apple _____ a knife.
- 3) Principal asked the student to meet _____ Monday.
- 4) She worried _____ her health.
- 5) The girl jumped _____ the river.

C) Transform the sentences as directed:

(5×1=5)

- 1) She is too lazy to work. (Remove too)
- 2) Deepa is wiser than Megha (into negative)
- 3) If you study hard, you will pass (use unless)
- 4) Please allow me to use your cell phone (into interrogative)
- 5) She is a beautiful girl. (into exclamatory)

D) Change the parts of speech of the following as directed:

(5×1=5)

- 1) Leader (verb form)
- 2) Train (Noun form)
- 3) Bravery (adjective form)
- 4) Promotion (Verb)
- 5) Necessary (Adverb form)

E) Fill in the blanks with correct form of verbs given brackets:

(5×1=5)

- 1) I _____ the book (have read/ has read)
- 2) Bird _____ in the sky. (fly/flies)
- 3) The chairs _____ arranged systematically (Was/were)
- 4) Megha _____ to read novels. (like/likes)
- 5) The news _____ very shocking (is/are)

[P.T.O]



(4)

12101(Old)

F) Combine the following sentences by using the conjunction given in brackets.
(5×1=5)

- 1) The baby is very cute I love her (Therefore)
 - 2) Rani is lazy. She will not succeed. (so)
 - 3) She is honest. She is hardworking. (as well as)
 - 4) Megha is beautiful. She is gentle (both and)
 - 5) Anita has to take rest. She is very tired. (because)
-



B.B.A./B.B.M. I Semester Degree Examinations, Oct./Nov. - 2019
MANAGEMENT
Financial Accounting - I
Paper - 1.4

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

- 1) Only simple Calculator is allowed to use
- 2) Show the calculation wherever necessary.

SECTION - A

1. Answer any **TEN** questions. (10×2=20)
- a) What is accountancy?
 - b) State any two objectives of Accounting.
 - c) What is Journal?
 - d) What do you mean by Profit & Loss A/c?
 - e) What is trading Account?
 - f) State any one difference between Return Inward & Return Outward.
 - g) What do you mean by inter department transaction?
 - h) State any two objectives of departmental Accounts.
 - i) What is Cost Price?
 - j) State any two differences of consignment & sales.
 - k) State any two accounting packages.
 - l) What is computerised Accounting?

SECTION - B

Answer any **THREE** questions. (3×5=15)

2. Explain the Accounting Standards.
3. State any five difference of manual & commercialised Accounting.
4. Enter the following transactions in the purchase book.

2019

- April 1 Purchased from S. Sakshi Bijapur 10 Quintals of Jawar at Rs. 50 per Quintal.
April 10 Bought from Deepa & company Dharwad 20 Quintals of small rice at Rs.600
April 20 Purchased from Sushant, Ranibennur 10 Quintals of big rice at Rs. 800 per Quintal.
April 30 Bought from Venkatesh, Rayachur goods, Rs. 20,000 at 20% trade discount.

[P.T.O.]



5. From the following particulars, prepare departmental trading, profit & loss Account Common Expenses are allocated on the basis of 6:3 to Anil & Sunil.

Particulars	Anil	Sunil	Total
Opening Stock	2,000	3,000	5,000
Purchases	4,000	6,000	10,000
Sales	10,000	12,000	22,000
Closing Stock	2,000	4,000	6,000
Rent	-	-	1,200
Salary	-	-	600
Advertisement	-	-	1,800

6. A sent 100 kg of oil costing Rs. 1,700 to B He paid Rs. 260 for freight etc. B sold 80 kg of oil incurring Rs. 50 as selling expenses & reported that there was a loss of 2 kg due to normal leakage.
Calculate the value of stock on consignment.

SECTION - C

Answer any **THREE** questions.

(3×15=45)

7. What is computerised accounting? Explain its advantages & disadvantages.
8. Journalise the following transactions & post them in to ledger.

2019

- 1) March 1 Started business with cash Rs. 50,000
- 2) March 5 Purchased goods for cash Rs. 10,000
- 3) March 8 Sold goods for cash Rs. 12,000
- 4) March 15 Bought goods from sachin Rs. 8,000
- 5) March 19 Sold goods to Mallu Rs. 9,000
- 6) March 22 Paid Rent Rs. 500
- 7) March 27 Received commission Rs. 1,000
- 8) March 31 Paid salary Rs. 2,000.

9. From the following trial balance prepare final Accounts.

Particulars	Debit	Credit
Sundry debtors	30,000	-
Opening stock	1,00,000	-
Land & Building	2,00,000	-
Capital	-	5,00,000
Rent received	-	12,000
Cash in hand	32,000	-
Cash at Bank	80,000	-
Wages	60,000	-
Sundry Creditors	-	1,40,000



Bills receivable	40,000	-
Interest given	4,000	-
Bad debts	10,000	-
Repairs	6,000	-
Sales	-	3,40,000
Bills Payable	-	80,000
Furniture & Fixture	30,000	-
Depreciation	20,000	-
Rent & taxes	16,000	-
Salaries	40,000	-
Drawing	40,000	-
Purchase	2,00,000	-
Office expenditure	50,000	-
Plant & machinery	1,14,000	-
	10,72,000	10,72,000

10. A business is carried on in three Departments. The expenses which are not directly chargeable to any department are to be allocated in proportion of 1/2 to P, 3/10 to Q, and 1/5 R.

From the following particulars prepare the departmental trading & profit & loss account for the year ending 31-12-2018.

Particulars	Dept P	Dept Q	Dept R
Stock on 1-1-2018	700	500	300
Stock on 31-12-2018	500	300	100
Out side Purchases during the yr	2000	1600	1200
Outside sales during the yr	5200	5000	3400
Wages	1000	1200	1400
Salaries	360	400	320

Inter-departmental sales:

P to Q Rs. 200; P to R Rs. 400; Q to P Rs. 600 and R to Q Rs. 800.

11. Miss Rakhi consigned 1000 radio set costing Rs. 900 each to Miss Geeta, her agent on 1st July 2018 Miss Rakhi incurred the following expenditure on sending the consignment.

