

(201ENG21)

B.A./B.Com./B.B.A. DEGREE EXAMINATION,
JUNE/JULY 2025.

Second Semester

ENGLISH II – A COURSE IN READING AND WRITING SKILLS

Time : Three hours

Maximum : 70 marks

PART A

1. Read the passage and answer the questions.

(5 × 1 = 5)

The concept of Artificial Intelligence (AI) has evolved significantly over the past few decades. AI refers to the simulation of human intelligence in machine, enabling them to perform tasks such as learning, reasoning and problem solving. From voice assistants like Siri and Alexa to self driving cars. AI is becoming an integral part of every day life. However ethical concerns including job displacement and data privacy, continue to be debated. While AI has the potential to improve efficiency and innovation it also raises important questions about its impact on humanity.

Questions :

- (a) What is artificial intelligence?
- (b) Mention two common applications of AI in daily life.
- (c) What are some ethical concerns related to AI?
- (d) How does AI contribute to efficiency and innovations?
- (e) Why is AI considered both beneficial and controversial?

PART B

2. (a) Fill in the blanks with suitable words.

(20 × 1 = 20)

- (i) Noun form of decide _____
 - (ii) Adjective form of success _____
 - (iii) Verb form of strong _____
 - (iv) Noun form of perform _____
 - (v) Adverb form of quick _____
 - (vi) Adjective form of fame _____
 - (vii) Verb form of beauty _____
 - (viii) Noun form of happy _____
 - (ix) Adjective form of create _____
 - (x) Verb form of decision _____
- (b) One word substitute

- (i) A place where books are kept.
- (ii) One who studies the stars.
- (iii) Fear of closed spaces.
- (iv) Government by the people.
- (v) A person who does not eat meat.
- (vi) A place where animals are kept.
- (vii) A study of human history through excavation.
- (viii) A person who collects stamps.
- (ix) A person who repairs pipes.
- (x) A person who travels into space.

PART C

3. Write any ONE : (1 × 10 = 10)
- (a) Write a letter to your brother advising him on the importance of time management.
 - (b) Write a letter to your college principal requesting permission for a cultural event.
4. Expand any TWO : (2 × 5 = 10)
- (a) Time and Tide wait for no one.
 - (b) Hard work pays off
 - (c) Prevention is better than cure.
 - (d) Look before you leap.

PART D

5. Answer any TWO : (2 × 5 = 10)
- (a) Differentiate between skimming and scanning.
 - (b) How can one avoid foolish opinions according to Russell?
 - (c) Describe the role of Florence Nightingale in the Medical field.
 - (d) What is the central theme of Coromandel Fishers?
6. Answer any TWO. (2 × 5 = 10)
- (a) Describe the Deoli station.
 - (b) Sketch the character of the astrologer from An Astrologer's Day.
 - (c) Sketch the character of Upagupta.
 - (d) Why was Florence Nightingale called "The lady with the lamp"?

PART E

7. Match the following : (1 × 5 = 5)
- | | |
|------------------------------------|-------------------|
| (a) A book of synonyms | (i) Entomologist |
| (b) A person who writes a diary | (ii) Pediatrician |
| (c) A doctor for children | (iii) Diarist |
| (d) A person who flies an aircraft | (iv) Thesaurus |
| (e) A person who studies insects – | (v) Pilot |
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(202TEL21)

B.A./B.Com./B.B.A. DEGREE EXAMINATION,
JUNE/JULY 2025.

Second Semester

Second Language – Telugu II – AADHUNIKA TELUGU SAHITYAM

Time : Three hours

Maximum : 70 marks

విభాగము ఆ — (5 × 4 = 20 మార్కులు)

క్రింది వానిలో ఐదింటికి సంగ్రహ సమాధానాలు వ్రాయండి.

1. ఆధునిక కవిత్వం.
2. అనిసెట్టి సుబ్బారావు.
3. గౌరేసు.
4. నవల - లక్షణాలు.
5. జానకి.
6. కేశవ వర్మ.
7. విమర్శ.
8. చిన వీరయ్య.

విభాగం ఆ — (5 × 10 = 50 మార్కులు)

క్రింది వానికి వ్యాసరూప సమాధానాలు రాయండి.

