

(DICS 31)

B.A./B.Com./B.Sc./B.H.M./B.B.A./B.B.M. DEGREE EXAMINATION, DECEMBER 2019.

Third Year

SCIENCE AND CIVILIZATION

Time : One and half hours

Maximum : 50 marks

SECTION A — (2 × 13 = 26 marks)

Answer any TWO questions.

1. Explain in detail about Neolithic age of metals.
లోహాల యొక్క నియోలిథిక్ యుగం గురించి వివరించుము.
2. Give an account on the significance discoveries in medical field during 20th Century.
20 వ శతాబ్దములో వైద్యరంగంలో గుర్తింపదగిన ముఖ్యమైన ఆవిష్కరణలపై ఒక వ్యాసమును వ్రాయుము.
3. Describe the importance of Mathematics.
గణితము యొక్క ప్రాముఖ్యతను వివరించుము.
4. Give an account on the invention of Steam engine.
ఆవిరి ఇంజిన్ యొక్క ఆవిష్కరణపై ఒక వ్యాసము వ్రాయుము.
5. Explain the Non conventional energy source with example.
సాంప్రదాయేతర శక్తివనరులను ఉదాహరణలతో వివరించుము.
6. Explain about biological killers.
జీవ కిల్లర్ల గూర్చి వివరించుము.

SECTION B — (3 × 4 = 12 marks)

Answer any THREE questions.

7. (a) Insulin
ఇన్సులిన్
- (b) Computer
కంప్యూటర్
- (c) Teleprinter
టెలిప్రింటర్
- (d) DDT
డి.డి.టి

- (e) Atomic power
అణుశక్తి
- (f) Solar energy
సౌరశక్తి
- (g) Security
భద్రత
- (h) Iron
ఇనుము
- (i) Satellite
ఉపగ్రహము

SECTION C — (3 × 4 = 12 marks)

Answer ALL questions.

8. Fill in the blanks :-

- (a) _____ invented penicillin.
_____ పెన్సిలిన్‌ను ఎవరు కనుగొన్నారు?
- (b) Fertilizers are used in _____.
ఎరువులు ఎక్కడ వాడుతారు _____.
- (c) ILO means _____.
ఐ.ఎల్.ఓ అనగానేమి _____.
- (d) Radium therapy is for _____.
రేడియం చికిత్స _____ కోసం

9. Choose the correct answer :-

- (a) Blue baby syndrome is due to
బ్లూ బేబి సిండ్రోమ్ దేని వలన వస్తుంది

- (i) Mercury
పాదరసము

- (iii) Lead
సీసము

- (ii) Nitrates
నైట్రేట్‌లు

- (iv) Phosphates
ఫాస్ఫేట్లు

- (b) Radio was invented by
రేడియోను ఎవరు కనిపెట్టిరి?

- (i) Thomas
థోమస్

- (iii) Biard
బెర్డు

- (ii) Johane Gutenberg
జాన్ గుటెన్బర్గ్
- (iv) Gulimo Marconi
గులిమో మార్కొని
- (c) Pesticides are used
పురుగుల మందులు దేనికి ఉపయోగిస్తారు?
- (i) to increase production
ఉత్పత్తిని పెంచడానికి
- (ii) To kill insects
కీటకాలను చంపడానికి
- (iii) To stop floods
వరదలు ఆపడానికి
- (iv) To bring rain
వర్షం కొరకు
- (d) Geothermal energy
భూ ఉష్ణశక్తి
- (i) Conventional energy
సాంప్రదాయక శక్తి
- (ii) Chemical energy
రసాయన శక్తి
- (iii) Non conventional energy
సాంప్రదాయేతర శక్తి
- (iv) Atomic energy
అణుశక్తి

10. Match the following.

- (a) H_2SO_4
 H_2SO_4
- (b) Television
టెలివిజన్
- (c) Wind energy
గాలిశక్తి
- (d) Electricity
విద్యుచ్ఛక్తి
- (i) Communication
భావప్రసారము
- (ii) Conventional energy
సాంప్రదాయక శక్తి
- (iii) Acid rains
అమ్లవర్షాలు
- (iv) Non Conventional energy
సాంప్రదాయేతర శక్తి
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B.B.M. DEGREE EXAMINATION, DECEMBER 2019.