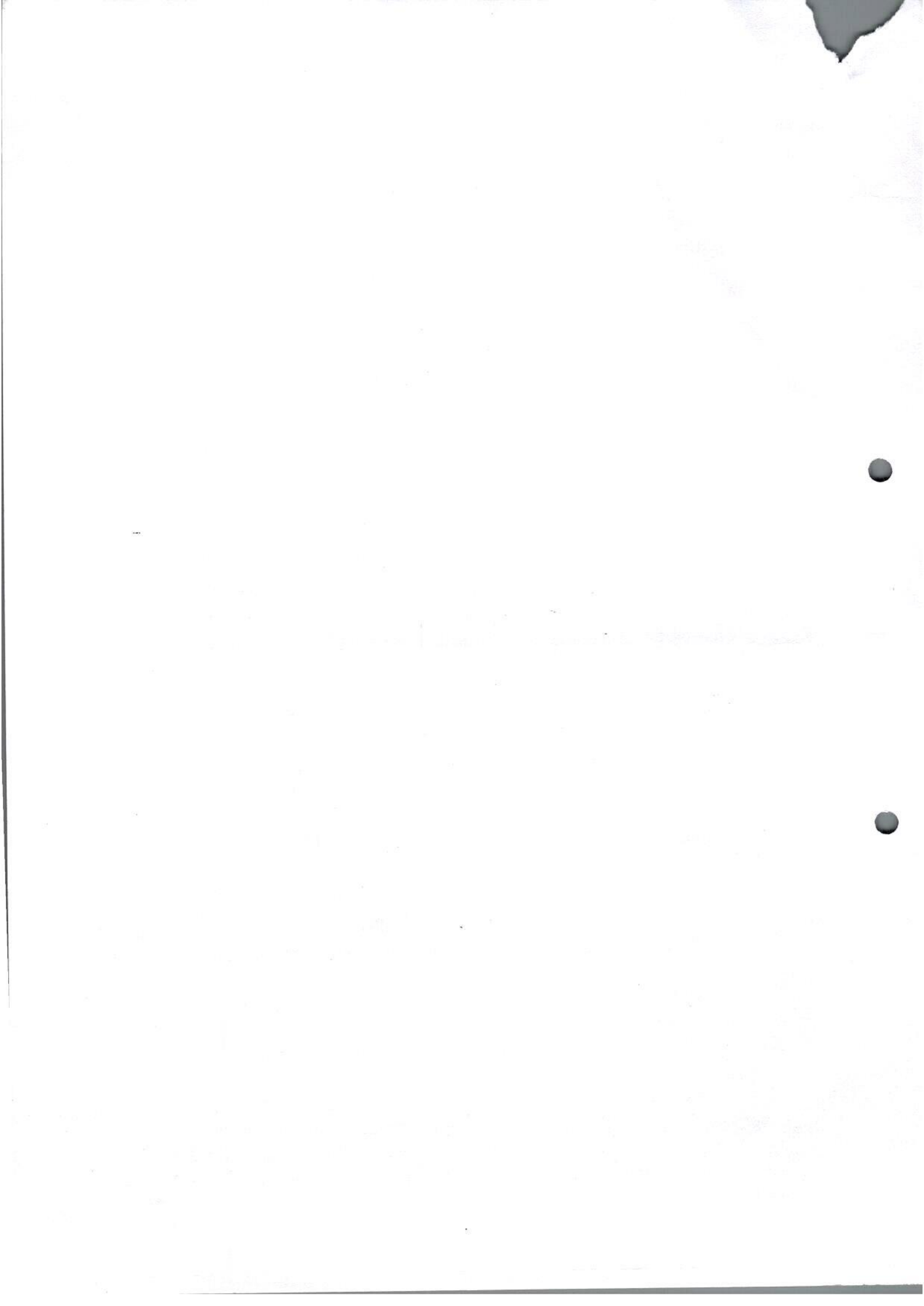
Freight Rs. 7,650

Insurance Rs. 3,250

Miss Geeta received the delivery of 950 radio sets. An account sale dated 30th Nov. 2018. Showed that 750 sets were sold for Rs. 9,00,000 & Miss Geeta incurred Rs. 10,500 for carriage.

Miss Geeta was entitled to commission 6% on the sales affected by her. She incurred expenses amounting to Rs. 2,500 for repairing the damaged radio sets remaining the stock.

Miss Rakhi lodged a claim with the insurance company which was admitted at Rs. 35,000. Show the consignment account & Miss Geeta's account in the books of Miss Rakhi.





B.B.A./B.B.M. I Semester Degree Examination, Oct./Nov. - 2019

MANAGEMENT

PRINCIPLES AND PRACTICES OF MANAGEMENT

PAPER- 1.3

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Answer all sections, subject to internal choices.

SECTION - A

I. Answer any Ten questions.

(10×2=20)

- a) Define Management?
- b) What do you mean by scalar chain?
- c) What is strategic planning?
- d) What is functional organisation?
- e) What is Departmentation?
- f) Define Motivation.
- g) What is Decision making?
- h) What is meant by Top level management?
- i) What is autocratic style of leadership?
- j) What is quorum?
- k) What is Articles of Association?
- l) What is MBO?

SECTION - B

Answer **any three** questions.

(3×5=15)

2. What are the functions of TOP level Management?
3. Explain the process of planning.
4. Explain the features of line organisation.

[P.T.O.]



(2)

23121

5. Explain the steps in decision making.
6. Explain any five difference between public & private company.

SECTION - C

Answer **any Three** questions.

(3×15=45)

7. Briefly explain principles of management.
 8. Explain the advantages and disadvantages of planning.
 9. Explain the types of organisation.
 10. Explain the motivation theory of Abhraham Maslow's Hierarchial needs.
 11. What is Memorandum of Association? Explain its contents.
-



23123(New)

B.B.A./B.B.M. I Semester Degree Examination, Oct./Nov. - 2019

ECONOMICS

MANAGERIAL ECONOMICS

PAPER-1.4

(NEW)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

- 1) Answer upto the point.
- 2) Draw diagrams wherever necessary.

SECTION - A

I. Answer any **TEN** sub-questions. Each carries **TWO** marks.

(10×2=20)

- a) What is Net profit?
- b) Define Economic Profit?
- c) What is Managerial Economics?
- d) Give the meaning of B.E.P.
- e) Define Supply.
- f) What is variable cost? Give an example.
- g) What is cross elasticity of demand.
- h) What is Dumping price?
- i) Define Micro economics.
- j) What is skimming price?
- k) Write any 2 objectives of business firm.
- l) What are the types of Risk?

SECTION - B

Answer any **three** questions. Each carries **five** marks.

(3×5=15)

2. Explain kinked demand curve.
3. Explain Risk theory of profit.

[P.T.O.]



3. Define primary and secondary data. Write the methods of primary data and sources of secondary data.

4. Draw Histogram from the following data and also find mode

C.I	10-20	20-30	30-40	40-50	50-60
f	10	15	40	30	16

5. Find the trend for the following time series using 5 - yearly moving averages.

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008
Value	10	15	18	21	25	30	33	40	50

6. Calculate the spearman's rank correlation coefficient for the following data.

x	35	37	38	42	44	46	51	54	55	56
y	40	32	39	42	41	31	50	52	46	55

Part - C

Answer any **Three** of the following.

(3×15=45)

7. Calculate mean, median and mode for the following data

Marks	0-10	10-20	20-30	30-40	40-50	50-60	60-70
No. of students	6	5	8	15	7	6	5

8. Calculate quartile deviation for the following distribution.

Wages	60-64	64-68	68-72	72-76	76-80	80-84	84-88
No. of workers	12	18	16	14	12	8	8

9. Production in thousand quintals of sugar are given below. Fit a straight line trend and estimate production for 2011.

Year	2002	2003	2004	2005	2006	2007	2008
Production (qtls)	12	10	14	11	13	15	16

10. The following data refers to the dividend (%) paid by 2 companies A and B over last five years.

Company A	2	3	5	8	4
Company B	6	3	8	10	7

Calculate coefficient of variation and comment.

11. a) Calculate Marshall Edgeworth's Dorbish Bowley's and Fisher's price index number

b) Show that Fisher's price index number satisfies TRI and FRI

Items	2004		2008	
	Price	Quantity	Price	Quantity
A	10	60	12	60
B	4	100	5	90
C	5	70	6	80
D	6	60	6	40



13121(Old)

BBA./BBM. I Semester Degree Examination, Oct./Nov. - 2019

MANAGEMENT
Business Communication-I

Paper : 1.2
(Old)

Maximum Marks : 75

Time : 3 Hours

Instructions to Candidates:

- 1) Answer to the Point
- 2) Part-C is compulsory.

PART - A

(10×2=20)

1. Answer any **TEN** of the following:
 - a) What do you mean by Business Communication?
 - b) Give examples for Audio non verbal communication.
 - c) What do you mean by Enquiry letter?
 - d) What is effective listening?
 - e) What do you mean by memorandum?
 - f) What is formal communication?
 - g) What is brevity?
 - h) What do you mean by visual communication?
 - i) What do you mean by face-to-face communication?
 - j) What do you mean by circle network?
 - k) What do you mean by Encoding?
 - l) What do you mean by upward communication?

PART - B

(5×8=40)

Answer any **FIVE** of the following:

2. Explain Business writing Principles.
3. Explain various parts of Letter.
4. Explain Advantages and disadvantages of Oral communication
5. How do you Plan and Conduct the Interview?
6. Explain significance of communication?
7. Explain various channels or Network of communication
8. Explain various elements of Body Language?

PART - C

(1×15=15)

(Compulsory)

9. You have received quotations for electrical goods from Vinayak Electricals Ltd. but you find their terms of 7% trade discount and limited period of credit are not competitive compared to quotations from others. Write a letter asking them to offer you better terms. Also draft a suitable reply.



(2)

23123(New)

4. State the difference between Micro and Macro economics.
5. Calculate income elasticity of demand when income of a consumer increases from Rs. 25,000/- to Rs. 30,000/- & demand for wheat increases from 20 kgs to 30 kgs.
6. Explain the features of Perfect competition.

SECTION - C

Answer any **THREE** questions. Each carries **15** marks.

(3×15=45)

7. Explain the law of variable proportion.
8. Explain price elasticity of supply.
9. Explain survey method of fore casting.
10. Explain Market equilibrium under monopoly.
11. What is demand-forecasting? Forecast the demand for next 5 years from the following data.

Year	2001	2002	2003	2004	2005
Sales in (Rs.)	25	30	40	50	65

**B.B.A./B.B.M./B.Com I Semester Degree Examination Oct/Nov-2019****ENGLISH (BASIC)****New Avenues****(Old)****Time : 3 Hours****Maximum Marks : 80****I. Answer the following in a word or a sentence. (10×1=10)**

- A) 1) Name two bankers or financiers referred in 'My Financial Career'.
2) The manager assumed that the writer was son of _____ an English banker.
3) The term 'Marquis' in 'A Talk on Advertising' means _____
4) Name the team against which Jam sahib scored two double centuries in a single match on a single day.
5) What according to Herman work, does an advertising man do?
- B) 1) Name two birds referred by Toru Dutt in her poem 'Sita'.
2) Who said, 'If I have no money they will make me eat dirt with little bread'?
3) Who has written the Poem, 'Money Madness'?
4) How does poet feel when he hears his beloved's name?
5) What did Toru Dutt refer valmiki as in 'Sita'?

