ASSIGNMENT 1

B.A./B.Com./B.Sc./B.H.M./B.B.A./B.B.M. DEGREE EXAMINATION, DECEMBER 2020.

Second Year

(i) ENGLISH PAPER – II

MAXIMUM MARKS :30
ANSWER ALL QUESTIONS

1.   (a)   Read the following passage and answer the questions :

True economy consists in always making the income exceed the outgo. Wear the old clothes or little longer if necessary ; dispense with the new pair of gloves ; mend the old dress, dine on a plainer food, if need be ; so that under all circumstances, unless some unforeseen accident occurs. There will be a margin in favour of the income.

   (i)   Where in the true economy?

   (ii)   What are the three domestic things mentioned?

   (iii)   What does the writer say?

   (iv)   Write the antonym of 'exceed'.

   (v)   Pick out the word from this passage which is the synonyms for 'repair'.

   (b)   Read the following paragraph and answer the questions by choosing the right answer :

The press and public were all fire and fury, especially in America. A bill was passed by the senate according to which the manufacturer of nitro-glycerin would, in the event of an accident, be charged with murder and liable to be sentenced to death by hanging. Britain introduced safety regulation which amounted to a virtual ban on the import and manufacture of nitro-glycerin. France and Belgium made the possession of the dangerous oil. Alfred Nobel saw himself face to face the ruin. There was only one way out of the dilemma ; that of trying to solidify the oil so that it could be transported with absolute safety.

   (i)   Nitro-glycerin was manufactured by

      (1)   The Scientists

      (2)   The Nobles

      (3)   The Doctors

      (4)   Larsen.

     (ii)   A virtual ban was put by

         (1)   Britain

         (2)   Belgium

         (3)   France

         (4)   America

     (iii) Nitro-glycerin is

         (1)   Medicine

         (2)   Dangerous weapon

         (3)   A dangerous oil

         (4)   Gun-powder

     (iv) The man who tried to solidify oil was

         (1)   Larsen

         (2)   Pringle

         (3)   Nobel

         (4)   Alfred Nobel

     (v)   The press and public were all fire and fury in

         (1)   France

         (2)   America

         (3)   Belgium

         (4)   Pringle

2.   Answer the following in not more than 100 words each :

(a)   How did books enrich Keller's life?

(b)   Comment on L.A. Hill's views on Freedom

(c)   Why did Orwell change his mind and decide to shoot the elephant?

(d)   What are the factors contributing to knowledge society?

3.   Answer in about 200 words :

(a)   What exactly is Man's peril according to Russell?

(b)   What are the principles of good writing according to L.A. Hill?

(c)   Summarize Gandhi's experience as a student in London.

4. (a) Answer the following questions in about 100 words :

      (i)   Why does Ulysses want to leave Ithaca?

      (ii)   What is India's gift to the First World War?

      (iii) Write an appreciation of the poem "Mending Wall".

    (b) Explain the following :

      (i)   'I am a part of all that I have met'.

      (ii)   Good fences make good neighbours

      (iii) I fall upon the thorne of life ! I bleed !

5. Answer the following in about 200 words :

    (a) Write an appreciation of the poem "Because I could not stop for Death".

    (b) Browning's "The Last Ride Together" is a dramatic monologue. Discuss

    (c) Summarize the poem, "Advice to fellow swimmers".

6. Answer the following questions in about 200 words :

    (a) Explain how "The Lottery Ticket" is a study of human psychology.

    (b) Describe the friendship of Subha and Pratap.

    (c) Attempt an evaluation of the grain merchant's character in 'Diamond Rice'.

ASSIGNMENT 2

B.A./B.Com./B.Sc./B.H.M./B.B.A./B.B.M. DEGREE EXAMINATION, DECEMBER 2020.
Second Year
(i) ENGLISH PAPER – II

MAXIMUM MARKS :30
ANSWER ALL QUESTIONS

1. Read the following passage and summarize it :

    There are times when the night sky glows with bands of colour. The bands may begin as cloud shapes and then spread into a great arc across the entire sky. They may fall in folds like a curtain drawn across the heaven. The lights usually grow brighter and then suddenly dim. During this time the sky glows with pale yellow, pink, violet, blue and red. These lights are called the Aurora Borealis or the Northern lights.

