

(201ENG21)

B.A./B.Com./B.B.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024

Second Semester

ENGLISH — 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)

There was a Guru who had mastered the scriptures. One day when he was teaching the vedas to his disciples, a cat started moving around. This did not disturb the Guru, but was a distraction to some of his disciples. So the Guru instructed his disciples to get hold of the cat and tie it to a pillar. As the nuisance recurred on the following days, that cat was regularly tethered to the pillar before the Guru began his teaching.

Some years later the Guru died. One of his disciples became the new head. The practice of tethering the cat to the pillar continued. After a few months the cat died. When the Guru began his teaching the next day he noticed that the cat was missing. He said, "Don't you know that a cat must be tied to the pillar during my teaching? That is our tradition. Go and find a cat." The disciples immediately obeyed the order. Blindly following traditions thus, is foolish and serves no purpose.

Questions

- (a) Why were the disciples distracted?
- (b) What was done to prevent the cat from roaming about?
- (c) Who became the new head?
- (d) What practice continued after the new Guru took charge?
- (e) Why was the new Guru foolish?

PART B

2. (a) Fill in the blanks with suitable words. (20 × 1 = 20)

- (i) Noun form of maintain _____
- (ii) Verb form of omission _____
- (iii) Noun form of compare _____
- (iv) Adverb form of slow _____
- (v) Adjective form of glory _____
- (vi) Verb form of strength _____
- (vii) Noun form of dark _____
- (viii) Adjective form of create _____
- (ix) Adverb form of quick _____
- (x) Noun form of perform _____

- (b) One word substitutes

- (i) Study of animals _____
- (ii) One who eats too much _____

- (iii) Place where nuns live _____
- (iv) Government by one _____
- (v) One who is easily deceived _____
- (vi) One who is all powerful _____
- (vii) One who works for free _____
- (viii) People who work together _____
- (ix) Animal which preys on other animals _____
- (x) A group of stars _____

PART C

3. Write any ONE (1 × 10 = 10)
- (a) Write a letter to your brother congratulating him on his new job.
- Or
- (b) Write a letter to the Municipal Commissioner complaining about noise pollution in your locality.
4. Expand any TWO (2 × 5 = 10)
- (a) Where there is a will, there is a way
- (b) Appearances are deceptive
- (c) As you sow, so shall you reap
- (d) Make hay while the sun shines

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 Doll's House.
- (d) Sketch the character of the astrologer.
6. Answer any two (2 × 5 = 10)
- (a) Describe the Deoli station.
- (b) Why was Florence Nightingale called 'The Lady with the Lamp'?
- (c) Sketch the character of Upagupta.
- (d) What is the central theme of 'Coromandel Fishers'?

PART E

7. Match the following: (1 × 5 = 5)
- | | |
|--|--------------------|
| (a) A study of man | (i) Anthology |
| (b) A collection of poems | (ii) Catalogue |
| (c) One who abstains from alcoholic drinks | (iii) Anthropology |
| (d) A list of books | (iv) Fleet |
| (e) A number of ships | (v) Tectotaller |
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B.A./B.Com./B.B.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024.

Second Semester

Telugu

SECOND LANGUAGE – TELUGU – AADHUNIKA TELUGU SAHITYAM

Time : Three hours

Maximum : 70 marks

విభాగము అ – (5 × 4 = 20 మార్కులు)

క్రింది వానిలో ఐదింటికి సంగ్రహ సమాధానాలు వ్రాయండి.

1. ఆధునిక కవిత్వ వికాసం.
2. కొండవీడు.
3. కథానిక లక్షణాలు.
4. చిన వీరయ్య
5. భద్ర.
6. కేతిగాడు.
7. తులనాత్మక విమర్శ.
8. శేషయ్య

విభాగము ఆ – (5 × 10 = 50 మార్కులు)

క్రింది వానికి వ్యాసరూప సమాధానాలు వ్రాయండి..

9. (a) కొండవీడు కవితా ఖండిక సారాంశాన్ని తెలపండి.

Or

(b) అనిసెట్టి సుబ్బారావు మాతృసంగీతాన్ని తెలపండి.

10. (a) భయం కథలోని రచయిత సందేశాన్ని వ్రాయండి.

Or

(b) స్వేదం ఖరీదు? ఇతివృత్తాన్ని తెలపండి.

11. (a) రథచక్రాలు నవల కథను సంగ్రహం తెలపండి.

Or

(b) రథచక్రాలు నవల గొప్పతనాన్ని తెలియజేయండి.

12. (a) యక్షగానం నాటికపై సమీక్షా వ్యాసం వ్రాయండి.