Third Year

FUNDAMENTALS OF IT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Define a computer. Draw the block diagram of a computer.
 2. Write about the procedure for creating Header and Footer and tables in MS Word.
 3. Differentiate between internet and intranet.
 4. Write about the importance of creating and solving a presentation.
 5. Write about the different types of data-types in C.
 6. What is a Function? Write about different types of Functions in MS-Excel.
 7. How to create a database? Write about RDBMS.
 8. Explain about arrays, strings and pointers.
 9. How to create a chart in MS-Excel? Write about any two types of charts.
 10. What is mail-merge? How to create a mail-merge? Explain.
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B.B.M. DEGREE EXAMINATION, DECEMBER 2019.

Third Year

BUSINESS COMMUNICATION

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 14 = 70)

1. Explain communication process. Also state the significance to communication in the organisation.
 2. Briefly Explain about Horizontal and Vertical Communication.
 3. "Written Communication is more effective that Oral Communication". Discuss in detail.
 4. Briefly Explain about various types of Communication Channels.
 5. What is meant by barriers to Communication? How and why do the Occur?
 6. Explain the Role of listening and feedback in Communication.
 7. What are the advantages of Listening skills in effective Communication?
 8. Write a short note on :
 - (a) Grapevine Communication
 - (b) House Journals
 - (c) Memos
 9. Describe various types of reports.
 10. Distinguish between verbal and Non verbal Communication.
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B.B.M. DEGREE EXAMINATION, DECEMBER 2019.

Third Year

BUSINESS LAW

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Write about different causes of Industrial disputes and settlement procedures.
 2. Write about the scope and objective of Consumer Protection Act, 1986.
 3. Differentiate between Memorandum of Association and Articles of Association.
 4. What is a meeting? Write about different types of meetings.
 5. What is ESI Fund? What are the different purposes and scope of ESI?
 6. Define the term factory under Factories act. Write about the scope of factories act, 1948.
 7. Discuss the various provisions pertaining to the prohibition of strikes and lockouts.
 8. Write about different types of redressal machinery available to the aggrieved party under Consumer Protection Act.
 9. Write short notes on :
 - (a) Holding Company.
 - (b) Foreign Company.
 - (c) Subsidiary Company.
 10. Write about different types of benefits available to an employee under ESI act.
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B.B.M. DEGREE EXAMINATION, DECEMBER 2019.

Third Year

COST AND MANAGEMENT ACCOUNTING

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What is Cost Accounting? State briefly scope and significance of cost accounting?
2. What is labour turnover? Explain causes and effects of it.
3. You are required to calculate :
 - (a) Re-ordering level.
 - (b) Maximum level.
 - (c) Minimum level.
 - (d) Average stock level.
 - (e) EOQ.

The re-ordering quantity is to be calculated from the following data :

- (i) Total cost of purchasing relating to the order = ₹ 20.
- (ii) Number of units to be purchased during the year = ₹ 5,000.
- (iii) Purchase price per unit including transportation cost = ₹ 50.
- (iv) Annual cost of storage of one unit = ₹ 5.

Lead Times :	Average	10 days
	Maximum	15 days
	Minimum	6 days

Rate of consumption :	Average	15 units per day
	Maximum	20 units per day.

4. The information regarding the composition and the weekly wage rates of labour force engaged on a job.

Scheduled to be completed in 30 weeks are as follows :

Category of workers	No. of Workers	Standard		Actual
		Weekly wage rate per worker	No. of Workers	Weekly wage rate
Skilled	75	60	70	70
Semi-skilled	45	40	30	50
Unskilled	60	30	80	20

The work was completed in 32 weeks. calculate :

- (a) Labour Cost Variance.
- (b) Labour Rate Variance.
- (c) Labour Efficiency Variance.