    The solar particles from the sun enter the Earth's magnetic field and collide with gas particles in the Earth's atmosphere. These collisions create the Northern Lights.

    The kinds of particles bumping into each other determine the colours of the Northern lights. If the solar particles collide with oxygen, the lights produced might be green or yellow. When the solar particles run into nitrogen, the lights tends to be red or blue. How fact the particles are moving determine the size and shape of the lights.

    In ancient times people were afraid of the lights. They imagined that they saw fiery dragons in the sky. Some even concluded that the heavens were on fire.

2. Write an essay the following :

    (a) Advancement of science and Human life

    (b) Communal harmony

    (c) Globalisation.

3. Answer the following :

    (a) Write a report on how you intend to spend your vacation.

    (b) Write a report to the editor of a newspaper on Eve teasing in your area.

4. Use the following idioms and phrases in sentences of your own :

    (a) Lion's share

    (b) Cake walk

    (c) Monkey business

(d)   Better late than never

(e)   A dime a dozen

(f)   Beat around the bush

(g)   When Pigs fly

(h)   Best of both worlds.

5.   Answer the following questions :

(a)   Write a letter to a friend inviting him to your hometown.

(b)   Write a dialogue between you and a shopkeeper at a bookstall.

(c)   Write a letter to a publishing house asking for a catalogue of its latest publications.

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ASSIGNMENT 1
B.A./B.Com./B.Sc./B.H.M./B.B.A./B.B.M. DEGREE EXAMINATION, DECEMBER 2020.
Second Year
Paper – II(ii) — TELUGU
MAXIMUM MARKS :30
ANSWER ALL QUESTIONS

1. క్రిందివానికి ప్రతిపదార్థ తాత్పర్యాలు వ్రాయండి.

    (a) పంచ శరద్వయస్కుడవు బాలుండ వించుక గాని లేవు భా
    షించెదు తర్క వాక్యములు జెప్పిన శాస్త్రములోని యర్థ మొ
    క్కించుక యైనం జెప్ప వసురేంద్రుని ముందట మాకు నౌదలన్
    వంచుకొనంగ జేసితివి వైరి విభూషణ! వంశ దూషణా!

    (b) ప్రారంభించిన వేద పాఠమునకున్ బ్రత్యూహ మౌనంచనో
    యేరా తమ్ముడ! నన్ను జూడ జనుదే వెన్నాళ్ళనో యుండి చ
    క్షురాజీవ యుగంబు వొచె నినుం గన్గోకుని, మీ బావయిన్
    సీ రాకల్ మదిc గోరు జంద్రు పొడుపున్ నిరాకరంబుంబలెన్

2. క్రిందివానికి సందర్భ సహిత వ్యాఖ్యలు వ్రాయండి.

    'అ' భాగం

    (a) చదువులలో మర్మమెల్ల జదివితి తండ్రీ

    (b) నీవు దయ గన్గొన కుండిన నిల్వనేర్తునే

    (c) భారత సంహిత నిల్చు చొడ్పునన్

    (d) అభిమానముc గూర్మియు నెందుc బోయెనో!

    'ఆ' భాగం

    (a) నా యెదడ ప్రౌడైన దుస్థితి

    (b) 'చిమ్మివైచెను తరతరాల చిమ్మ చీకట్లనెల్ల'

    (c) నిర్వాత దీపజ్యోతి పోలిక

    (d) నేను మానవ జీవిత పాలాలన్ని దున్నెతా

3. క్రిందివానికి సమాధానం వ్రాయండి.

    'అ' భాగం

    (a) ప్రహ్లాద హిరణ్యకశిపుల సంవాదమును వివరించునది.

    (b) సత్యభామ పాత్ర చిత్రణములో కవి చూపిన ప్రతిభను పరిశీలించుడు.

    'ఆ' భాగం

    (a) మహేంద్రోదయంలో దాశరథి ఆత్మీయతను ప్రకటించండి.

    (b) సి.నా.రె వర్ణించిన లకుమ త్యాగం వివరించండి.

ASSIGNMENT 2
B.A./B.Com./B.Sc./B.H.M./B.B.A./B.B.M. DEGREE EXAMINATION, DECEMBER 2020.
Second Year
Paper – II(ii) — TELUGU
MAXIMUM MARKS :30
ANSWER ALL QUESTIONS

1.   క్రిందివానికి సమాధానం వ్రాయండి.