Or

(b) యక్షగానం ద్వారా రచయిత ఇచ్చిన సందేశాన్ని తెలపండి.

13. (a) విమర్శ స్వరూప స్వభావాలను తెలపండి.

Or

(b) ఉత్తమ విమర్శకుని లక్షణాలను తెలపండి.

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Second Semester

Sanskrit

SECOND LANGUAGE – SANSKRIT – 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.

प्रथमो भागः (25 marks)

1. श्लोकं पूरयित्वा भावं च लिखत। (1 × 4 = 4)
(a) कुलेन कान्त्या काश्चनेन॥
(b) पृथक् पृथक् तान्॥
2. द्वयोः शब्दयोः सर्वाविभक्तिषु रूपाणि लिखत। (2 × 3 = 6)
(a) तनु (b) मातृ
(c) वारि (d) मधु
3. द्वयोः तत् सर्वाणि लकार रूपाणि लिखत। (2 × 2½ = 5)
(a) अलिखत् (b) एषिष्यति
(c) करोति (d) वन्दे
4. पञ्च नामनिर्देशपूर्वकं सन्धत्त। (5 × 1 = 5)
(a) तत् + लयः
(b) तत् + अपि
(c) कुर्वन् + एव
(d) शिवः + अहम्
(e) नराः + इमे

- (f) गुरोः + आज्ञा
- (g) कः + चित्
- (h) जनाः + तिष्ठन्ति
- (i) पितुः + इच्छा
- (j) हरिः + चरति

5. पञ्चानां नामनिर्देशपूर्वकं विग्रहवाक्यानि लिखत। (5 × 1 = 5)

- (a) समक्षम्
- (b) इति हरि
- (c) सूपप्रति
- (d) सतृणम्
- (e) यथा शक्ति
- (f) चक्रपाणिः
- (g) प्राप्नोदकः
- (h) महाबलः
- (i) दण्डादण्डि
- (j) दक्षिणपूर्वा

द्वितीयो भागः (45 marks)

सर्वे प्रश्नाः समाधेयाः।

6. (a) “इन्दुमतीस्वयंवरम्” इति पाठ्यभागस्य सारांशं लिखत।

(1 × 8 = 8)

अथवा

(b) बुद्धोपदेशान् विवृणुत।

7. (a) भगीरथः किं निमित्तीकृत्य घोरं तपस्तेपे? (1 × 7 = 7)

अथवा

(b) मोहापनोदः पाठस्य सारं लिखत।

8. (a) “अवन्तिमुन्दरीकथा” इति पाठस्य सारांशं लिखत।

(1 × 8 = 8)

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अथवा

(b) वसन्तसेनायाः पात्रचित्रणं कुरुत।

9. पञ्चानां लघुसमाधानानि लिखत। (5 × 2 = 10)

- (a) कालिदासस्य नाटकेषु किं श्रेष्ठतमम्?
- (b) भूमिपालः कथं विवर्णभावं गतः?
- (c) वनस्थः कः?
- (d) बुद्धेन शिष्येभ्यः अनुगृहीताः उपदेशाः के?
- (e) दण्डिनः कृतीः लिखत?
- (f) गङ्गा कथं जाह्नवी अभवत्?
- (g) चारुदत्तः किमर्थं दरिद्रः जातः?
- (h) निद्रावशेन केन सुवर्णभाण्डं दत्तम्?

10. चत्वारि ससन्दर्भं व्याख्यात? (4 × 3 = 12)

- (a) वृक्षान्तरं काङ्क्षति षट्पदाली।
- (b) रत्नं समागच्छतु काञ्चनेन।
- (c) सोऽयमापगामापगामिव।
- (d) पपात पार्वतीकान्तजटाकान्तरगह्वरे।
- (e) को भवान्? कस्यां विद्यायां निपुणः।
- (f) राजन्, अवसानसमये भवता शुभसूचकं द्रष्टुमुचितम्।
- (g) समुदितं भाग्यत्रयं सन्तापोच्छित्तये बभूव।
- (h) सुखं स्वपिहि महाब्राह्मणः।

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B.A./B.Com./B.B.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024.