5. Following is the balance sheet of Karthikeya Company Ltd.

Liabilities	₹	Assets	₹
Equity capital	5,00,000	Land and Building	3,50,000
5% Debentures	2,00,000	Machinery	2,50,000
Bank loan	1,50,000	Cash in hand	25,000
Creditors	75,000	Cash at bank	55,000
Bills payable	50,000	Debtors	85,000
Outstanding Exp.	5,000	Bills receivable	1,05,000
		Stock	1,00,000
		Prepaid Exp.	10,000
	9,80,000		9,80,000

Calculate :

- (a) Current ratio.
 - (b) Quick ratio.
 - (c) Debt-equity ratio.
 - (d) Proprietary ratio.
 - (e) Current Asses to Fixed Assets Ratio.
6. Define Reports. Explain various methods of Presentation of Reports.
7. A factory is currently running at 60% capacity and produces 6,000 units at a cost of ₹ 900 per unit as per details below :

	₹
Material	500
Labour	150
Factory O.H.	150 (₹ 60 Fixed)
Administrative O.H.	100 (₹ 50 Fixed)

The current selling price is ₹ 950 per unit. At 80% working material cost per unit increases by 2% and selling price per unit falls by 2%.

Estimate profits of the factory at 80%. Working by preparing a flexible budget.

8. Balance Sheets of Aruna Ltd. as on 31st March 2014 and 2015 are given. You are required to prepare common size Balance Sheet.

Liabilities	31 st March 2014 (in lakhs)	31 st March 2015 (in lakhs)		31 st March 2014 (in lakhs)	31 st March 2015 (in lakhs)
Equity share capital	1,600	2,400	Current assets :		
Capital reserve	240	440	Debtors	836	760
General reserve	888	836	Cash	472	40
Sinking fund	160	200	Stock	640	520
Debentures	800	1,300	Others	128	52
Current liabilities :			Fixed Assets :		
Sundry creditors	1,020	468	Investments	1,080	680
Others	28	40	Furniture	36	72
			Building	1,240	3,144
			Land	80	120
			Other assets	224	296
	<u>4,736</u>	<u>5,684</u>		<u>4,736</u>	<u>5,684</u>

9. Distinguish between Funds Flow Statement and Cash Flow Statement.
10. Explain the need for reconciliation of cost and financial accounts.

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B.B.M. DEGREE EXAMINATION, DECEMBER 2019.

Third Year

ENTREPRENEURSHIP

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Briefly explain the important functions and qualities of an entrepreneurs.
 2. What are the factors that affect the growth of Entrepreneurship?
 3. How do you say that financial institutions are playing an important role to assist small industries? Explain in brief.
 4. Explain the impact of Government policies and measure on promotion of Entrepreneurship in India.
 5. What do you mean by project financing? How do you classify the sources of project finance? Explain in brief.
 6. Define project. Explain various stages for established a new project.
 7. Explain the importance of Break Even analysis for cost and output estimation in an organisation.
 8. Define Demand forecasting. What is the significance of technical analysis of demand forecasting to establish a new project.
 9. What do you mean by project report? What are the aspects which are to be covered in the project report?
 10. What are the techniques available for preparation of project report?
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B.B.M. DEGREE EXAMINATION, DECEMBER 2019.

Third Year

SALES MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What is Sales Management? Discuss various types of Sales organization.
 2. Explain the characteristics of a successful salesman.
 3. What is the need for sales planning? Explain the sales forecasting techniques.
 4. Discuss how to do sales territory allocation.
 5. Explain the selection process for selecting sales force.
 6. Discuss the ways to motivate a salesperson.
 7. Explain the evolution and evaluation of sales management.
 8. Write a note on Sales budget and Salesman expenses control.
 9. Discuss the role of marketing search in sales management.
 10. Explain the different types of compensation plans to Sales force.
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B.B.M. DEGREE EXAMINATION, DECEMBER 2019.

Third Year

PROMOTION AND DISTRIBUTION MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Suggest a promotional strategy for the following.
 - (a) Washing machines
 - (b) Mobile phones
 2. What are the different methods of direct marketing and when should it be used?
 3. Explain the steps in developing effective advertising Programmes. In what way advertising will influence the sales?
 4. What is marketing communication process? Explain the role of communication in advertising strategy?
 5. Explain the various Sales Promotion tools to improve the sales of the organization.
 6. Enumerate the basic requirements of Sales Promotion. Also state what are the steps in formulating promotional strategy.
 7. Distinguish between Advertising, Publicity and Personal Selling.
 8. Identify the Emerging Sales management Trends and Explain their influence on modern sales management.
 9. Explain the concept of logistics. How far logistics useful to control cost and impact on improving Efficiency?
 10. What is distribution system? How does it help in promoting the sales and helping the organization?
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