II. Annotate any two of the following [one from prose and one from poetry] (2×5=10)

- 1) "I have come to open an account"

[P.T.O]



(2)

12101(Old)

- 2) "He induces human beings to want things they don't want."
- 3) When shall those children by their mother's side Gather, ah me! as erst at eventide?
- 4) "Long, long shall I rue thee, Too deeply to tell".

III. Answer any one of the following (1×10=10)

- 1) Explain the cricketing style of Jam sahib of Nawanagar.
- 2) Write a note on the duties of a teacher towards his pupils, as per F.L. Brayne.

IV. Answer any one of the following (1×10=10)

- 1) Attempt the character sketch of Miss Pushpa. T.S. based on the poem.
- 2) Summarise the poem 'Sita'.

V. Write short notes on any two (One from prose and one from poetry) (2×5=10)


- 1) Writer's meeting with the Bank Manager.
- 2) Evils of advertising
- 3) Beloved's appearance at the time of parting.
- 4) Miss. Pushpa. T.S.

VI. A) Fill in the blanks with appropriate articles. (5×1=5)

- 1) Lata is _____ honourable singer.
- 2) Pushpa is _____ wonderful dancer.
- 3) Ambica is _____ best chess player.
- 4) _____ sun rises in the East.
- 5) We met _____ European yesterday.

B) Fill in the blanks with suitable prepositions: (5×1=5)

- 1) I like _____ read books.

- 
- 2) I cut an apple _____ a knife.
 - 3) Principal asked the student to meet _____ Monday.
 - 4) She worried _____ her health.
 - 5) The girl jumped _____ the river.

C) Transform the sentences as directed:

(5×1=5)

- 1) She is too lazy to work. (Remove too)
- 2) Deepa is wiser than Megha (into negative)
- 3) If you study hard, you will pass (use unless)
- 4) Please allow me to use your cell phone (into interrogative)
- 5) She is a beautiful girl. (into exclamatory)

D) Change the parts of speech of the following as directed:

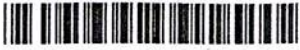
(5×1=5)

- 1) Leader (verb form)
- 2) Train (Noun form)
- 3) Bravery (adjective form)
- 4) Promotion (Verb)
- 5) Necessary (Adverb form)

E) Fill in the blanks with correct form of verbs given brackets:

(5×1=5)

- 1) I _____ the book (have read/ has read)
- 2) Bird _____ in the sky. (fly/flies)
- 3) The chairs _____ arranged systematically (Was/were)
- 4) Megha _____ to read novels. (like/likes)
- 5) The news _____ very shocking (is/are)



(4)

12101(Old)

F) Combine the following sentences by using the conjunction given in brackets.

(5×1=5)

- 1) The baby is very cute I love her (Therefore)
 - 2) Rani is lazy. She will not succeed. (so)
 - 3) She is honest. She is hardworking. (as well as)
 - 4) Megha is beautiful. She is gentle (both and)
 - 5) Anita has to take rest. She is very tired. (because)
-

02126



23122

B.B.A./B.B.M. I Semester Degree Examinations, Oct./Nov. - 2019

**MANAGEMENT
Financial Accounting - I
Paper - 1.4**

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

- 1) Only simple Calculator is allowed to use
- 2) Show the calculation wherever necessary.

SECTION - A

1. Answer any **TEN** questions.

(10×2=20)

- a) What is accountancy?
- b) State any two objectives of Accounting.
- c) What is Journal?
- d) What do you mean by Profit & Loss A/c?
- e) What is trading Account?
- f) State any one difference between Return Inward & Return Outward.
- g) What do you mean by inter department transaction?
- h) State any two objectives of departmental Accounts.
- i) What is Cost Price?
- j) State any two differences of consignment & sales.
- k) State any two accounting packages.
- l) What is computerised Accounting?

SECTION - B

Answer any **THREE** questions.

(3×5=15)

2. Explain the Accounting Standards.
3. State any five difference of manual & commercialised Accounting.
4. Enter the following transactions in the purchase book.

2019

- April 1 Purchased from S. Sakshi Bijapur 10 Quintals of Jawar at Rs. 50 per Quintal.
- April 10 Bought from Deepa & company Dharwad 20 Quintals of small rice at Rs.600
- April 20 Purchased from Sushant, Ranibennur 10 Quintals of big rice at Rs. 800 per Quintal.
- April 30 Bought from Venkatesh, Rayachur goods, Rs. 20,000 at 20% trade discount.

[P.T.O.]



5. From the following particulars, prepare departmental trading, profit & loss Account Common Expenses are allocated on the basis of 6:3 to Anil & Sunil.

Particulars	Anil	Sunil	Total
Opening Stock	2,000	3,000	5,000
Purchases	4,000	6,000	10,000
Sales	10,000	12,000	22,000
Closing Stock	2,000	4,000	6,000
Rent	-	-	1,200
Salary	-	-	600
Advertisement	-	-	1,800

6. A sent 100 kg of oil costing Rs. 1,700 to B He paid Rs. 260 for freight etc. B sold 80 kg of oil incurring Rs. 50 as selling expenses & reported that there was a loss of 2 kg due to normal leakage.
Calculate the value of stock on consignment.

SECTION - C

Answer any **THREE** questions.

(3×15=45)

7. What is computerised accounting? Explain its advantages & disadvantages.
8. Journalise the following transactions & post them in to ledger.
2019

- 1) March 1 Started business with cash Rs. 50,000
- 2) March 5 Purchased goods for cash Rs. 10,000
- 3) March 8 Sold goods for cash Rs. 12,000
- 4) March 15 Bought goods from sachin Rs. 8,000
- 5) March 19 Sold goods to Mallu Rs. 9,000
- 6) March 22 Paid Rent Rs. 500
- 7) March 27 Received commission Rs. 1,000
- 8) March 31 Paid salary Rs. 2,000.

9. From the following trial balance prepare final Accounts.

Particulars	Debit	Credit
Sundry debtors	30,000	-
Opening stock	1,00,000	-
Land & Building	2,00,000	-
Capital	-	5,00,000
Rent received	-	12,000
Cash in hand	32,000	-
Cash at Bank	80,000	-
Wages	60,000	-
Sundry Creditors	-	1,40,000



B.B.A./B.B.M. I Semester Degree Examination, Oct./Nov. - 2019

MANAGEMENT

QUANTITATIVE TECHNIQUES - I

PAPER- 1.6

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

- i. Statistical tables and graph sheets will be supplied on request.
- ii. Use of simple calculators is permitted.

PART - A

1. Answer any **TEN** of the following. (10×2=20)
- a) Define Statistics.
 - b) Name the graphs which are used to calculate mode and median.
 - c) Write any two functions of statistics.
 - d) Find median for the following data 5,9,8,6,1,4,10,8.
 - e) Define tabulation and write the types of table.
 - f) What are the components of time series.
 - g) If mean and S D of a distribution are 20 and 5 respectively find the coefficient of variation.
 - h) Mention the types of correlation.
 - i) Write the formula for regression equation of x on y.
 - j) Mention any two limitations of index number.
 - k) If Laspeyre's index is 142.3 and Paasche's index is 144.1 find Dorbish Bowley's index number.
 - l) Name two methods of measuring trend.

Part - B

Answer any **Three** questions. (3×5=15)

2. Draw a blank table showing the classification of population of a town according to
- i. Sex : Male, Female
 - ii. Literacy : Literate, illiterate
 - iii. Year : 2018, 2019.
 - iv. Salary : Below 5000, 5000-10000, Above 10000.



Bills receivable	40,000	-
Interest given	4,000	-
Bad debts	10,000	-
Repairs	6,000	-
Sales	-	3,40,000
Bills Payable	-	80,000
Furniture & Fixture	30,000	-
Depreciation	20,000	-
Rent & taxes	16,000	-
Salaries	40,000	-
Drawing	40,000	-
Purchase	2,00,000	-
Office expenditure	50,000	-
Plant & machinery	1,14,000	-
	10,72,000	10,72,000

10. A business is carried on in three Departments. The expenses which are not directly chargeable to any department are to be allocated in proportion of 1/2 to P, 3/10 to Q, and 1/5 R. From the following particulars prepare the departmental trading & profit & loss account for the year ending 31-12-2018.