Second Semester

Hindi

SECOND LANGUAGE – HINDI – PROSE

Time : Three hours

Maximum : 70 marks

1. निम्नलिखित गद्यांशों में से किन्हीं दो की संदर्भ सहित व्याख्या कीजिए। (2 × 6 = 12)
 - (a) कहते हैं पहले पहल अगस्त्य ऋषि ने विंध्याचल को पार करके दक्षिण के लोगों को अपना संदेश सुनाया था।
 - (b) इन रोगों के लिए समाज में नियमित और आवश्यक रूप से जागरूकता अभियान चलाने की आवश्यकता है।
 - (c) ग्लानी से दुबला होने में देर लगती है और पानीदार भी दुबला हो जाता है।
 - (d) भाषा भेद की समस्या एकता की समस्या है।
2. किसी एक गद्य पाठ का सारांश लिखिए। (1 × 14 = 14)
 - (a) भारत एक है।
 - (b) एच.आई.वी./एड्स।
3. (a) किसी एक कहानी का सारांश लिखिए। (1 × 12 = 12)
 - (i) भूख हड़ताल। (ii) परमात्मा का कुत्ता।
(b) निम्नलिखित में से किसी एक प्रश्न का उत्तर लिखिए।
(1 × 7 = 7)
 - (i) अधेड़ आदमी का चरित्र-चित्रण कीजिए।
 - (ii) भूख हड़ताल कहानी का उद्देश्य क्या है?
4. (a) निम्नलिखित पाँच शब्दों के समानार्थक हिन्दी शब्द लिखिए। (5 × 1 = 5)
 - (i) Answer
 - (ii) Bias
 - (iii) Cabinet
 - (iv) Drive

- (v) Earn
- (vi) Fine
- (vii) General
- (viii) Hard
- (ix) Pass
- (x) Zoo

(b) निम्नलिखित पाँच शब्दों के समानार्थक अंग्रेजी शब्द लिखिए।

(5 × 1 = 5)

- (i) आकाशावाणी।
- (ii) कलकटरी।
- (iii) कंप्यूटर केन्द्र।
- (iv) जिला बोर्ड
- (v) अतिथि गृह।
- (vi) सचिवालय।
- (vii) कार्यालय।
- (viii) प्रदेश।
- (ix) मुख्य मंत्री।
- (x) परीक्षक।

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

(5 × 1 = 5)

- (i) सादगी।
- (ii) जबरदस्ती।
- (iii) अनुपस्थिति।
- (iv) चिडियाघर।
- (v) बटोरना।
- (vi) हराम खोर।
- (vii) उज्ज्वल।
- (viii) बाट देखना।

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- (ix) दंग रहना।
(x) मार्ग दर्शक।
- (d) किन्हीं चार शब्दों के संधि-विच्छेद लिखिए। (4 × 1 = 4)
- (i) नरेन्द्र
(ii) राजेश
(iii) सदैव
(iv) अन्वेषण
(v) पिशज्ञा
(vi) सन्तोष
(vii) सज्जन
(viii) जगदीश

5. किसी एक विषय पर पत्र लिखिए। (1 × 6 = 6)
- (a) अपनी पाठ्य पुस्तकों का आर्डर देते हुए किसी पुस्तक विक्रेता के नाम पत्र लिखिए।
(b) अपने मोहल्ले मुहल्ले में सफाई का ठीक प्रबन्ध नहीं है। उसकी शिकायत करते हुए स्वास्थ्य व्यवस्थापक के नाम एक पत्र लिखिए।
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B.A./B.Com./B.B.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024.

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.

1. Unity and diversity

ఏకత్వము మరియు భిన్నత్వము.

2. Buddhism

భౌద్ధమతము

3. Christianity

క్రైస్తవమతము

4. Monogamy

ఏకభార్యత్వము

5. Modern society

ఆధునిక సమాజము

6. Social Harmony

సామాజిక సామరస్యం

7. Education

విద్య

8. Agriculture.

వ్యవసాయము

SECTION B — (3 × 10 = 30 marks)

Answer any THREE questions.

9. What do you understand the evolution of India's culture?

భారతదేశ సంస్కృతియొక్క పరిణామాన్ని మీరు ఎలా అర్థం చేసుకుంటారు.

10. What is the unity within diversity in India?

భారతదేశంలో భిన్నత్వంలో ఏకత్వం అంటే ఏమిటి?

11. Write about the important seasonal festivals.

ముఖ్యమైన కలానుగుణ పండుగలు గురించి వ్రాయుము.

12. What is social reforms in modern society?

ఆధునిక సమాజములో సామాజిక సంస్కరణ అంటే ఏమిటి?

13. What are the concepts of science and technology?

సైన్సు మరియు టెక్నాలజీ యొక్క భావనలు ఏమిటి?

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B.Com./B.B.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024

Second Semester

SKILL DEVELOPMENT – PAPER – 1 : BUSINESS COMMUNICATION

Time : One and half hours

Maximum : 50 marks

SECTION A – (4 × 5 = 20 marks)

Answer any FOUR questions.