9. (a) ఆధునిక కవిత్వ ఆవిర్భావ వికాసాలను వివరించండి.
లేదా
(b) కొండవీడు పాఠ్యభాగ సారాంశాన్ని వ్రాయండి.
10. (a) తెలుగు కథానికా వికాసాన్ని విశదీకరించండి.
లేదా
(b) భయం కథలోని రచయిత తెలిపిన సందేశం.

11. (a) తెలుగు నవల పుట్టుక, పరిణామాన్ని తెలపండి.

లేదా

(b) రథ చక్రాలు నవలలో రచయిత సత్యానందం పాత్రను తీర్చిదిద్దిన విధం.

12. (a) తెలుగు నాటక పరిచయం దాని పరిణామాన్ని గూర్చి రాయండి.

లేదా

(b) యక్షగానం ఇతివృత్తాన్ని తెలపండి.

13. (a) తెలుగు సాహిత్యంలో విమర్శ పద్ధతులను తెలపండి.

లేదా

(b) విమర్శ స్వరూప స్వభావాలను తెలియజేయండి.

B.A./B.Com./B.B.A. DEGREE EXAMINATION,
JUNE/JULY 2025.

Second Semester

SECOND LANGUAGE – HINDI II – PROSE

Time : Three hours

Maximum : 70 marks

1. निम्नलिखित गद्यांशों में से किन्हीं दो की संदर्भ सहित व्याख्या कीजिए। (2 × 6 = 12)
 - (a) हमारी एकता का दूसरा प्रमाण यह है कि उत्तर या दक्षिण चाहे जहाँ भी चले जाएँ आपको जगह-जगह पर एक ही संस्कृति के मंदिर दिखाई देंगे।
 - (b) इस देश की मशीनें भी चापलूसी करना सीख कुछ ऐसी बातें कहती है - “आपके विचार बहुत ऊँचे हैं।”
 - (c) इन रोगों के लिए समाज में नियमित और आवश्यक रूप से जागरूकता अभियान चलाने की आवश्यकता है।
 - (d) ग्लानि से दुबला होने में देर लगती है और पानीटार ही दुबला हो जाता है।
2. किसी एक गद्य पाठ का सारांश लिखिए। (1 × 14 = 14)
 - (a) एच.आई.वी./एड्स।
 - (b) बेईमानी की परत।
3. (a) किसी एक कहानी का सारांश लिखिए। (1 × 12 = 12)
 - (i) वापसी
 - (ii) परमात्मा का कुत्ता
(b) निम्नलिखित में से किसी एक प्रश्न का उत्तर लिखिए। (1 × 7 = 7)
 - (i) “वापसी” कहानी में गजाधर बाबू का चरित्र चित्रण कीजिए।
 - (ii) “परमात्मा का कुत्ता” कहानी के शीर्षक की सार्थकता पर प्रकाश डालिए।
4. (a) निम्नलिखित पाँच शब्दों के समानार्थक हिन्दी शब्द लिखिए। (5 × 1 = 5)

(i) Governor	(ii) Charge
(iii) Supervisor	(iv) Absence
(v) Director	(vi) Circular
(vii) Principal	(viii) Zoo
(ix) Forest Officer	(x) Translator

(b) निम्नलिखित पाँच शब्दों के समानार्थक अंग्रेजी शब्द लिखिए। (5 × 1 = 5)

- | | |
|----------------|---------------|
| (i) जिला बोर्ड | (ii) कार्यालय |
| (iii) सचिवालय | (iv) छुट्टी |
| (v) संसद | (vi) राज्यपाल |
| (vii) भत्ता | (viii) मतदाता |
| (ix) नगर निगम | (x) ज्ञापन |

(c) किन्हीं पाँच शब्दों को अपने वाक्यों में प्रयोग कीजिए।

(5 × 1 = 5)

- | | |
|---------------|--------------------|
| (i) विषाणु | (ii) जलवायु |
| (iii) मनोहर | (iv) पीढ़ी |
| (v) कामयाबी | (vi) प्राचार्य |
| (vii) विरासत | (viii) इकट्ठा करना |
| (ix) बसर करना | (x) हवन |