Particulars	Dept P	Dept Q	Dept R
Stock on 1-1-2018	700	500	300
Stock on 31-12-2018	500	300	100
Out side Purchases during the yr	2000	1600	1200
Outside sales during the yr	5200	5000	3400
Wages	1000	1200	1400
Salaries	360	400	320

Inter-departmental sales:

P to Q Rs. 200; P to R Rs. 400; Q to P Rs. 600 and R to Q Rs. 800.

11. Miss Rakhi consigned 1000 radio set costing Rs. 900 each to. Miss Geeta, her agent on 1st July 2018 Miss Rakhi incurred the following expenditure on sending the consignment.

Freight Rs. 7,650

Insurance Rs. 3,250

Miss Geeta received the delivery of 950 radio sets. An account sale dated 30th Nov. 2018. Showed that 750 sets were sold for Rs. 9,00,000 & Miss Geeta incurred Rs. 10,500 for carriage.

Miss Geeta was entitled to commission 6% on the sales affected by her. She incurred expenses amounting to Rs. 2,500 for repairing the damaged radio sets remaining the stock.

Miss Rakhi lodged a claim with the insurance company which was admitted at Rs. 35,000. Show the consignment account & Miss Geeta's account in the books of Miss Rakhi.



23123(New)

B.B.A./B.B.M. I Semester Degree Examination, March/April - 2021

MANAGERIAL ECONOMICS

Paper : 1.4

(New)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Answer upto the point draw diagram's wherever necessary.

PART - A

Answer any **Ten** sub question each carries **Two** marks.

(10×2=20)

1. a) What is Demand?
- b) What do you mean by profit?
- c) What is price elasticity of Demand?
- d) Write any two determinants of supply.
- e) What do you mean by cost control?
- f) Write any two characteristics of oligopoly.
- g) What is a variable Cost?
- h) What is an Isoquant Curve?
- i) What do you mean by insurable risk?
- j) What is forward planning?
- k) Write any two responsibilities of Managerial Economist. Write any two differences of Micro Macro Economics.

[P.T.O.]



(2)

23123(New)

PART - B

Answer any **Three** questions. Each question carries 5 Marks.

(3×5=15)

2. Write a note on uncertainty theory of profit.
3. Give the meaning of production and explain the factors of production.
4. Explain the law of variable proportions.
5. Write down the different abilities of Business.
6. State the law of Demand of law of supply.

PART - C

(3×15=45)

Answer any three of the following each carries fifteen marks.

7. What is Managerial Economics? Explain its Scope
8. What is monopolistic competition? Write down the features of Monopolistic Competition.
9. Write a note on
 - a) Innovation theory of profit
 - b) Risk theory of profit
10. Explain Market equilibrium under Monopoly.
11. What is trend projection method forecast Demand for Next five year.

Years	2011	2012	2013	2014	2015
Sales in lakhs R	350	400	480	300	650



25103(New)

B.Com./B.B.A. I Semester Degree Examination, March/April - 2021

HINDI (Basic)

साहित्य संपदा - 1

(New)

Time : 3 Hours

Maximum Marks :80

सूचना:1) सभी प्रश्नों के उत्तर देवनागरी लिपि में लिखना आवश्यक है।

2) प्रश्न क्रम संख्या लिखना अनिवार्य है।

I. किसी एक प्रश्न का उत्तर लिखिए।

(1×10=10)

1) 'करवट ले रही है अब औरतों की ताकत' लेख पर लेखिका के विचार प्रस्तुत कीजिए।

2) मीराबाई की कृष्ण भक्ति के बारे में लिखिए।

II. निम्नलिखित किसी एक प्रश्न का उत्तर लिखिए।

(1×10=10)

1) 'सरहद के इस पार' कहानी की समीक्षा कीजिए।

2) मल्लिका श्रीनिवासन के व्यक्तित्व पर प्रकाश डालिए।

III. किन्हीं तीन पर टिप्पणी लिखिए।

(3×5=15)

1) जाग तुझको दूर जाना।

2) माचिस।

3) पाषाणी।

4) कैकेयी का पश्चाताप।

5) बेटी की विदा।

IV. किसी एक प्रश्न का उत्तर लिखिए।

(1×10=10)

1) प्रयोजन मूलक हिन्दी का उद्देश्य बताते हुए कार्यालयीन पत्र व्यवहार के गुण और भेद लिखिए।

2) अर्धसरकारी पत्र के स्वरूप को सोदाहरण स्पष्ट कीजिए।

[P.T.O]



(2)

25103(New)

V. निम्नलिखित किसी एक विषय पर निबंध लिखिए।

(1×10=10)

- 1) बैंक।
- 2) बीमा।
- 3) भारत का औद्योगीकरण।

VI. निम्नलिखित किन्हीं दो पर टिप्पणी लिखिए।

(2×5=10)

- 1) कार्यालयीन शब्दावली।
- 2) कार्यालय ज्ञापन।
- 3) कार्यालय आदेश।

VII. निम्नलिखित किसी एक का उत्तर लिखिए।

(1×5=5)

- 1) विक्रेता से पुस्तक मंगाने का पत्र लिखिए।
- 2) विक्रेता व्यापारी का सन्दर्भ की माँग संबंधी पत्र लिखिए।

VIII. एक वाक्य में उत्तर लिखिए।

(10×1=10)

1. मैत्रेयी पुष्पा के लेख का नाम लिखिए।
2. मीराबाई किसकी भक्ति थी?
3. माचिस कविता के कवि कौन हैं?
4. नागार्जुन की कविता का नाम लिखिए।
5. नासिरा शर्मा की कहानी का नाम लिखिए।
6. 'आयोग' को अंग्रेजी में क्या कहते हैं?
7. 'Committee' को हिन्दी में क्या कहते हैं?
8. मल्लिका श्रीनिवासन के पिता का नाम लिखिए।
9. पाषाणी कविता किसके बारे में लिखा गया है?
10. लड़कियाँ कहानी के मुख्य पात्र कौनसे हैं?



25102(New)

B.Com./B.B.A/B.B.M. I Semester Degree Examination, March/April - 2021

KANNADA (Basic)

ಒಡಲು - I

Paper - I

(ಹೊಸ ಪಠ್ಯಕ್ರಮ)

ಸಮಯ : 3 ಗಂಟೆಗಳು

ಗರಿಷ್ಠ ಅಂಕಗಳು : 80

ಸೂಚನೆಗಳು:

- 1) ಭಾಷೆ ಹಾಗೂ ಬರಹದ ಶುದ್ಧಿಗೆ ಗಮನ ಕೊಡಲಾಗುವುದು.
- 2) ಬಲಗಡೆ ಬರೆದ ಅಂಕಗಳು ಪ್ರಶ್ನೆಗಳ ಪೂರ್ಣ ಗುಣಗಳು.

1. ಹದಿಹರೆಯದ ಹೆಣ್ಣು ಮಕ್ಕಳಿಗೆ ಸಿಗಬೇಕಾದ ಕೌಟುಂಬಿಕ ಬೆಂಬಲವನ್ನು 'ಹುಡುಗಿಗೆ ಬೇಕಾದ್ದು ರಕ್ಷಣೆಯೇ ಬದುಕುವ ಅವಕಾಶವೇ' ಲೇಖನದ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ವಿವರಿಸಿರಿ.(1×10=10)

(ಅಥವಾ)

ಜನಪದರ ಜೀವನದಲ್ಲಿ ರೂಢಿಗತವಾಗಿದ್ದ ಸ್ತ್ರೀಶೋಷಣೆಯು 'ಕೆರೆಗೆ ಹಾರ' ಕಥನ ಕವನದಲ್ಲಿ ಅಭಿವ್ಯಕ್ತಗೊಂಡ ಬಗೆಯನ್ನು ವಿವರಿಸಿರಿ.

2. ಅಮ್ಮನ ಸೀರೆಯು ಪ್ರತಿನಿಧಿಸುವ ಮಹಿಳಾವಾದವನ್ನು 'ಸೀರೆಯೆಂದರೆ' ಕವನದ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ವಿವರಿಸಿರಿ. (1×10=10)

(ಅಥವಾ)

ಉಮಾಶ್ರೀಯವರ ವೈವಾಹಿಕ ಜೀವನದ ಸಮಸ್ಯೆಗಳನ್ನು ವಿವರಿಸಿರಿ.

3. ಬೇಕಾದ ಮೂರಕ್ಕೆ ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ. (3×5=15)

- a) ಕುಮಾರವ್ಯಾಸ.
- b) ಅಕ್ಕಮಹಾದೇವಿ.
- c) ಸ್ವರ್ಗದ್ವಾರದಿ ಯಕ್ಷಪ್ರಶ್ನೆ
- d) ಪ್ರಭುವೇ ನೀನೊಮ್ಮೆ ಹೆಣ್ಣಾಗು.
- e) ಮೈಲುಗಲ್ಲುಗಳು.

4. ಭಾಷೆಯ ಅಳಿವಿಗೆ ಕಾರಣವಾಗುವ ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ. (1×10=10)

(ಅಥವಾ)

ವ್ಯವಹಾರ ಪತ್ರದ ಅಂಗಗಳಾವುವು? ವಿವರಿಸಿ.

[P.T.O.]



(2)

25102(New)

5. ಕನ್ನಡವನ್ನು ಆಡಳಿತ ಭಾಷೆಯಾಗಿ ಅನ್ವಯಗೊಳಿಸಲು ರೂಪಿತವಾದ ಕಾನೂನಾತ್ಮಕ ಪ್ರಯತ್ನಗಳನ್ನು ವಿವರಿಸಿ. (1×10=10)

(ಅಥವಾ)

ಲೇಖನ ಚಿಹ್ನೆಗಳಾವುವು? ವಿವರಿಸಿ.

6. ಬೇಕಾದ ಮೂರಕ್ಕೆ ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ. (3×5=15)

- ಕೆ.ವಿ. ನಾರಾಯಣ.
- ವ್ಯವಹಾರ ಪತ್ರ.
- ಪತ್ರದ ಒಡಲು.
- ಪೂರ್ಣ ವಿರಾಮ.
- ವಿವರಣ ವಿರಾಮ.

7. ಒಂದು ವಾಕ್ಯದಲ್ಲಿ ಉತ್ತರಿಸಿರಿ. (10×1=10)

- ಕಲ್ಲನ ಕೇರಿಯ ಗೌಡನ ಹೆಸರೇನು?
- “ಕರ್ಣಾಟ ಭಾರತ ಕಥಾ ಮಂಜರಿ” ಕಾವ್ಯವನ್ನು ರಚಿಸಿರುವ ಕವಿ ಯಾರು?
- ಆಯ್ದಕ್ಕಿ ಲಕ್ಕಮ್ಮನ ವಚನಗಳ ಅಂಕಿತವೇನು?
- ಜಿ.ಎಸ್. ಶಿವರುದ್ರಪ್ಪನವರು ಯಾವ ಊರಿನವರು?
- “ಸರ್ಕಸ್ ಹುಡುಗಿ” ಕವನದ ಕವಯಿತ್ರಿ ಯಾರು?
- ಡಾ.ಕೆ.ವಿ. ನಾರಾಯಣ ಅವರ ಪಿ.ಎಚ್.ಡಿ ಮಹಾಪ್ರಬಂಧ ಯಾವುದು?
- ಚಂಪಾ ಅವರ ಪೂರ್ಣ ಹೆಸರೇನು?
- ಸುನೀಲ ಗಂಗೋಪಾಧ್ಯಾಯ ಯಾವ ಭಾಷೆಯ ಕವಿ?
- “ಲೇಖನ ಚಿಹ್ನೆಗಳು - ಕನ್ನಡ ಶೈಲಿ ಕೈಪಿಡಿ” ಲೇಖನವನ್ನು ಯಾವ ಕೃತಿಯಿಂದ ಆಯ್ದುಕೊಳ್ಳಲಾಗಿದೆ?
- ಅರ್ಥಪೂರ್ಣ ವಾಕ್ಯದ ಕೊನೆಯನ್ನು ಸೂಚಿಸಲು ಯಾವ ಚಿಹ್ನೆಯನ್ನು ಬಳಸಲಾಗುತ್ತದೆ.



90011

B.A./B.Sc./B.Com./B.B.A./B.C.A./B.H.Sc./B.S.W./B.F.T. I Semester Degree Examination,
March/April - 2021

INDIAN CONSTITUTION

Indian Constitution (Compulsory)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

- 1) Answer any Ten questions from Section A.
- 2) Answer any Four questions from Section B.
- 3) Answer any Four questions from Section C.

SECTION-A

ವಿಭಾಗ-ಎ

Answer in two or three sentences each (any Ten)

(10×2=20)

ಪ್ರತಿಯೊಂದಕ್ಕೆ ಎರಡರಿಂದ ಮೂರು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿರಿ (ಯಾವುದೇ ಹತ್ತು)

1. What is constitution?

ಸಂವಿಧಾನ ಎಂದರೇನು?

2. What is secular?

ಜ್ಯಾತ್ಯತೀತ ಎಂದರೇನು?

3. Mention the term of Lok Sabha and Rajyasabha.

ಲೋಕಸಭೆ ಮತ್ತು ರಾಜ್ಯಸಭೆ ಅವಧಿ ತಿಳಿಸಿ.

4. What is single citizenship?

ಏಕ ನಾಗರಿಕತ್ವ ಎಂದರೇನು?

5. What are the Three types of emergencies proclaimed by the president of India?

ರಾಷ್ಟ್ರಪತಿ ಘೋಷಿಸುವ ಮೂರು ಬಗೆಯ ತುರ್ತುಪರಿಸ್ಥಿತಿಗಳಾವುವು?

6. What is Republic?

ಗಣರಾಜ್ಯ ಎಂದರೇನು?

7. What is Rights?

ಹಕ್ಕುಗಳು ಎಂದರೇನು?

[P.T.O.]



8. What is Sovereignty?
ಸಾರ್ವಭೌಮತ್ವ ಎಂದರೇನು?
9. How is chief-Minister appointed.
ಮುಖ್ಯಮಂತ್ರಿಗಳು ಹೇಗೆ ನೇಮಕವಾಗುತ್ತಾರೆ.
10. Who appoints Judges of high court and what is their retirement age?
ಉಚ್ಚ ನ್ಯಾಯಾಲಯದ ನ್ಯಾಯಾಧೀಶರನ್ನು ಯಾರು ನೇಮಿಸುತ್ತಾರೆ ಮತ್ತು ಅವರ ನಿವೃತ್ತಿ ವಯಸ್ಸೆಷ್ಟು?
11. What is preamble?
ಪ್ರಸ್ತಾವನೆ ಎಂದರೇನು?
12. What is "veto power" of president of India?
ಭಾರತದ ರಾಷ್ಟ್ರಪತಿಗಳ "ಪ್ರತಿಶೇಷಾಧಿಕಾರ" ಎಂದರೇನು?

SECTION-B**ವಿಭಾಗ-ಬಿ**

Answer in 10-15 sentences each (any Four)

(4×5=20)

ಪ್ರತಿಯೊಂದಕ್ಕೆ 10 ರಿಂದ 15 ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿರಿ (ಯಾವುದೇ ನಾಲ್ಕು)

13. What are the fundamental Duties of citizen of India?
ಭಾರತದ ನಾಗರಿಕರ ಮೂಲಭೂತ ಕರ್ತವ್ಯಗಳಾವುವು?
14. Explain the composition of Supreme court of India.
ಭಾರತದ ವರಿಷ್ಠ ನ್ಯಾಯಾಲಯದ ರಚನೆ ಕುರಿತು ವಿವರಿಸಿರಿ.
15. Explain the main powers and functions of speaker of Lok Sabha.
ಲೋಕಸಭೆಯ ಸಭಾಪತಿಯ ಅಧಿಕಾರ ಮತ್ತು ಕಾರ್ಯಗಳನ್ನು ವಿವರಿಸಿರಿ.
16. Write short note on "Discretionary power" of Governor.
ರಾಜ್ಯಪಾಲರ "ವಿವೇಚನಾಧಿಕಾರ"ದ ಬಗ್ಗೆ ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ.
17. Explain the powers and functions of Vidhan Sabha.
ವಿಧಾನಸಭೆಯ ಅಧಿಕಾರ ಮತ್ತು ಕಾರ್ಯಗಳನ್ನು ವಿವರಿಸಿರಿ.
18. Explain the legislative and executive powers of Governor.
ರಾಜ್ಯಪಾಲರ ಶಾಸನೀಯ ಮತ್ತು ಕಾರ್ಯಾಂಗೀಯ ಅಧಿಕಾರಗಳನ್ನು ವಿವರಿಸಿರಿ.



(3)

90011

SECTION-C

ವಿಭಾಗ-ಸಿ

Answer in 20 to 30 sentences each (any **Four**)

(4×10=40)

ಪ್ರತಿಯೊಂದಕ್ಕೆ 20 ರಿಂದ 30 ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿರಿ (ಯಾವುದೇ ನಾಲ್ಕು)

19. Explain main features of Indian constitution.
ಭಾರತದ ಸಂವಿಧಾನದ ಮುಖ್ಯ ಲಕ್ಷಣಗಳನ್ನು ವಿವರಿಸಿರಿ.
 20. Explain the fundamental Rights.
ಮೂಲಭೂತ ಹಕ್ಕುಗಳನ್ನು ವಿವರಿಸಿರಿ
 21. Explain the main functions of Prime-Minister of India.
ಭಾರತದ ಪ್ರಧಾನ ಮಂತ್ರಿಯ ಕಾರ್ಯಗಳನ್ನು ವಿವರಿಸಿರಿ.
 22. Explain the powers and functions of the Loksabha.
ಲೋಕ ಸಭೆಯ ಅಧಿಕಾರ ಮತ್ತು ಕಾರ್ಯಗಳನ್ನು ವಿವರಿಸಿರಿ.
 23. Discuss the powers and functions of President of India.
ಭಾರತದ ರಾಷ್ಟ್ರಪತಿಯ ಅಧಿಕಾರ ಮತ್ತು ಕಾರ್ಯಗಳನ್ನು ಚರ್ಚಿಸಿರಿ.
 24. Explain the powers and functions of Supreme-court of India.
ಭಾರತದ ವರಿಷ್ಠ ನ್ಯಾಯಾಲಯದ ಅಧಿಕಾರ ಮತ್ತು ಕಾರ್ಯಗಳನ್ನು ವಿವರಿಸಿರಿ.
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90011/90001

**B.A./B.Com./B.Sc./B.B.A./B.C.A./B.S.W./B.H.Sc./B.F.T./B.B.M. I Semester
Degree Examination, February/March 2022
INDIAN CONSTITUTION (Compulsory)**

ಭಾರತದ ಸಂವಿಧಾನ (ಕಡ್ಡಾಯ)

Time : 3 Hours

Max. Marks : 80

- Instructions :** 1) Answer **any ten** questions from Section – A.
2) Answer **any four** questions from Section – B.
3) Answer **any four** questions from Section – C.

SECTION – A

ವಿಭಾಗ – ಎ

I. Answer in **2 to 3** sentences **each** (any ten) :

(10×2=20)

ಪ್ರತಿಯೊಂದಕ್ಕೆ ಎರಡರಿಂದ ಮೂರು ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿರಿ (ಯಾವುದೇ ಹತ್ತು) :

1) What is Constitution ?

ಸಂವಿಧಾನ ಎಂದರೇನು ?

2) What is secular state ?

ಜಾತ್ಯತೀತ ರಾಷ್ಟ್ರ ಎಂದರೇನು ?

3) What is republic ?

ಗಣರಾಜ್ಯ ಎಂದರೇನು ?

4) What is the term of Rajya Sabha ?

ರಾಜ್ಯಸಭೆಯ ಅಧಿಕಾರವಧಿ ಎಷ್ಟು ವರ್ಷ ?

5) What is Cabinet ?

ಕ್ಯಾಬಿನೆಟ್ ಎಂದರೇನು ?

6) What is adult franchise ?

ವಯಸ್ಕ ಮತದಾನ ಎಂದರೇನು ?

7) What is Preamble ?

ಪೂರ್ವ ಪೀಠಿಕೆ ಎಂದರೇನು ?

P.T.O.



- 8) Who appoints the Governor ?
ರಾಜ್ಯಪಾಲರನ್ನು ಯಾರು ನೇಮಿಸುತ್ತಾರೆ ?
- 9) What is Writs ?
ರಿಟ್(ಆಜ್ಞೆ)ಗಳೆಂದರೇನು ?
- 10) Who appoints Chief Minister ?
ಮುಖ್ಯಮಂತ್ರಿಯವರನ್ನು ಯಾರು ನೇಮಿಸುತ್ತಾರೆ ?
- 11) Expand U.P.S.C.
ಯು.ಪಿ.ಎಸ್.ಸಿ.ಯನ್ನು ವಿಸ್ತರಿಸಿರಿ.
- 12) What is the importance of Article – 340 ?
340 ರ ವಿಧಿಯ ಮಹತ್ವವೇನು ?

SECTION – B

ವಿಭಾಗ – ಬಿ

II. Answer in 10-15 sentences each (any four) : (4×5=20)

ಪ್ರತಿಯೊಂದಕ್ಕೆ 10 ರಿಂದ 15 ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿರಿ (ಯಾವುದೇ ನಾಲ್ಕಕ್ಕೆ) :

- 13) Explain the Preamble of the Indian Constitution.
ಭಾರತ ಸಂವಿಧಾನದ ಪ್ರಸ್ತಾವನೆಯನ್ನು ವಿವರಿಸಿರಿ.
- 14) What are the Fundamental Duties of Indian citizen ?
ಭಾರತದ ನಾಗರಿಕನ ಮೂಲಭೂತ ಕರ್ತವ್ಯಗಳಾವುವು ?
- 15) Discuss the Right to Freedom.
ಸ್ವಾತಂತ್ರ್ಯದ ಹಕ್ಕನ್ನು ಕುರಿತು ಚರ್ಚಿಸಿರಿ.
- 16) State the powers and functions of the Speaker of the Lok Sabha.
ಲೋಕಸಭೆಯ ಅಧ್ಯಕ್ಷನ ಅಧಿಕಾರ ಮತ್ತು ಕಾರ್ಯಗಳನ್ನು ತಿಳಿಸಿರಿ.
- 17) Explain powers of Legislative Council.
ವಿಧಾನ ಪರಿಷತ್ತಿನ ಅಧಿಕಾರಗಳನ್ನು ವಿವರಿಸಿರಿ.
- 18) Discuss the powers of Governor of State.
ರಾಜ್ಯದ ರಾಜ್ಯಪಾಲರ ಅಧಿಕಾರಗಳನ್ನು ಚರ್ಚಿಸಿರಿ.



SECTION – C

ವಿಭಾಗ – ಸಿ

III. Answer in 20 to 30 sentences each (any four) :

(4×10=40)

ಪ್ರತಿಯೊಂದಕ್ಕೆ 20 ರಿಂದ 30 ವಾಕ್ಯಗಳಲ್ಲಿ ಉತ್ತರಿಸಿರಿ (ಯಾವುದೇ ನಾಲ್ಕಕ್ಕೆ) :

19) Explain the salient features of Indian Constitution.

ಭಾರತದ ಸಂವಿಧಾನದ ಲಕ್ಷಣಗಳನ್ನು ವಿವರಿಸಿರಿ.

20) Discuss the Directive Principles of State Policy.

ರಾಜ್ಯ ನೀತಿ ನಿರ್ದೇಶಕ ತತ್ವಗಳನ್ನು ಚರ್ಚಿಸಿರಿ.

21) Explain the powers and functions of President of India.

ಭಾರತದ ರಾಷ್ಟ್ರಪತಿಗಳ ಅಧಿಕಾರ ಮತ್ತು ಕಾರ್ಯಗಳನ್ನು ವಿವರಿಸಿರಿ.

22) Explain the powers and functions of Chief Minister.

ಮುಖ್ಯಮಂತ್ರಿಗಳ ಅಧಿಕಾರ ಮತ್ತು ಕಾರ್ಯಗಳನ್ನು ವಿವರಿಸಿರಿ.

23) Discuss the powers and functions of Prime Minister of India.

ಭಾರತದ ಪ್ರಧಾನಮಂತ್ರಿಗಳ ಅಧಿಕಾರ ಮತ್ತು ಕಾರ್ಯಗಳನ್ನು ಚರ್ಚಿಸಿರಿ.

24) Discuss the powers and functions of High Courts.

ಉಚ್ಚನ್ಯಾಯಾಲಯದ ಅಧಿಕಾರ ಮತ್ತು ಕಾರ್ಯಗಳನ್ನು ಚರ್ಚಿಸಿರಿ.



32171

NEP
B.B.A. I Semester Degree Examination, March/April 2022
MANAGEMENT

Paper – 1.1 : Management of Principles and Practice

Time : 3 Hours

Max. Marks : 60

Instructions : 1) Answer upto the **point**.
2) Attempt **all** Sections.

SECTION – A

1. Answer **any six** of the following questions :

(1×6=6)

- a) Define Management.
- b) What do you mean by MBE ?
- c) State any two barriers to communication.
- d) What is Organizing ?
- e) What is Planning ?
- f) What do you mean by Decision-making ?
- g) Define controlling.
- h) What is corporate social responsibility ?

SECTION – B

Answer **any three** of the following questions :

(3×6=18)

2. Write a note on Departmentation.
3. Explain the process of communication.
4. What is Green Management ? Discuss its merits and demerits.
5. State the important objectives of management.
6. Explain centralization and decentralization.

SECTION – C

Answer **any three** of the following questions :

(3×12=36)

7. Explain the evolution of management thought.
 8. Explain the steps (process) involved in decision-making.
 9. Explain the principles of management.
 10. Explain motivational theory of management Maslow's need hierarchy.
 11. Distinguish between formal and informal organisation.
-



32101

NEP

B.Com./B.B.A. I Semester Degree Examination, March/April 2022
KANNADA (Basic) (New)

ಪತ್ಯ : ಕನ್ನಡ ಕುಸುಮ - ೧

ಸಮಯ : 3 ಗಂಟೆಗಳು

ಗರಿಷ್ಠಾಂಕಗಳು : 60

ಸೂಚನೆಗಳು : 1) ಭಾಷೆ ಹಾಗೂ ಬರಹದ ಶುದ್ಧಿಗೆ ಗಮನಕೊಡಲಾಗುವುದು.
2) ಬಲಗಡೆ ಬರೆದ ಅಂಕಗಳು ಪ್ರಶ್ನೆಗಳ ಪೂರ್ಣ ಅಂಕಗಳು.

1. ಕನ್ನಡದ ಬಹುತ್ವ ಕುರಿತು ಡಾ. ಕಮಲಾ ಹಂಪನಾ ಅವರ ವಿಚಾರಗಳನ್ನು ಸಂಗ್ರಹಿಸಿ ಬರೆಯಿರಿ. 10

ಅಥವಾ

ಕನ್ನಡದ ಏಕೀಕರಣಕ್ಕಾಗಿ ಹೋರಾಡಿದ ಜಯದೇವಿತಾಯಿ ಲಿಗಾಡೆಯವರ ಕಾಳಜಿಯನ್ನು ತ್ರಿಪದಿಗಳನ್ನಾಧರಿಸಿ ಬರೆಯಿರಿ.

2. ಸಂಸ್ಕೃತಿ ಕುರಿತ ಚಿಂತನೆಗಳನ್ನು ಆರ್. ವಿ. ಭಂಡಾರಿಯವರ ಲೇಖನವನ್ನಾಧರಿಸಿ ಬರೆಯಿರಿ. 10

ಅಥವಾ

ಸತ್ಯಕ್ಕ ಹಾಗೂ ನುಲಿಯ ಚಂದಯ್ಯನವರ ವಚನಗಳಲ್ಲಿ ಬಿಂಬಿತವಾದ ಸಂಸ್ಕೃತಿಯ ಆಶಯಗಳನ್ನು ವಿವರಿಸಿರಿ.

3. 'ಸರಕು ಸಂಸ್ಕೃತಿ ಮತ್ತು ಮಹಿಳೆ' ಲೇಖನದಲ್ಲಿ ವ್ಯಕ್ತವಾದ ಮಹಿಳಾಪರ ಕಾಳಜಿಗಳನ್ನು ಸಂಗ್ರಹಿಸಿ ಬರೆಯಿರಿ. 10

ಅಥವಾ

'ಸಿಂಹಾವಲೋಕನ', 'ಸಮಯವಿದೆಯೇ ಪಪ್ಪಾ', 'ಕುರಿ' - ಕವನಗಳಲ್ಲಿ ಎರಡರ ಭಾವಸ್ವಾರಸ್ಯ ವಿವರಿಸಿರಿ.

4. ಮಹಿಳೆಯನ್ನು ತಂತ್ರಜ್ಞಾನದ ಪ್ರಯೋಗಶಾಲೆಯಾಗಿ ಬಳಸಿಕೊಳ್ಳುತ್ತಿರುವ ಬಗೆ 'ಹೆಣ್ಣಿನವೆಂಬ ಕಾಲಿನಿ' ಲೇಖನದ ಹಿನ್ನೆಲೆಯಲ್ಲಿ ಬರೆಯಿರಿ. 10

ಅಥವಾ

ಜಾಹೀರಾತು ಪ್ರಪಂಚ ಮಹಿಳೆಯರನ್ನು ಬಳಸಿಕೊಳ್ಳುತ್ತಿರುವ ಬಗೆಯನ್ನು ಸಾರಾ ಅಬೂಬಕರರ ಲೇಖನವನ್ನು ಆಧರಿಸಿ ನಿರೂಪಿಸಿರಿ.

P.T.O.



5. ಬೇಕಾದ ಎರಡಕ್ಕೆ ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ.

(5×2=10)

- 1) ಅರುಣೋದಯ
- 2) ಪುರಂದರದಾಸರು
- 3) ಜಾಗತೀಕರಣ
- 4) ಬದುಕು ನಮಗೇನು ಕಲಿಸಿದೆ.

6. ಕೆಳಗಿನ ಪ್ರಶ್ನೆಗಳಿಗೆ ಒಂದು ವಾಕ್ಯದಲ್ಲಿ ಉತ್ತರಿಸಿರಿ.

10

- 1) ನೆನೆವುದೆನ್ನ ಮನಂ ಬನವಾಸಿ ದೇಶಮಂ ಎಂದು ಹೇಳಿದವರು ಯಾರು ?
- 2) ಪಂಪನ ಕೃತಿಗಳನ್ನು ಹೆಸರಿಸಿರಿ.
- 3) ಆಯುಕ್ತಿ ಮಾರಯ್ಯನ ಅಂಕಿತನಾಮವೇನು ?
- 4) ಆಯುಕ್ತಿ ಮಾರಯ್ಯನ ಹೆಂಡತಿಯ ಹೆಸರೇನು ?
- 5) ಜ್ಞಾನವೊಂದೆ ಸಾಕು ಮುಕ್ತಿಗೆ ಎಂದು ಹೇಳಿದವರು ಯಾರು ?
- 6) 'ಹೆಣ್ಣಿನವೆಂಬ ಕಾಲನಿ' ಲೇಖನ ಬರೆದವರು ಯಾರು ?
- 7) ಕೆ. ನೀಲಾ ಅವರ ಹುಟ್ಟೂರು ಯಾವುದು ?
- 8) 'ಸಮಯವಿದೆಯೇ ಪಪ್ಪಾ' ಎಂದು ಹೇಳಿದವರು ಯಾರು ?
- 9) 'ಚಂದ್ರಗಿರಿಯ ತೀರದಲ್ಲಿ' ಕಾದಂಬರಿ ಬರೆದವರು ಯಾರು ?
- 10) ಗಾಂಧೀಜಿಯವರ ಆತ್ಮಕತೆಯ ಹೆಸರೇನು ?



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NEP

B.B.A. I Semester Degree Examination, March/April 2022
Paper – 1.2 : FUNDAMENTALS OF BUSINESS ACCOUNTING

Time : 3 Hours

Max. Marks : 60

Instruction : Answer all the Sections.

SECTION – A

1. Attempt **any six** questions carrying **1 mark each.** (1×6=6)
- What do you mean by Accounting ?
 - What is single entry system of book keeping ?
 - What is cost concept ?
 - What do you mean by journal entry ?
 - Define Ledger.
 - What do you mean by tripple column cash book ?
 - Name the subsidiary books.
 - What is accounting software ?

SECTION – B

Attempt **any three** questions carrying **6 marks each.** (3×6=18)

- Briefly explain the objectives of accounting.
- What are the types of accounting software ?
- Prepare a Trial Balance from the following items.

	Rs.
Furniture	5,000
Sales	50,000
Purchases	75,000
Returns outwards	5,000
Office Expenses	10,000
Capital	30,000
Bank overdraft	7,500
Due from Santosh	10,000
Due to Ganesh	5,000
Outstanding Expenses	2,500

P.T.O.



5. Prepare a trading account of a trader for the year ending 31-3-2020 from the following information.

	Rs.
Opening Stock	1,20,000
Cash purchases for the year	1,04,000
Credit purchases for the year	2,00,000
Cash sales for the year	1,75,000
Credit sales for the year	3,00,000
Return outward	4,000
Return inward	5,000
Freight and Carriage	6,000
Clearing charges	4,000
Import duty	6,000
Cost of goods distributed as free samples	2,500
Goods withdrawn by the trader for personal use	1,000
Stock damaged by fire	10,500
Closing Stock	60,000

6. Enter the following transactions in the purchase day book.

January 2020

- Jan 2 Bought of G. Saha and Co. 60 yards of long cloth @ Rs. 140 per yard
 Jan 8 Purchased from B. Chandra and Co. Piece goods for Rs. 20,000
 Jan 16 Purchased from A. Basu and Co. 100 yards of shirting @ Rs. 300 per yard less trade discount @ 2%
 Jan 28 Bought of SK Sankar and Sons 200 yards of terycot at Rs. 1,200 per yard less 2½% trade discount.

SECTION – C

Attempt **any three** questions carrying **twelve** marks **each**. **(3×12=36)**

7. Write a note on subsidiary books.
 8. Who are the users of accounting ? Explain.



9. From the following Trial Balance you are required to prepare trading and profit and loss A/c for the year ended 31-2-2020 and a Balance Sheet as on that date, having regards to the following.

- a) Rent occurred is Rs. 400
- b) Rates of Rs. 800 are paid in advance
- c) Depreciation Plant and Machinery at 10% p.a.
- d) Increase bad debts reserve to 5% on sundry debtors
- e) Apprentice premium received in advance Rs. 200
- f) Stock on hand 31-12-2020 Rs. 14,000.

Particulars	Debit Rs.	Credit Rs.
Capital	-	42,500
Drawings	7,100	-
Purchase and Sales	1,03,620	1,19,060
Purchase and Sales Returns	2,100	2,910
Plant and Machinery	9,500	-
Stock on 1-1-2020	14,600	-
General Expenses	4,400	-
Rent	1,200	-
Rates	2,000	-
Apprentice premium	-	800
Bank overdraft	-	2,400
Bad debts	1,720	-
Debtors and Creditors	32,000	10,000
Cash in hand	480	-
Bad debts reserve	-	1,050
	1,78,720	1,78,720

10. Journalise the following transactions and post them to ledger and balance the same. Nataraj started business with the following on 1-1-2020.

	Rs.
Cash	20,000
Furniture	12,000
Amount due from Sham	4,000
Amount due to Ram	6,000
Goods	10,000



His transactions during the month were as follows :

	Rs.
02-01-2010 Purchased goods from Nagesh	14,000
03-01-2020 Sold goods to Tyagraj	20,000
05-01-2020 Introduced fresh capital	40,000
10-01-2020 Paid Nagesh on account	8,000
15-01-2020 Received from Tyagraj on account	12,000
18-01-2020 Withdrew cash for personal use	2,000
25-01-2020 Sold goods to Umesh subject to 5% trade discount	12,000
31-01-2020 Paid wages to workers.	2,000

11. Prepare a cash book from the following transactions :

2020	Rs.
Jan 1 Cash in hand	1,000
Jan 1 Cash at Bank	15,000
Jan 3 Received from Mohan and allowed him discount	12,850 150
Jan 4 Cash sales	20,000
Jan 5 Paid for rent	4,000
Jan 6 Cash purchasing	26,000
Jan 7 Paid to Harish by cheque	10,000
Jan 8 Stationery purchased	2,000
Jan 9 Goods sold for cash	25,000
Jan10 Paid salary	6,000
Jan12 Paid to Ram Prakash discount allowed by him	20,500 500
Jan15 Cash sales	10,000
Jan16 Received a cheque from Prem Das and allowed discount	15,600
Jan22 Paid charity	1,000
Jan25 Paid to travelling expenses	3,000
Jan29 Paid into Bank	5,000



25101

**B.Com./B.B.A./B.B.M. I Semester Degree
Examination, February/March 2022
BASIC ENGLISH
"Horizon" (New)**

Time : 3 Hours

Max. Marks : 80

I. Answer the following in **a** sentence or **two each**. **(10×1=10)**

- 1) Which is the Abhiyan started by government of India to save girl child ?
- 2) Where does the discrimination start ?
- 3) What can be eliminated by business ?
- 4) What came out as a shock to Indians on 9th November 2016 ?
- 5) What is the long form of WTO ?
- 6) Mention two functions of bank.
- 7) What is Greenhouse effect ?
- 8) Which chemical substances cause pollution ?
- 9) Who were allowed to accept old notes after demonetization ?
- 10) What are the sources of water pollution ?

II. Answer **any five** of the following in **4 – 5** sentences. **(5×2=10)**

- 1) Which are the risk factors in banking ?
- 2) Which are the various types of pollution ?
- 3) Explain the hard truth of globalization.
- 4) Write the various causes of female foeticide.
- 5) Why was the move of demonetization came to effect ?
- 6) Describe the lending business of banks.
- 7) How does the business improve society ?
- 8) What are the certain atmospheric gases produced on heating the earth's surface ?

P.T.O.



III. Write short notes on **any six** of the following.

(6×5=30)

- 1) In what way the health sector is affected by globalization ?
- 2) Write a note on the Demons of Income tax evasion.
- 3) Gender discrimination – a social problem.
- 4) Write a note on saving the girl child.
- 5) How global warming affects the climate change ?
- 6) Indoor and outdoor air pollution.
- 7) Banks and its customers.
- 8) Relation between society and business.

IV. A) Complete the following sentences by choosing appropriate linkers given below.

(5×1=5)

(Moreover, Therefore, Because, In spite of, On account of)

- 1) _____ of his hard work he couldn't get success.
- 2) We are busy _____ we can't attend the party.
- 3) English is my subject _____ I like it most.
- 4) _____ Deepavali, the college will remain closed.
- 5) She was late _____ of traffic jam.

B) Complete the following sentences by choosing suitable phrasal verbs given below.

(5×1=5)

- 1) Please _____ the lights.
- 2) Don't _____ money and fame.
- 3) The couple want to _____ an orphan child.
- 4) He _____ eating junk food.
- 5) We have to _____ the Constitutional rules.
(run after, gave up, switch off, bring up, abide by)

C) Punctuate the following passage.

(5×1=5)

the King said to the jester how dare you touch the magic thing meant for me
be ready to face the consequence shedding tears the jester said i am sorry
no use crying said the King i am crying for you my lord replied the jester
why asked the King

D) a) Rearrange the following words in a meaningful sentence.

(2×2½=5)

- 1) store house / generally / the / are / books / wisdom / of.
- 2) watching / today / books / television / children / reading / to / prefer.

OR



- b) Rearrange in a proper sequence. (5×1=5)
- 1) He went on to be a noted politician.
 - 2) He held the prime minister post for three terms – 1996, 1998-1999, 1999-2004.
 - 3) He completed his post graduation in political science from day college, Khanpur.
 - 4) Atal Bihari Vajpayee was born in Gwalior on 25th December 1924.
 - 5) He was conferred India's highest civilian honour, the Bharat Ratna in 2015.

E) Fill in the blanks with appropriate words choosing from the given list according to the numbers. (5×1=5)

- 1) One _____ problem the world faced today is population.
- 2) _____ predict that by 2020 there will be about ten billion people.
- 3) One of the reasons for increase in population is _____ made in medicines.
- 4) Many measures have been introduced to control population _____
- 5) Failure to arrest further increase in population may have _____ effects.
 - 1) Major, minor, big, huge
 - 2) Ministers, artists, experts, expellers
 - 3) Growth, production, increase, advances
 - 4) Blast, burst, bang, explosion
 - 5) Poisonous, tremendous, disastrous, monotonous.

F) Read the following passage and answer the questions given below. (5×1=5)

Forests are parts of the world that have a lot of trees. Some forests are smaller than others, but a popular characteristic of all forest is to have lots of trees and vegetation or plant life. In a forest, there are tons of different trees, plants and animals. Animals in a forest range from different types of mammals, birds and insects. One of the most popular types of forests are rain forests. Other types of forests are deciduous forests, taiga forests and coniferous forests.

- 1) What does vegetation mean ?
 - 2) What kind of animals are found in a forest ?
 - 3) Name two types of forests.
 - 4) What is a popular character of all forests ?
 - 5) Give a suitable title to the paragraph.
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NEP

B.B.A. I Semester Degree Examination, March/April 2022
Paper No. 1.3 : Marketing Management

Time : 3 Hours

Max. Marks : 60

Instructions : 1) Answer upto the point.

2) Attempt **all** the Sections.

SECTION – A

Answer **any six** questions from the following.

(6×1=6)

1. a) Define Marketing.
- b) What is Tele-Marketing ?
- c) What is Green Marketing ?
- d) Expand SMM.
- e) What do you mean by institutional approach ?
- f) Write down the 4P's of Marketing Mix.
- g) What is personal selling ?
- h) What do you mean by market segmentation ?

SECTION – B

Answer **any three** of the following.

(3×6=18)

2. Write down any six functions of Marketing.
3. List the differences between marketing and selling concept.
4. Explain about the Micro Environment of Marketing.
5. Write down different factors influencing consumer behaviour.
6. Write down about product mix and product line.

P.T.O.



SECTION – C

Answer **any three** of the following.

(3×12=36)

7. Explain Buying Decision process.
 8. Explain the elements of Marketing Mix (4 P's).
 9. Write down the steps involved in New Product Development.
 10. Define Pricing and explain different methods of pricing.
 11. Write a short note on the following :
 - a) Digital Marketing and its benefits.
 - b) Features of Services.
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