'అ' భాగం

(a)   పానుగంటి వారి సాహిత్యసేవను వివరించునది.

(b)   రాయలకాలపు ప్రజల వేష రచనలో గంధ పుష్పముల ప్రాధాన్యాన్ని తెలియజేయండి.

'ఆ' భాగం

(a)   కృష్ణశాస్త్రి 'బహుకాల దర్శనం' ద్వారా చూపిన మానవ సంబంధాలెట్టివి ?

(b)   మనుచరిత్రలోని కథను గూర్చి వ్రాయుము.

2.   క్రిందివానికి సమాధానాలు వ్రాయండి.

   (a)   లింగరాజు   (b)   కమల

   (c)   భ్రమరాంబ   (d)   పురుషోత్తమరావు

3.   క్రిందివానిని గూర్చి వ్యాసం వ్రాయండి.

   (a)   పర్యావరణ కాలుష్యం

   (b)   మహిళోద్ధరణ

   (c)   మానవీయవిలువలు – ఆవశ్యకత

4.   (a)   (i)   క్రింది పద్యపాదానికి గణవిభజన చేసి, ఛందస్సును గుర్తించి యతిని పేర్కొనండి.

            నీ విమల ప్రభావమును నీవినయాడిక సద్గుణంబులన్

      (ii)   క్రిందివానికి సోదాహరణముగా లక్షణాల్ని తెల్పండి.
            (1)   శార్దూలము
            (2)   కందం

   (b)   (i)   క్రింది పద్యంలో అలంకారాన్ని తెల్పి, లక్షణం తెల్పి సమన్వయించండి.

            ఎట్టాడిన నట్టాడుదు రిట్టట్టని పలుక నెఱుగరితరుల శిశువుల్

      (ii)   క్రింది అలంకారాలకి సోదాహరణంగా లక్షణం తెల్పండి.

            (1)   ఉపమ

            (2)   అర్థాంతరన్యాస

ASSIGNMENT 1

B.A./B.Com./B.Sc./B.H.M./B.B.A./B.B.M. DEGREE EXAMINATION, DECEMBER 2020.

Second Year

(ii) SANSKRIT PAPER – II (NR)

MAXIMUM MARKS :30
ANSWER ALL QUESTIONS

1. Answer the questions.

    उत्तरं लिखत।

    (a) Sketch the character of Duryodhana as described in Urubhanga.

    दुर्योधनस्य शीलं पात्रचित्रणं कुरुत?

    (b) Sketch the character of Jeemutha Vahana as described by Sriharsha.

    जीमूतवाहनस्य शीलं पात्रचित्रणं कुरुत?

    (c) Sketch the character of Baladeva.

    बलदेवस्य पात्रचित्रणं कुरुत?

    (d) Sketch the character of Sudama (Kuehela) as described in Sri Krishnasya Maitri.

    कुचेलस्य शीलं पात्रचित्रणं कुरुत?

2. (a) Describe how Viswamitra attained the status of Brahmarshi.

    विश्वामित्रः कथं ब्रहमर्षिः अभूत्? विशदयत?

    (b) Write the substance of the story

    "भिषजो: भैषज्यम्"?

    भिषजोभैषज्यमिति कथायाः सारांशं लिखत?

3. Explain the following with reference to context.

चत्वारि ससन्दर्भं व्याख्यात।

(a) सर्वस्याभ्यागतो गुरुः।

(b) शुकेन च पदं सम्मानिमंद पठ्यते।

(c) अत्र सर्वे महाराजस्य मित्राणि एव सन्ति।

(d) पुत्रशतविमशा दुःखितं समाश्वासाय।

(e) नारगणं पतितमुद्धहतीव भूमिः।

(f) सान्द्रीकृतं नयनबन्धमिदं दधामि।

(g) मधुरमिव वदन्ति स्वगतं श्रृङ्गशब्दैः।

4. Write in brief note.

लघुटीकां लिखत।

(a) भारवि   (b) श्रीहर्षः

(c) भट्टनारायण   (d) शंकराचार्य।

ASSIGNMENT 2

B.A./B.Com./B.Sc./B.H.M./B.B.A./B.B.M. DEGREE EXAMINATION, DECEMBER 2020.