(d) किन्हीं चार शब्दों के संधि-विच्छेद लिखिए।

(4 × 1 = 4)

- | | |
|----------------|----------------|
| (i) सचरित्र | (ii) विद्यालय |
| (iii) एकैक | (iv) महेश |
| (v) सदैव | (vi) इत्यादि |
| (vii) रामावतार | (viii) परोपकार |

5. किसी एक विषय पर पत्र लिखिए। (1 × 6 = 6)

- (a) अपने मोहल्ले में सफाई का ठीक प्रबन्ध नहीं है। उसकी शिकायत करते हुए स्वास्थ्य व्यवस्थापक के नाम एक पत्र लिखिए।
- (b) किसी कंपनी की एजन्सी के लिए आवेदन पत्र लिखिए।
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(202SAN21)

B.A./B.Com./B.B.A. DEGREE EXAMINATION,
JUNE/JULY 2025.

Second Semester

SECOND LANGUAGE – SANSKRIT II – PROSE, POETRY AND GRAMMAR

Time : Three hours

Maximum : 70 marks

सूचना : द्वितीय, तृतीय, चतुर्थी, पञ्चम, नवम प्रश्नाः संस्कृते एवं समाधेयाः।

Question No. 2, 3, 4, 5, 9 should be answered
in Sanskrit only.

प्रथमो भागः (25 marks)

1. श्लोकं पूरयित्वा भावं च लिखत। (1 × 4 = 4)
(a) संचारिणी दीप ————— स भूमिपालः॥
(b) शरीरेण गृहं ————— स हि कथ्यते॥
2. द्वयोः शब्दयोः सर्वाविभक्तिषु रूपाणि लिखत। (2 × 3 = 6)
(a) नदी (b) वधू
(c) वन (d) मातृ
3. द्वयोः तत् सर्वाणि लकार रूपाणि लिखत। (2 × 2½ = 5)
(a) लिखति (b) करिष्यति
(c) अचोरयत् (d) वन्दते
4. पञ्च नामनिर्देशपूर्वकं सन्धत्त। (5 × 1 = 5)
(a) अच् + अन्तः (b) सुगण् + ईशः
(c) हरिम् + वन्दे (d) शिवः + अहम्
(e) नराः + इमे (f) पितुः + इच्छा
(g) नराः + च (h) रामः + टीकते
(i) तत् + लयः (j) नृपतिः + जयति
5. पञ्चानां नामनिर्देशपूर्वकं विग्रहवाक्यानि लिखत। (5 × 1 = 5)
(a) उपकृष्णम् (b) निष्कण्ठकम्

- | | |
|-----------------|--------------|
| (c) प्रत्यक्षम् | (d) यथाविधि |
| (e) प्राप्तोदकः | (f) दत्तपशुः |
| (g) महाबलः | (h) सपुत्रः |
| (i) उपदशाः | (j) केशाकेशी |

द्वितीयो भागः (45 marks)

सर्वे प्रश्नाः समाधेयाः।

6. (a) इन्दुमती स्वयंवरे कालिदासस्य वर्णना नैपुण्यं लिखत।

(1 × 8 = 8)

अथवा

- (b) 'शिष्येग्योदीक्षाप्रदानम्' इत्यस्य पाठ्यभागस्य सारांशं लिखत।

7. (a) गङ्गासरितः वैशिष्ट्यम् उपवर्णयत।

(1 × 7 = 7)

अथवा

- (b) मोहापनोदः पाठस्य सारं लिखत।

8. (a) दशकुमारचरिते पञ्चमोद्धास कथासारं वर्णयत। (1 × 8 = 8)

अथवा

- (b) चारुदत्तस्य चरितं लिखत।

9. पञ्चानां लघुसमाधानानि लिखत।

(5 × 2 = 10)

- (a) कालिदासस्य कृती लिखत।
- (b) इन्दुमती का?
- (c) वनस्यः कः?
- (d) चम्पूरामायणस्य कर्ता कः?
- (e) दण्डी कस्मिन् प्रसिद्धः?
- (f) अवन्ति सुन्दर्या पिता कः?
- (g) चारुदत्तः कः?
- (h) चारुदत्तस्य मित्रः कः?