1. Communication

భావప్రసారము

2. Barriers

అడ్డంకులు

3. Business reports

వ్యాపార నివేదికలు

4. Written Communication

వ్రాతపూర్వక కమ్యూనికేషన్

5. Minutes

మినిట్లు

6. Business meetings

వ్యాపార సమావేశాలు

7. Agenda

ఎజెండా

8. Notice.

నోటీసు.

SECTION B – (3 × 10 = 30 marks)

Answer any THREE questions.

9. Explain the introduction and importance of communication.
భావప్రసారము యొక్క పరిచయము మరియు ప్రాముఖ్యతను వివరించండి.
 10. What is the meaning and process of communication?
కమ్యూనికేషన్ ప్రక్రియ యొక్క అర్థం ఏమిటి?
 11. Explain the organizational communication and its barriers.
సంస్థాగత కమ్యూనికేషన్ మరియు దాని అడ్డంకులను వివరించుము.
 12. Explain various levels of communication.
భావప్రసారము యొక్క వివిధ స్థాయిలను వివరించుము.
 13. Explain the horizontal business reports.
క్షితిజ సమాంతర వ్యాపార నివేదికలను వివరించుము.
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B.Com./B.B.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024

Second Semester

SKILL DEVELOPMENT – PAPER – 2 : ADVERTISING

Time : One and half hours

Maximum : 50 marks

SECTION A – (4 × 5 = 20 marks)

Answer any FOUR of the following.

1. Primary advertising

ప్రాథమిక ప్రకటనలు

2. Creative advertising

సృజనాత్మక ప్రకటనలు

3. Ethical issues

నైతిక సమస్యలు

4. Identifying target groups

లక్ష్య సమూహాలను గుర్తించడం

5. Advertising statutory

ప్రకటనల చట్ట బద్ధత

6. ASCI

ఎ ఎస్ సి ఐ

7. Local advertising

స్థానిక ప్రకటనలు

8. Business promotion.

వ్యాపార ప్రమోషన్.

SECTION B – (3 × 10 = 30 marks)

Answer any THREE questions.

9. Explain the introduction of advertising concepts and functions.
అడ్వర్టైసింగ్ కాన్సెప్ట్లు మరియు విధులను వివరించుము.
 10. Explain the role of advertising agencies and their responsibilities.
అడ్వర్టైసింగ్ ఏజెన్సీల పాత్ర మరియు వాటి బాధ్యతలను వివరించుము.
 11. What are the types of advertising?
ప్రకటనల రకాలు ఏమిటి?
 12. What are the basic characteristics of a typical advertisement?
సాధారణ ప్రకటనల యొక్క ప్రాథమిక లక్షణాలు ఏమిటి?
 13. What are the comprehend opportunities and challenges in advertising sector?
అడ్వర్టైజింగ్ సెక్టరులో యియడ్చుకున్న అవకాశాలు మరియు సవాళ్లు ఏమిటి?
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B.B.A. DEGREE EXAMINATION, OCTOBER / NOVEMBER 2024.

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. Rules of double entry system.
2. Define cash book and explain its types.
3. Bank Reconciliation Statement.
4. Methods of Preparing trial balance.
5. Define Share. What is issue of share?
6. Need for Accounting.
7. Debit note and Credit note.
8. Manufacturing Account.

SECTION B — (5 × 10 = 50 marks)

Answer the following questions.

Each question carries 10 marks.

9. (a) What is meant by accounting? Explain the importance of accounting in a concern.

Or

- (b) Journalise the following transactions in the books of Rajesh.

2020, March 1 Commenced business with cash Rs. 1,00,000 and
Bank Balance Rs. 50,000

March 3 Cash deposited into bank Rs. 35,000

March 6 Cash sales Rs. 16,000

March 10 Purchased plant by cheque Rs. 30,000

March 16 Sold goods to Ratan Rs. 18,000

March 18 Withdraw from bank for private use Rs. 8,000

March 26 Salaries paid Rs. 19,000

March 29 Cash paid to Ratan Rs. 13,500

10. (a) What are the advantages of subsidiary books?

Or

- (b) Prepare cash book with discount, Cash and Bank columns.

2017 Sep. 1	Cash balance Rs. 1,350	Bank credit balance Rs. 3,500
“ 2	Cash sales Rs. 2,000	
“ 3	Deposited into bank Rs. 2,000	
“ 5	Narendra gave a cheque for Rs. 500 to settle his account of Rs. 530	
“ 8	Purchased goods Rs. 100	
“ 9	Cheque of Narendra dishonoured	
“ 15	Withdrew from bank for office use Rs. 300 and Rs. 200 for personal use	
“ 20	Rent paid to land lord Rs. 200	
“ 25	Bank charges as per pass book Rs. 50	
“ 27	Salaries paid by cheque Rs. 500	
“ 29	Cheque received from Suryan Rs. 1,200 and discount allowed Rs. 100	
“ 30	The above cheque deposited in bank	

11. (a) Explain the need for bank reconciliation statement.

Or

- (b) Prepare bank reconciliation statement as on 30.6.2002. From the following particulars.

- (i) Debit balance as per pass book as on 30.6.2002 Rs. 6,000
- (ii) A cheque of Rs. 80 was deposited in the bank on 25.6.2002 but was not recorded in the cash book
- (iii) Out of cheques issued for Rs. 6,800, only cheques worth Rs. 4,000 were presented for payment before 30th June 2002
- (iv) Cheques received for Rs. 800 were not sent to bank for collection
- (v) Bank paid a subscription of Rs. 120 to a trade association as per standing instructions
- (vi) Interest on overdraft Rs. 320 was not entered in cash book
- (vii) Then bank coloumn of the cash book was under cast by Rs. 400 in the credit side.

12. (a) Explain errors disclosed and not disclosed by trial balance.

Or

- (b) From the following balances of Mr. Bhanu, prepare final accounts for the year ended 31.3.2017.

	Rs.
Capital	1,00,000
Cash in hand	1,200
Purchases	1,20,000

	Rs.
Bills payable	22,000
Opening stock	35,000
Debtors	50,000
Creditors	24,000
Plant and Machinery	60,000
Furniture	15,000
Sales	2,00,200
Bills receivable	20,000
Rent and Taxes	10,000
Wages	16,000
Reserve for bad debts	1,000
Salaries	20,000

Additional Information :

- (i) Stock on 31st March 2017 Rs. 40,000
- (ii) Outstanding rent Rs. 2,000, wages Rs. 3,000, salaries Rs. 4,000
- (iii) Provide depreciation on plant and machinery at 5% and on furniture at 10%
- (iv) Reserve for bad debts to be increased to $2\frac{1}{2}\%$ on Sunday debtors.

13. (a) What are equity shares and preference shares write the differences between equity shares and preference shares?

Or

- (b) Explain the types of issue of shares and explain the term forfeiture of shares.

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B.B.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024.

Second Semester

FUNDAMENTALS OF MARKETING

Time : Three hours

Maximum : 70 marks

SECTION A – (5 × 4 = 20 marks)

Answer any FIVE of the following.

1. Marketing concept
2. Product attribute decisions
3. Discriminatory pricing
4. Need for marketing channels
5. Successful salesman
6. Adapting price
7. Types of Media
8. Need for personal selling

SECTION B – (5 × 10 = 50 marks)

Answer the following questions.

9. (a) Evaluate the process involved in identifying market segments.

Or

- (b) Examine the basis for segmentation of consumer market.

10. (a) Outline the factors which are influencing product mix decisions.

Or

- (b) Explain about the different phases of a product Life cycle with an example of a product of your choice.

11. (a) Outline the objectives of promotional pricing.

Or

- (b) What are the factors which are influencing product mix pricing?
12. (a) What are the causes for channel conflicts? Suggest measures to prevent them.

Or

- (b) Examine the various functions of wholesaler.
13. (a) Explain in detail about different tools of sales promotion.

Or

- (b) Discuss the need and importance of Public Relations.

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B.B.A. DEGREE EXAMINATION, OCTOBER/NOVEMBER 2024.

Second Semester

E - COMMERCE

Time : Three hours

Maximum : 70 marks

SECTION A – (5 × 4 = 20 marks)

Answer any FIVE of the following.

1. Concept of E-Commerce
2. Goals of SCM
3. Cryptography
4. XHTML
5. CRM solution
6. Secure socket-layer
7. Online shopping
8. Concept of E-Business

SECTION B – (5 × 10 = 50 marks)

Answer the following questions.

9. (a) What are the advantages and disadvantages of E - Commerce?

Or

- (b) Explain in detail about three models of electronic market.

10. (a) What are the different strategies of supply chain management?

Or

- (b) Outline the benefits and limitations of EDI.

11. (a) Distinguish between Traditional and Modern electronic payment systems.

Or

- (b) What are the steps involved in electronic payment?
- 12. (a) Discuss the architecture and components of CRM.

Or

- (b) Evaluate the need and importance of E-CRM.
- 13. (a) Explain about the basics of HTML.

Or

- (b) What is the procedure involved in table creation?

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