B.A./B.Com./B.Sc. DEGREE EXAMINATION, MAY – 2018
Third Year
SCIENCE & CIVILIZATION

Time : 1¹/₂ Hours　　　　　　　　　　　　　　**Maximum Marks :50**

SECTION - A
Answer any two of the following questions in six lines. **(2 × 13 = 26)**

Q1) Explain in detail about Paleolithic age?
పేలియోలిథిక్ యుగం గూర్చి వివరించండి.

Q2) Describe Babylonian numerical system.
బాబిలోనియన్ వాసుల సాంఖ్యా విధానమును వివరించండి.

Q3) Write the importance of Vitamins.
విటమిన్ల యొక్క ప్రాముఖ్యతను వ్రాయండి.

Q4) Give an account on the invention of wheel.
చక్రము యొక్క ఆవిష్కరణం గూర్చి తెలపండి.

Q5) Give an account on the artificial insemination.
కృత్రిమ గర్భాధారణ గూర్చి వివరించండి.

Q6) Explain about biological killers.
జీవ కిల్లర్ల గూర్చి వివరించండి.

SECTION – B
Answer any three of the following questions. **(3 × 4 = 12)**

Q7)　　a)　Gizah Pyramid
　　　　　　గీజా పిరమిడ్

　　　　b)　Stone Age
　　　　　　రాతి యుగం

　　　　c)　X-Rays
　　　　　　ఎక్స్‌రేలు

d) Steam Engine
   స్టీమ్ ఇంజన్

e) Fertilizers
   ఎరువులు

f) Solar Energy
   సౌరశక్తి

g) Biogas
   బయోగ్యాస్

h) Television
   టెలివిజన్

i) Social Justice
   సామాజిక న్యాయం

SECTION – C
Answer all questions.   **(3 × 4 = 12)**

Q8)   Fill in the blanks :
a) Who invented Streptomycin _____
   స్ట్రెప్టోమైసిన్ ఎవరు కనుగొన్నారు _____

b) Radium Therapy is for _____
   రేడియం థెరపి దేనికొరకు _____

c) RADAR full form _____
   రేడార్‌ని నిర్వచించుము _____

d) Function of Cortisones _____
   కార్టిసోన్స్ యొక్క విధి _____

Q9)   Choose the correct answer.
a) Quine is for
   i) Filaria   ii) Malaria
   iii) Fever   iv) Cold and cough
   క్వినైన్ దేనికొరకు

   i) ఫైలేరియా   ii) మలేరియా

   iii) జ్వరం   iv) జలుబు మరియు దగ్గు

b) Penicillin
   i)   Fertilizer   ii) Hormone
   iii) Vitamin   iv) Antibiotic
   పెన్సిలిన్

   i)   ఫెర్టిలైజర్   ii) హార్మోన్

   iii) విటమిన్   iv) యాంటీబయోటిక్

c) Geothermal energy
   i)   Conventional energy   ii) Non-conventional energy
   iii) