

(DICS31)

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B.A./B.Com./B.Sc.DEGREE EXAMINATION, DECEMBER- 2018

Third Year

SCIENCE & CIVILIZATION

Time :1½ Hour

Maximum Marks :50

SECTION –A

Answer any Two of the following in six lines. (2 × 13 = 26)

Q1) Explain in detail about discoveries in the field of mathematics during 20th century.

20వ శతాబ్దంలో గణిత శాస్త్రంలో వివిధ ఆవిష్కరణలు గూర్చి తెలపండి.

Q2) Describe team work.

సమిష్టికృషిని వివరించండి.

Q3) Explain Egypt civilization.

ఈజిప్టు నాగరికతను వివరించండి.

Q4) Givean account on theeffect of modern agriculture on environment.

ఆధునికవ్యవసాయంవలన పర్యావరణం పై ప్రభావంను తెలపండి.

Q5) Explain the mechanism of RADAR.

రేడార్ పనిచేయు విధానమును వివరించండి.

Q6) Explain alternative energy sources .

ప్రత్యామ్నాయ శక్తి వనరులను వివరించండి.

SECTION –B

Answer any threeof the following. (3 × 4 = 12)

Q7) a) Babylonians

బాబిలోనియన్స్

b) Natural medicines for Malaria.

మలేరియా-సహజకేషుదాలు

c) Insulin

ఇన్సులిన్

- d) AIDS
ఎయిడ్స్
- e) Equinoxes
ఈక్వినాక్సెస్
- f) Electric lamp
ఎలక్ట్రిక్ ల్యాంప్
- g) Child labour
బాలకార్మికులు
- h) Red data list
రెడ్ డేటా బుక్
- i) Gun powder
గన్ పౌడర్

SECTION –C

Answer All questions.

(3 × 4 = 12)

Q8) Fill in the blanks:

ఖాళీలను పూరింపుము :

- a) Two types of vitamins _____.
విటమిన్ల రకాలు _____.
- b) Another Name for Vitamin- D _____.
విటమిన్-D కు మరయొక పేరు _____.
- c) Pancreas function _____.
పాంక్రియాస్ విధి _____.
- d) Types of fibres _____.
పొగలరకములు _____.

Q9) Choose the correct word.

సరియైన పదమును గుర్తించండి.

- | | |
|---------------------------|------------|
| a) Antipyretics for | |
| i) Malaria | ii) Fever |
| iii) Joint pains | iv) Cough |
| ఆంటి పైరిటిక్స్ దేనికొరకు | |
| i) మలేరియా | ii) జ్వరము |
| iii) కీళ్లనొప్పలు | iv) దగ్గు |

- b) X- ray for
- | | |
|-----------------------------------|---------------------|
| i) To identify fractures of bones | ii) Muscle problems |
| iii) Cancer treatment | iv) Fertilizers |
- ఎక్స్రే లు దేనికొరకు
- | | |
|--------------------------------|---------------------|
| i) ఎముకల పగుళ్ళను గుర్తించుటకు | ii) కండరాల సమస్యలకు |
| iii) కాన్సర్ ట్రీట్‌మెంట్‌కు | iv) ఎరువులుగ |
- c) Green Revolution started by
- | | |
|--------------------|-----------------------|
| i) M.S. Ramanadhan | ii) Alexander Fleming |
| iii) Norman Borlog | iv) M.S. Swaminadhan |
- హరిత విప్లవము ఎవరు మొదలు పెట్టారు.
- | | |
|-----------------------|---------------------------|
| i) ఎమ్. ఎస్. రామనాథన్ | ii) అలెగ్జాండర్ ఫ్లెమింగ్ |
| iii) నార్మన్ బోర్లాగ్ | iv) ఎమ్. ఎస్. స్వామినాథన్ |
- d) Bio -mass energy.
- | | |
|--------------|----------------------|
| i) Bio -gas | ii) Petrocorps |
| iii) Ethanol | iv) All of the above |
- బయోమాస్ ఎనర్జీ
- | | |
|--------------|------------------|
| i) బయోగ్యాస్ | ii) పెట్రోకార్బ్ |
| iii) ఇథనాల్ | iv) పైవన్నియు |

Q10) Match the following :

- | | |
|-------------------|--------------------|
| a) Soil erosion | i) Cancer |
| b) Quinine | ii) AIDS |
| c) HIV | iii) Deforestation |
| d) Radium Therapy | iv) Malaria |
- క్రింది వాటిని జతపరుచుము:
- | | |
|----------------------|----------------|
| a) మృత్తిక క్రమక్షయం | i) కాన్సర్ |
| b) క్వినిన్ | ii) ఎయిడ్స్ |
| c) HIV | iii) వనవినాశనం |
| d) రేడియం థెరపి | iv) మలేరియా |



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B.B.M./B.B.A. DEGREE EXAMINATION, DECEMBER – 2018

Third Year

FUNDAMENTALS OF IT

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** What are the fundamentals of computers?
- Q2)** Distinguish between Hardware & Software.
- Q3)** Describe work sheets as data bases.
- Q4)** Bring out the creation of relational databases.
- Q5)** Discuss the data types employed in ‘C’.
- Q6)** Explain the creation of headers and tables in MS-Word.
- Q7)** What are the different functions available in MS-Excel?
- Q8)** Explain about the architecture of the computer hardware.
- Q9)** Describe briefly the mail merge.
- Q10)** Explain the worksheets as databases and linking in the MS-Excel.



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B.B.M./B.B.A. DEGREE EXAMINATION, DECEMBER – 2018

Third Year

BUSINESS COMMUNICATION

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** “Communication is life blood of business” – Discuss.
- Q2)** Describe the barriers to effective communication.
- Q3)** Explain nonverbal communication and its advantages and disadvantages.
- Q4)** Define Communication. Describe the objectives and process of communication.
- Q5)** Define grape-vine. Explain its importance, merits and demerits.
- Q6)** Explain how listening is crucial part in oral communication.
- Q7)** What are business reports? What are the essential features of good report?
- Q8)** What is formal communication? What are its advantages and disadvantages?
- Q9)** Explain external communication and factors effecting external communication.
- Q10)** What is an effective communication? Discuss the general Principles of effective communication.



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B.B.M./B.B.A. DEGREE EXAMINATION, DECEMBER – 2018

Third Year

BUSINESS LAW

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Explain the concept of ‘Minimum wage’ and describe the procedure for fixation and revision of minimum wage under the Factories Act, 1948.
- Q2)** What are the different authorities under the Industrial disputes Act for Settlement of industrial disputes? Critically examine them.
- Q3)** What is the object of employees state Insurance Act? What is the procedure for registration and for seeking exemption from the provisions of the Act?
- Q4)** Explain the ways and means of consumer protection and various remedies available to the consumers for redressing their grievances under the Consumer Protection Act.
- Q5)** State the differences between Private company and Public company.
- Q6)** What is a Prospectus? What are the objectives and contents of Prospectus?
- Q7)** What are the different types of shareholders meeting that can be called under the Companies Act?
- Q8)** Explain the functions and powers of Board of Directors.
- Q9)** Explain the relation between Memorandum of Association and Articles of Association.
- Q10)** Write short notes on :
- Strikes and lock outs.
 - Arbitration.
 - Adjudication.



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B.B.M./B.B.A. DEGREE EXAMINATION, DECEMBER – 2018

Third Year

COST AND MANAGEMENT ACCOUNTING

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

(5 × 14 = 70)

- Q1)** Explain the techniques of costing.
- Q2)** Define “Overhead” and mention the different methods of classification of overheads.
- Q3)** ‘Marginal costing is a valuable aid for Managerial decisions’ - Discuss.
- Q4)** What is fund flow statement? Examine its Managerial uses.
- Q5)** State the reasons of disagreement between costing and financial results. Prepare an imaginary Reconciliation statement.
- Q6)** From the following information for the month ending October, 2005, Prepare process cost accounts for Process III. Use first-in-first out (Fifo) method to value equivalent production.

Direct materials added in process III (Opening WIP) 2,000 units at ` 25,750
Transfer from process II 53,000 units at ` 4,11,500
Transferred to process IV 48,000 units.
Closing stock of process III 5,000 units
Units scrapped 2,000 units
Direct Material added in process III ` 1,97,600
Direct Wages ` 97,600
Production overheads ` 48,800

Degree of completion :

1	Opening stock	Closing stock	Scrap
Materials	80%	70%	100%
Labour	60%	50%	70%
Overheads	60%	50%	70%

The normal loss in the process was 5% of production & scrap was sold at ` 3 per unit.

Q7) Calculate efficiency and activity ratio from the following data :

Capacity ratio = 75%

Budgeted output = 6,000 units

Actual output = 5,000 units

Standard time per unit = 4 hours

Q8) The following information is available from the cost records of Vatika & Co. for the month of August, 2009 :

Material purchased 24,000 Kg ` 1,05,600

Material consumed 22,800 Kg.

Actual wages paid for 5,940 hours ` 29,700

Unit produced 2,160 units.

Standard rates and prices are :

Direct material rate is ` 4.00 per unit.

Direct labour rate is ` 4.00 per hour.

Standard input is 10 Kg. for one unit.

Standard requirement is 2.5 hours per unit.

Calculate all material and labour variances for the month of August, 2009.

Q9) From the following information, prepare a Summerised Balance sheet as at 31st March, 2002.

Working capital ` 2,40,000

Bank over draft ` 40,000

Fixed assets to proprietary ratio 0.75

Reserves and surplus ` 1,60,000

Current ratio 2.5

Liquid ratio 1.5

Q10) The Balance sheet of a company as on 31st March, 2008 & 2009 is given below

Liabilities	31.3.08 (₹)	31.3.09 (₹)	Assets	31.3.08 (₹)	31.3.09 (₹)
Equity share capital	14,40,000	19,20,000	Fixed assets	38,40,000	45,60,000
Capital reserve	-	48,000	Less : depreciation	11,04,000	13,92,000
General reserve	8,16,000	9,60,000		27,36,000	31,68,000
Profit & Loss A/c.	2,88,000	3,60,000	Investment	4,80,000	3,84,000
9% Debentures	9,60,000	6,72,000	Sundry debtors	12,00,000	14,00,000
Sundry creditors	5,50,000	5,90,000	Stock	1,40,000	1,84,000
Bills payable	26,000	34,000	Cash in hand	4,000	-
Proposed dividend	1,44,000	1,72,800	Preliminary	96,000	48,000
Provision for tax	4,32,000	4,08,000	Expenses		
Un paid dividend	-	19,200			
	46,56,000	51,84,000		46,56,000	51,84,000

Additional information :

During the year ended 31st March, 2009 the company.

- Sold a machine for ₹ 1,20,000 the cost of machine was ₹ 2,40,000 and [depreciation provided on it was 84,000.
- Provided ₹ 4,20,000 as depreciation on fixed assets.
- Sold some investments and profit credited to Capital reserve.
- Redeemed 30% of the debentures @ 105.
- Decided to write off fixed assets costing ₹ 60,000 on which depreciation amounting to ₹ 48,000 has been provided.

You are required to prepare cash flow statement as per As 3.



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B.B.M./B.B.A. DEGREE EXAMINATION, DECEMBER – 2018

Third Year

Entrepreneurship

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** What are the factors that influence entrepreneurship?
- Q2)** Classify entrepreneurs and state their Qualities.
- Q3)** Bring out the Government efforts towards the promotion of entrepreneurship in India.
- Q4)** Give an account of the working of district industries centres in India.
- Q5)** Enumerate the tax concessions available to industrial establishments in backward areas.
- Q6)** What are the sources of identifying new projects?
- Q7)** State the factors that influence the location of an industrial establishment.
- Q8)** What are the sources of finance to industrial projects?
- Q9)** Discuss the considerations in the preparation of project reports.
- Q10)** Describe the significance of breakeven analysis in the management of new projects.



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B.B.M./B.B.A. DEGREE EXAMINATION, DECEMBER – 2018

Third Year

Sales Management

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Bring out the place of sales management in marketing management.
- Q2)** Explain the purpose of sales organization.
- Q3)** What are the features of successful salesman?
- Q4)** What is Sales Budget? Discuss various objectives of Sales Budget.
- Q5)** Distinguish between marketing intelligence and marketing research.
- Q6)** How are sales quotas and territories determined and allocated? Explain.
- Q7)** Explain different kinds of sales organizations.
- Q8)** Define sales force. Explain the ways of training provided to the sales force.
- Q9)** What do you mean by Recruitment? Explain the process of recruitment of sales personnel.
- Q10)** Upto what extent the motivation and evaluation are applicable to sales management? Explain.



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B.B.M./B.B.A. DEGREE EXAMINATION, DECEMBER – 2018

Third Year

PROMOTION AND DISTRIBUTION MANAGEMENT

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** How do you evaluate the impact of sales promotion strategy? Explain.
- Q2)** State the recent trends in the sales promotion scene in India.
- Q3)** Describe the factors that may be considered while selecting advertising media.
- Q4)** How do you evaluate the effectiveness of advertising? Explain.
- Q5)** What are the considerations in planning advertising campaigns / message design?
- Q6)** State the tools used to promote sales by retailers.
- Q7)** ‘Sales promotion is waste like advertising’. Do you agree or not? Give reasons.
- Q8)** What are the factors that influence the selection of middlemen?
- Q9)** Give an account of distribution logistics in the Indian context.
- Q10)** How do you motivate channel members? Explain.