10. चत्वारि ससन्दर्भं व्याख्यात।

(4 × 3 = 12)

- (a) विवर्ण भावं स स भूमिपालः।
 - (b) कुमारं प्रत्यग्रहीत्संवरणस्रजेव।
 - (c) सोऽयमापगामाप गामिव।
 - (d) पुत्र शोकात् दिवंगतः।
 - (e) निःशङ्कमित आगम्यताम् इति।
 - (f) को भवान्? कयां विद्यायां निपुणः।
 - (g) सपट्रेण शीर्षेण त्वां प्रसादयामि।
 - (h) सुखं स्वणिहि महा ब्राह्मणः।
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(203LSB21)

B.A./B.Com./B.B.A. DEGREE EXAMINATION,
JUNE/JULY 2025.

Second Semester

LIFE SKILLS COURSE – INDIAN CULTURE
AND SCIENCE

Time : One and half hours

Maximum : 50 marks

SECTION A — (4 × 5 = 20 marks)

Answer any FOUR questions.

Each answer carries 5 marks.

1. Saivaite.
శైవ మతం.
2. Gender Sensitivity.
లింగ సున్నితత్వం.
3. Craftsmanship.
చేతిపనుల నైపుణ్యం.
4. Dayananda Saraswathi.
దయానంద సరస్వతి.
5. Community service.
సమాజ సేవ.
6. Bloom's Taxonomy.
బ్లూమ్స్ వర్గీకరణ.
7. Developments in Communications.
కమ్యూనికేషన్ లో పరిణామాలు.
8. Social Media.
సామాజిక మాధ్యమం.

SECTION B — (3 × 10 = 30 marks)

Answer any THREE of the following.

Each answer carries 10 marks.

9. Discuss the role of Bhakti and Sufi movements in Indian culture.
భారతీయ సంస్కృతిలో భక్తి మరియు సూఫీ ఉద్యమాల పాత్రను చర్చించండి.
 10. What is the impact of scientific temper on modern education?
ఆధునిక విద్యపై శాస్త్రీయ దృక్పథం ప్రభావం ఏమిటి?
 11. Write about important seasonal festivals.
ముఖ్యమైన కాలానుగుణ పండుగల గురించి వ్రాయండి.
 12. Explain the development of alternative energy sources in India.
భారతదేశంలో ప్రత్యామ్నాయ ఇంధన వనరుల అభివృద్ధిని వివరించండి.
 13. Explain the Achievements in Literature, Sculpture and Painting.
సాహిత్యం, శిల్పం మరియు చిత్రలేఖనంలో సాధించిన విజయాలను వివరించండి.
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(204SDB21)

B.Com./B.B.A. DEGREE EXAMINATION, JUNE/JULY 2025.

Second Semester

Skill Development

Paper I — BUSINESS COMMUNICATION

Time : One and half hours

Maximum : 50 marks

SECTION A — (4 × 5 = 20 marks)

Answer any FOUR questions.

1. Encoding.
ఎన్కోడింగ్.
2. Filters.
ఫిల్టర్స్.
3. Business Reports.
వ్యాపార నివేదికలు.
4. Types of Communication.
కమ్యూనికేషన్ లో రకాలు.
5. Agenda notes.
ఎజెండా నోట్స్.
6. Filing.
ఫైలింగ్.
7. Top-down.
టాప్-డౌన్.
8. Online communication.
ఆన్లైన్ కమ్యూనికేషన్.

SECTION B — (3 × 10 = 30 marks)

Answer any THREE questions.

9. Explain the meaning and process of communication in detail.
కమ్యూనికేషన్ ప్రక్రియ యొక్క అర్థమును వివరించండి.
 10. Explain the organizational communication and its barriers.
సంస్థాగత కమ్యూనికేషన్ మరియు దాని అడ్డంకులను వివరించండి.
 11. Explain various levels of communication in an organization.
సంస్థలో కమ్యూనికేషన్ యొక్క వివిధ స్థాయిలను వివరించండి.
 12. Explain the characteristics of a good Business Communication.
మంచి వ్యాపార కమ్యూనికేషన్ యొక్క లక్షణాలను వివరించండి.
 13. Explain the preparation of business meeting agenda.
వ్యాపార సమావేశ ఎజెండా తయారీని వివరించండి.
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(205SDC21)

B.Com./B.B.A. DEGREE EXAMINATION, JUNE/JULY 2025.

Second Semester

Skill Development

Paper II — ADVERTISING

Time : One and half hours

Maximum : 50 marks

SECTION A — (4 × 5 = 20 marks)

Answer any FOUR questions.

1. Advantages with advertising.

ప్రకటనల వల్ల లాభాలు.

2. Identifying target groups.

లక్ష్య సమూహాలను గుర్తించడం.

3. ASC 1

ఎఎస్సి ౧

4. Concepts of advertising.

ప్రాథమిక ప్రకటన అంశాలు

5. Advertising agencies.

అడ్వర్టైసింగ్ ఏజెన్సీలు.

6. Advertising definition.

ప్రకటనల నిర్వచనం.

7. Types of advertising.

అడ్వర్టైజింగ్ రకాలు.

8. Local advertising.

స్థానిక ప్రకటనలు

SECTION B — (3 × 10 = 30 marks)

Answer any THREE questions.

9. Creative advertising messages. Explain.
సృజనాత్మక ప్రకటనల సందేశాలను వివరింపుము.
 10. Define Advertising. What are its functions?
ప్రకటనలను నిర్వచించి, వాటి యొక్క ముఖ్య విధులను వివరింపుము.
 11. Explain regulatory bodies (statutory) in advertising.
ప్రకటనలను నియంత్రించి సంస్థలు గూర్చి వ్రాయుము.
 12. What are the basic characteristics of a typical advertisement?
సాధారణ ప్రకటనల యొక్క ప్రాథమిక లక్షణాలు ఏంటి?
 13. Discuss about ethical issues in advertising.
ప్రకటనలకు సంబంధించి నైతిక సమస్యలు వివరింపుము.
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B.B.A. DEGREE EXAMINATION, JUNE/JULY 2025.

Second Semester

ACCOUNTING FOR MANAGERS

Time : Three hours

Maximum : 70 marks

SECTION A – (5 × 4 = 20 marks)

Answer any FIVE of the following short answer.

1. Dual concept.
2. Book keeping.
3. Journal proper.
4. Petty cash book.
5. BRS.
6. Trial Balance.
7. Share premium.
8. Debenture.

SECTION B — (5 × 10 = 50 marks)

Answer the following questions.

Each question carries 10 marks.

9. (a) Distinguish Accounting and Book keeping.
Or
(b) Journalise the following transactions in the books of Ram Rao.
 - 1.4.2021 Commenced business with cash Rs. 15,00,000
 - 4.4.2021 He opened Bank A/c with Rs. 5,00,000
 - 6.4.2021 Purchased Goods from Mr. Naveen Rs. 1,00,000
 - 10.4.2021 Purchased machinery for Rs. 2,00,000
 - 14.4.2021 Paid Advertisements by cheque is Rs. 50,000
 - 16.4.2021 Sales to Raju Rs. 3,00,000
 - 20.4.2021 Received commission Rs. 15,000
 - 25.4.2021 Paid Rent is 20,000 ; Insurance Rs. 5,000
 - 30.4.2021 Cash sales to Raju Rs. 2,00,000

10. (a) Explain Subsidiary books.

Or

- (b) Prepare cash book Cash, Bank, Discount Columns.

1.1.2024 Cash balance Rs. 35,000
 Bank balance Rs. 15,000

4.4.2024 Cash purchases Rs. 5,000

6.4.2024 Paid to Diwakar Rs. 4,850 discount Rs. 50

8.4.2024 Paid insurance by cheque Rs. 1,500

10.4.2024 Cash sales deposited into Bank Rs. 15,000

14.4.2024 Cheque received from Anand
 Rs. 9,800 for full settlement of his A/c Rs. 10,000

15.4.2024 Purchased furniture Rs. 4,000

16.4.2024 Paid rent by cheque Rs. 5,000

18.4.2024 Anand cheque deposited into bank.

20.4.2024 Cash drawn from Bank Rs. 5,000

25.4.2024 Paid salaries Rs. 2,000

11. (a) Explain reasons for preparation of Bank Reconciliation Statement.