Second Year

(ii) SANSKRIT PAPER – II (NR)

MAXIMUM MARKS :30
ANSWER ALL QUESTIONS

1. Define and illustrate Alankaras.

   लक्ष्य लक्षण समन्वितं अलमाराणि लिखत।

   (a) उपमा   (b) दीपकम्

   (c) अर्थान्तरन्यासः   (d) उल्लेख।

2. Write the forms of the following Sabdas.

   निर्दिष्ट क्रियाक्तिषु शब्दरूपाणि लिखत।

   (a) जलमुक् (तृतीया)   (b) वाक् (प्रथमा)

   (c) गुणिन् (चतुर्थी)   (d) अस्मद् (प्रथमा)

   (e) इदम् (पञ्चमी) (पुं)   (f) तद् (पुं) (सप्तमी)

   (g) एतद् (स्त्री) (षष्ठी)   (h) किम् (पुं) (षष्ठी)

3. Write the forms of the following adding the given terminations.

   तत्तप्रत्ययात् योजयित्वा लिखत।

   (a) श्रु+ तव्य   (b) गम् + तुमुन्

   (c) कथ् + क्त्वा   (d) दृशिर् + शतृ

   (e) जी + तव्य   (f) भु + क्त

   (g) वि + नि + ल्यप्   (h) गण् + तुमुन्।

4. Translate Sentences into Telugu or English.

आन्ध्रभाषायां वा आंग्लभाषायां अनुवादत।

(a) श्रीरामचन्द्रस्य पिता दशरथः।

(b) विद्यावान् लभते ज्ञानम्।

(c) मातृदेवो भव, पितृदेवोभव।

(d) अहं प्रतिदिनं पाठशाला गच्छामि।

(e) सीता जनकस्य पुत्री।

(f) विद्धान् सर्वत्र पूज्यते।

(g) संस्कृतेन सम्भाषणं कुरू।

(h) धर्मो रक्षति रक्षितः।

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ASSIGNMENT 1

B.A./B.Com./B.Sc./B.H.M./B.B.A./B.B.M. DEGREE EXAMINATION, DECEMBER 2020.

Second Year

(ii) HINDI PAPER – II (NR)

MAXIMUM MARKS :30
ANSWER ALL QUESTIONS

1. निम्नलिखित पद्यांशों को सप्रसंग व्याख्या कीजिए।

    (a) (i) सर्गुन की सेवा करौ, निरगुन का करू ग्यान।

        निर्गुन सर्गुन के परे, तहैं हमारा ध्यान।।

        (ii) अमर बेलि बिनु मूल की, प्रतिपालत जो ताहिं।

        रहिमन ऐसे प्रभुीह तजि, खोजत फिरिये काहिं।।

    (b) (i) किलकत कान्ह घुड्रूवनि आवत।

        मनिमय कनक नंद कैं आंगन, बिंब पकरिबै धावत।

        कबहुँ निरखि हरि आपु छाँह कौ, कर सौं पकरन चाहत।

        किलकी हँसत राजत दूँ दतियाँ, पुनि-पुनि तिहिं अवगाहत।

        कनक-भूमि पर कर-पगछाचा, यह उपमा इक राजति।

        करि-करि प्रतिपद पतिमन बसुधा, कमल बैठकी साजति।

        अँचरा तर लै ढाँकि, सूर के, प्रभु कौ दूध पियावति।।

        (ii) सतसइया के दोहरे अरू नावक के तीर

        देखन को छोटन लगै घाव करै गंभीर।।

    (c) (i) सुख-दुख के मधुर मिलन से

        यह जीवन हो परिपूरन;

        फिर घन में ओझल हो शशि

        फिर शशि से औझल हो धन।

(ii)   जिसकी रज में लोट-लोट-लोट कर बडे हुए है;

धुटनों के बल सरक-सरक कर खडे हुए हैं।

2.   कविता का सारांश लिखिए।

(a)   भारत वर्ष।

(b)   भारत की विधवा।

(c)   सुख-दुख।

3.   कवि का परिचय दीजिए।

(a)   कबीरदास।

(b)   मैथिलीशरण गुप्त।

(c)   सुमित्रानंदन पंत।

ASSIGNMENT 2

B.A./B.Com./B.Sc./B.H.M./B.B.A./B.B.M. DEGREE EXAMINATION, DECEMBER 2020.

Second Year

(ii) HINDI PAPER – II (NR)

MAXIMUM MARKS :30

ANSWER ALL QUESTIONS

1. विषय पर निबंध लिखिए।

   (a)   पर्यावरण और प्रदूषण।

   (b)   विज्ञान से हानि–लाभ।

   (c)   अपना प्रिय कवि–तुलसीदास।

   (d)   साहित्य और समाज।

   (e)   बेरोजगारी की समस्या।

2.   साहित्य विषय पर निबंध लिखिए।

   (a)   वीरगाथा कालीन साहित्य की प्रमुख प्रवृत्तियों पर प्रकाश डालिए।

   (b)   कृष्णभक्ति शाखा के विकास पर प्रकाश डालते हुए सूरदास के महत्व पर प्रकाश डालिए।

   (c)   रीतिकाल के प्रतिनिधि कवि के रूप में बिहारी का मूल्यांकन कीजिए।

   (d)   नाटक के विकास पर एक लेख लिखकर उसमें जयशंकर प्रसाद जी के स्थान को निधारित कीजिए।

3.   निम्नलिखित गद्य का हिन्दी में अनुवाद कीजिए।

   Only the lazy man is a sinner. The idle mind entertains bad ideas. There is a proverb that the idle mind is the devil's workshop. There is no greater sin than laziness and inactivity. Every one should avoid these at any cost. The only way to avoid these is to engage one self is good deeds. Service to patients, help to brothers and sisters, co-operation with friends, respect and service to teachers are deeds in which men should engage their mental faculties.

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ASSIGNMENT 1

B.B.M. DEGREE EXAMINATION, DECEMBER 2020.

Second Year

MACRO ECONOMICS
MAXIMUM MARKS : 30
ANSWER ALL QUESTIONS

1. Explain the following concepts :

    (a) NNP

    (b) GNP

    (c) PI

    (d) NI

2. Discuss the problems faced in measurement of National Income.

3. Elucidate the Keynesian theory of income and output.

4. Critically examine the principle of liquidity preference.

5. Explain the functioning of Deposit insurance corporation.

(DBME 21)

ASSIGNMENT 2

B.B.M. DEGREE EXAMINATION, DECEMBER 2020.

Second Year

MACRO ECONOMICS
MAXIMUM MARKS : 30
ANSWER ALL QUESTIONS

1. Discuss the quantitative method of Credit Control of RBI.

2. What do you mean by Macro Economics? Discuss its nature and importance in the economy.

3. Explain the recent trends in the Indian Banking Industry.

4. What is the importance of trade cycles? Describe the various phases of trade cycles.

5. Explain the classical theory of output and employment with its criticism.

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(DBPPM 21)

ASSIGNMENT 1

B.B.M. DEGREE EXAMINATION, DECEMBER 2020.

Second Year

PRINCIPLE OF PERSONNEL MANAGEMENT
MAXIMUM MARKS : 30
ANSWER ALL QUESTIONS

1.   What is management? Discuss theory X and theory Y.

2.   Explain the role and responsibilities of key personnel positions.

3.   Write in detail about the sources of recruitment in an organisation.

4.   Discuss the wage and salary components.

5.   Explain the various incentive schemes provided in an organisation.

(DBPPM 21)

ASSIGNMENT 2

B.B.M. DEGREE EXAMINATION, DECEMBER 2020.

Second Year

PRINCIPLE OF PERSONNEL MANAGEMENT
MAXIMUM MARKS : 30
ANSWER ALL QUESTIONS

1. Explain the kinds of fringe benefits in India.

2. What is man power planning? Explain the need and process of man power planning.

3. What is collective bargaining? Explain its importance in dispute settlement.

4. What are the reasons for turnover and absenteeism in an organisation? Discuss the ways to handle this.

5. What is Industrial democracy? Bring out the significance of Industrial relations in an organisation.

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ASSIGNMENT 1

B.B.M. DEGREE EXAMINATION, DECEMBER 2020.

Second Year

BASIC BUSINESS FINANCE
MAXIMUM MARKS : 30
ANSWER ALL QUESTIONS

1. What do you mean by business finance? State its goals in detail.

2. Define Capital market. Discuss its objectives and importance.

3. What are the types of shares? Distinguish between share and debenture.

4. A simplified income statement of Karthikeya Ltd. is given below. Calculate and interpret its operating leverage, financial leverage and combined leverage. Income statement of Karthikeya Ltd. for the year ended 31st March 2015.

	Rs.
Sales	10,50,000
Variable cost	7,67,000
Fixed cost	75,000
Interest	1,10,000
Taxes (30%)	29,400

Comment on operating leverage when fixed cost is Rs.1,00,000.

5. Explain the meaning and causes of over capitalisation. Discuss its remedies in detail.

ASSIGNMENT 2

B.B.M. DEGREE EXAMINATION, DECEMBER 2020.

Second Year

BASIC BUSINESS FINANCE
MAXIMUM MARKS : 30
ANSWER ALL QUESTIONS

1. The details regarding two companies are given below

     XYZ Ltd   ABC Ltd

     r = 12%   r = 6%

     Ke = 8%   Ke = 8%

     E = Rs.10   E = Rs.10

     Compute the value of an equity share of each of these companies applying Walter's equation when dividend pay-out ratio is

     (a)   0% and

     (b)   100%

2.   Briefly explain the main sources of working capital.

3.   Discuss the various factors influencing the dividend policy of a firm.

4.   Define Capital structure. Explain theories of capital structure in detail.

5.   Write a note on :
     (a)   Amalgamation
     (b)   Cost of retained earnings
     (c)   WACC
     (d)   Cash management.

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ASSIGNMENT 1

B.B.M. DEGREE EXAMINATION, DECEMBER 2020.

Second Year

BUSINESS STATISTICS
MAXIMUM MARKS : 30
ANSWER ALL QUESTIONS

1. Explain the sources of collection of primary data.

2. What are the essentials of good average? Explain different types of averages.

3. Calculate median and mode for the given data :

   Age :   0-10 10-20 20-30 30-40 40-50 50-60 60-70

   Persons : 150   350   400   200   75   50   25

4. What are the merits and demerits of presentation of data through diagrams?

5. Find the two regression lines X on Y and Y on X from the following data :

   x : 65 66 67 67 68 69 70 72

   y : 67 68 65 68 72 72 69 71

(DBBS 21)

ASSIGNMENT 2

B.B.M. DEGREE EXAMINATION, DECEMBER 2020.

Second Year

BUSINESS STATISTICS
MAXIMUM MARKS : 30
ANSWER ALL QUESTIONS

1. Define interpolation and mention the assumptions of interpolation.

2. Define correlation and explain any three types of correlation.

3. (a) If two dice are thrown find the probability of getting the sum is 10.

   (b) Find the probability of a leap year contains 53 Sundays.

4. Explain the procedure of testing of hypothesis.

5. Explain the structure of a research report in brief.

(DBFM 21)

ASSIGNMENT 1

B.B.M. DEGREE EXAMINATION, DECEMBER 2020.

Second Year

FUNDAMENTALS OF MARKETING
MAXIMUM MARKS : 30
ANSWER ALL QUESTIONS

1.   Define Marketing. Explain the need and objectives of Marketing.

2.   What is Marketing Environment? Explain the internal factors affecting marketing environment.

3.   What is consumer behaviour? Explain the factors influencing purchase and repeat purchase.

4.   Define Market Segmentation. Explain the methods of Market Segmentation.

5.   Explain the types of Branding. List out the merits and demerits of Branding.

(DBFM 21)

ASSIGNMENT 2

B.B.M. DEGREE EXAMINATION, DECEMBER 2020.

Second Year

FUNDAMENTALS OF MARKETING
MAXIMUM MARKS : 30
ANSWER ALL QUESTIONS

1. What is the need of price determination in marketing? Briefly explain the methods of pricing.

2. Discuss in detail the elements of promotion mix and the importance of promotion mix.

3. Discuss the publicity methods in detail.

4. Explain the functions of a Retailer and his role in the various distribution channels.

5. What are the features of good packing? Explain the importance of packing a product to attract customers.

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