

(DICS31)

B.A./B.Com./B.Sc./B.H.M./B.B.A./B.B.M. DEGREE EXAMINATION, NOVEMBER 2021.

Third Year

SCIENCE AND CIVILIZATION

Time : One and half hours

Maximum : 50 marks

SECTION A — (2 × 13 = 26 marks)

Answer any TWO of the following questions in 6 lines.

1. Write about the age of metals.  
లోహ యుగమును గురించి వ్రాయుము.
2. Write about the theory of Copernicus.  
కోపర్నికస్ సిద్ధాంతమును గురించి వ్రాయుము.
3. Describe various types of vaccination.  
వివిధ రకాల టీకాలను గురించి వివరింపుము.
4. Describe the invention of various Engines in brief.  
వివిధ రకాల యంత్రముల గురించి సంక్షిప్తముగా వ్రాయుము.
5. What are the main sources of energy?  
వివిధ రకాల శక్తి వనరులు ఏవి? వివరింపుము.

SECTION B — (3 × 4 = 12 marks)

Answer any THREE of the following.

6. (a) Pythagorus  
పైథాగరస్.
- (b) Pesticides  
క్రిమినాశనులు.
- (c) Gellelio  
గెలీలియో.
- (d) Detergents  
డిటర్జెంట్లు.
- (e) Green Revolution  
హరిత విప్లవము.

- (f) Television  
టెలివిజను.
- (g) Welfare  
సంక్షేమము.
- (h) ICBM  
ఐ.సి.బి.మ్.
- (i) Communications.  
సమాచార పద్ధతులు.

SECTION C — (3 × 4 = 12 marks)

Answer ALL questions.

7. Fill in the blanks :

ఖాళీలను పూరింపుము:

- (a) Who invented penicillin \_\_\_\_\_.  
పెన్సిలిన్‌ను కనుగొనినది \_\_\_\_\_.
- (b) Who invented printing press \_\_\_\_\_.  
అచ్చు యంత్రమును కనుగొనినది ఎవరు? \_\_\_\_\_.
- (c) Who invented compass \_\_\_\_\_.  
దిక్సూచిని కనుగొనినది ఎవరు? \_\_\_\_\_.
- (d) Father of Green Revolution \_\_\_\_\_.  
హరిత విప్లవ పితామహుడు \_\_\_\_\_.

8. Choose the correct answer :

సరియైన సమాధానమును ఎన్నుకొనుము.

- (a) DDT is used as  
డిడిటి దీని కొరకు వాడుదురు
  - (i) a Poison  
విషముగా
  - (ii) drug for fever  
జ్వరానికి మందు
  - (iii) a mosquito repellent  
దోమల నివారిణి
  - (iv) a fertilizer  
ఎరువు
- (b) Vitamin is a  
విటమిన్ అనగా
  - (i) Fertilizer  
ఎరువు
  - (ii) Hormone  
హార్మోను
  - (iii) Micro nutrient  
సూక్ష్మ పోషకం
  - (iv) Drug  
ఔషధము

(c) Diabetes is caused by  
మధుమేహము దీనివలన ఏర్పడును

(i) in sects  
కీటకములు

(ii) mosquitoes  
దోమలు

(iii) lack of insulin  
ఇన్సులిన్ లోపం

(iv) housefly  
ఈగలు

(d) Solar energy is a  
సౌరశక్తి అనేది ఒక

(i) conventional energy  
సంప్రదాయ శక్తి వనరు

(ii) non-conventional energy  
సంప్రదాయేతర శక్తి వనరు

(iii) chemical energy  
రసాయనిక శక్తి

(iv) atomic energy  
అణు శక్తి

9. Match the following:

జతపరచుము:

(a) Vaccine  
టీకా మందు

(i) Charles Gutenberg  
ఛార్లెస్ గ్యూటెన్బర్గ్

(b) Chloropharm  
క్లోరోఫారం

(ii) Hormone  
ఒక హార్మోను

(c) Printing Machine  
అచ్చు యంత్రము

(iii) Edward Jenner  
ఎడ్వర్డ్ జెన్నర్

(d) Insulin  
ఇన్సులిన్

(iv) Anesthetic  
మత్తుమందు

**(DBBC 31)**

B.B.M. DEGREE EXAMINATION, NOVEMBER 2021.

Third Year

BUSINESS COMMUNICATION

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What is Informal Communication? Explain the role of Informal Communication in an organisation.
  2. What are the advantages of effective listening skills?
  3. Trace out various medias in communication and state its significance in communication.
  4. Write a note on:
    - (a) Circulars.
    - (b) Memos.
    - (c) Notices.
  5. Describe the role of Advertisements in communication.
  6. Why feedback is important? Explain.
  7. What are the advantages and limitations of written communication?
  8. Discuss about grapevine rumour with examples.
  9. Describe the features and objectives of advertisements.
  10. Explain briefly the vertical communication.
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**(DBBL 31)**

B.B.M. DEGREE EXAMINATION, NOVEMBER 2021.

Third Year

BUSINESS LAW

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Write a note on Industrial Disputes Act, 1947.
  2. What are the different types of Resolutions?
  3. Explain the clauses of Memorandum of Association.
  4. What are the essentials services of Consumer Protection Act?
  5. Explain the legal positions of directors.
  6. What are the restrictions imposed by the factories Act on the employment of women and children in factories?
  7. What are the differences between Private Limited Company and Public Limited Company?
  8. Write about different forums under Consumer Protection Act.
  9. Discuss the various provisions pertaining to the prohibition of Strikes and Lockouts.
  10. What are the different types of companies?
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B.B.M. DEGREE EXAMINATION,  
NOVEMBER 2021.

Third Year

COST AND MANAGEMENT ACCOUNTING

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 14 = 70)

1. Explain the role and scope of management accounting.
2. What is labour turnover? Explain how do you measure labour turnover.
3. Explain the preparation of cash flow statement.
4. S.S.B.Co supplier you the following information :

	Rs.
No. of workers on 1 April 2010	400
No. of workers on 30 April 2010	500
No. of workers resigned	35
No. of workers discharged	10
No.of replacement (New workers joined)	40

Calculate labour turnover rate.

5. From the following information, Calculate the value of work-in-progress.

	Rs.
Total cost of contract to date	3,83,000
Cost of contract not yet certified	23,000
Value of work certified	4,20,000
Cash received to date	3,78,000

6. What is presentation? Explain the methods of presentation.
7. The books of a manufacturing company regarding variable overheads revealed the following data:

Budgeted production for March, 2002	300 units
Budgeted variable overheads	7,800
Standard time for one unit	20 hours
Actual production for March	250 units

Actual hours worked	4,500 hrs
Actual variable overhead	6,800

Compute the variable overhead variances.

8. The expenses budgeted for production of 10,000 units in a factory are furnished below.

Particulars	Rs.
Materials	70
Labour	25
Variable overhead	20
Fixed overheads ( Rs. 1,00,000)	10
Variable Expenses (direct)	5
Selling expenses (10% fixed)	13
Distribution expenses (20% fixed)	7
Administration expenses (Rs. 50,000)	5
Total	<u>155</u>

Prepare a budget for production of :

- (a) 8,000 units
- (b) 6, 000 units.

Assume that administration expenses are rigid for all levels of production.

9. From the following table, Prepare the common size statement.

Particulars	2000 Rs.	2001 Rs.
Sales	20,00,000	24,00,000
Miscellaneous income	20,000	16,000
Total	<u>20,20,000</u>	<u>24,16,000</u>
Material consumed	11,00,000	12,96,000
Wages	3,00,000	4,08,000
Factory expenses	2,00,000	2,16,000
Office expenses	90,000	1,00,000
Internet	1,00,000	1,20,000
Depreciation	1,40,000	1,50,000
Profit	90,000	1,26,000
Total	<u>20,20,000</u>	<u>24,16,000</u>

10. From the following information prepare a balance sheet show working.

- (a) Working capital Rs. 75,000
- (b) Reserves surplus Rs.1,00,000
- (c) Bank O.D. Rs.60,000
- (d) Current ratio 1.75

- (e) Liquid ratio 1.15
  - (f) Fixed assets to proprietor's fund 0.75
  - (g) Long term liabilities Nil.
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B.B.M. DEGREE EXAMINATION, NOVEMBER 2021.

Third Year

ENTREPRENEURSHIP

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the psychological factors in entrepreneurship.
  2. Explain in detail about the various types of entrepreneurs.
  3. Explain the different supportive activities from government for development of entrepreneurship in India.
  4. Discuss the advantages of locating industries in back – ward areas.
  5. Bring out the importance of technical analysis in the operation phase of the project.
  6. Describe the steps involved in establishing a new project.
  7. Explain the profitability appraisal with regard to a particular project.
  8. Discuss about various production costs that are involved in project.
  9. Explain the bankers view of financing a project.
  10. What are the steps involved in preparation of a project report of a new business?
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(DBFIT 31)

B.B.M. DEGREE EXAMINATION, NOVEMBER 2021.

Third Year

FUNDAMENTALS OF IT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What are the functions of c?
  2. Explain the Introduction to c.
  3. How will you create data bases in MS – Access? Explain.
  4. Explain how will you create and delete the slide.
  5. Discuss about Worksheet as DataBases.
  6. Write about the procedure for sorting of data in MS-Access.
  7. Write about the different components of a computer.
  8. Define and write about the creations of Power Point Presentations.
  9. Write about storage classes, printers and strings.
  10. Write about Spread Sheet.
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(DBPDM 31)

B.B.M. DEGREE EXAMINATION, NOVEMBER 2021.

Third Year

PROMOTION AND DISTRIBUTION MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What are the essential requirements for retailer?
  2. Discuss about the promotional scene in India.
  3. How will you evaluate promotion strategy? Explain.
  4. Discuss the process of Marketing Communication.
  5. Write a note on Indian Sales Distribution System.
  6. How does retailing help in the function of selling? Explain.
  7. What are the main features of Advertising?
  8. How companies are using sales promotion programs for building BRAND? Describe.
  9. What are the forces affecting Promotional Schemes in India with reference to the recent past?
  10. What are the methods used for consumer and trade promotions?
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(DBSM 31)

B.B.M. DEGREE EXAMINATION,

NOVEMBER 2021.

Third Year

SALES MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Bringout the place of sales management in marketing management.
  2. Discuss different types of sales organisations.
  3. What are the characteristics of Successful Salesman?
  4. Explain in detail the selling systems and terms.
  5. What is sales forecasting? Explain its advantages and disadvantages.
  6. Bringout the differences between marketing intelligence and marketing research.
  7. Explain the selection procedure for selecting a sales force.
  8. Define sales planning. Explain the process of estimating sales potential.
  9. Briefly explain motivation and evaluation of sales control.
  10. Explain how sales manager should develop a sales strategy for individual consumer.
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