Or

- (b) Prepare BRS as on 31.3.2024 from the following particulars :

- (i) Credit balance as per pass book on 31.3.2024 Rs. 15,000
- (ii) Cheque deposited in March 2024 Rs. 6,500, but only Rs. 1,500 worth of cheques were collected in March.
- (iii) Bank charges Rs. 150 recorded twice in pass book.
- (iv) Cheque issued but not presented Rs. 4,000.
- (v) Direct deposit by customers into Bank Rs. 2,000 not appeared in cash book.
- (vi) Interest on bank balance Rs. 300 credited in Pass book only.

12. (a) What is Trial Balance? Explain its features, advantages.

Or

- (b) Prepare the Final Accounts for the following :

Particulars	Debit (Rs.)	Credit (Rs.)
Purchases and Sales	1,25,000	1,75,000
Returns	1,000	4,700
Rent	2,500	500
Opening stock	15,000	—
Debtors and Creditors	40,000	35,000
Salaries	22,500	—
Wages	10,800	—
Machinery	10,000	—
Furniture	10,000	—
Cash	29,400	—
Interest	2,500	—
Discount	5,000	1,000
Drawings	6,300	—
Capital	—	63,800
	<u>2,80,000</u>	<u>2,80,000</u>

Adjustments :

- (i) Stock as on 30th March 2023 Rs. 11,900.
- (ii) Provide 5% depreciation on Machinery.
- (iii) Outstanding Rent Rs. 500.
- (iv) Provide bad debts Rs. 500 and reserve for bad debts 5%.

13. (a) Explain various types of preference shares.

Or

- (b) What is Debentures? What are the differences between Shares and Debentures?

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B.B.A. DEGREE EXAMINATION, JUNE/JULY 2025.

Second Semester

FUNDAMENTALS OF MARKETING

Time : Three hours

Maximum : 70 marks

SECTION A — (5 × 4 = 20 marks)

Answer any FIVE of the following.

1. Market segment.
2. Consumer market.
3. Product attributes.
4. Sales promotion.
5. Price discounts.
6. Channel conflict.
7. Public relations.
8. Personal selling.

SECTION B — (5 × 10 = 50 marks)

Answer the following.

9. (a) Explain concepts of marketing.

Or

- (b) What are the requirements of effective segments?

10. (a) Explain product mix decision and product line decision.

Or

- (b) Marketing strategies for different stages of product life cycle.

11. (a) Explain about Geographical pricing.

Or

(b) Explain product mix pricing.

12. (a) Explain the importance of marketing channel design decision.

Or

(b) Discuss various types of conflicts that may arise in channels of distribution.

13. (a) Examine the objectives of personal selling.

Or

(b) Describe the objectives and types of media.

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B.B.A. DEGREE EXAMINATION, JUNE/JULY 2025.

Second Semester

E-COMMERCE

Time : Three hours

Maximum : 70 marks

SECTION A – (5 × 4 = 20 marks)

Answer any FIVE questions

1. Define Electronic Commerce and explain its types.
2. What are the key benefits of Supply Chain Management (SCM)?
3. What is Electronic Data Interchange (EDI)? Explain its benefits.
4. Explain the importance of payment security in Electronic Payment Systems.
5. What are the components of Customer Relationship Management (CRM)?
6. What is the difference between HTML and XHTML?
7. How do you format text using HTML?
8. Explain the process of designing forms in HTML.

SECTION B – (5 × 10 = 50 marks)

Answer any FIVE questions

UNIT I

9. (a) Explain the advantages and disadvantages of E-Commerce.

Or

- (b) Discuss the three models of the Electronic Market.

UNIT II

10. (a) Explain the functions and characteristics of SCM.

Or

- (b) Discuss the role of Electronic Logistics in business houses.

UNIT III

11. (a) Explain traditional and modern payment systems with examples.

Or

- (b) Discuss secure electronic transactions and the role of cryptography.

UNIT IV

12. (a) Explain the need for Electronic CRM and its applications.

Or

- (b) Discuss the architectural components of a CRM solution.

UNIT V

13. (a) Explain the basic structure of an HTML page with an example.

Or

- (b) How are images, colors, and backgrounds added in HTML?
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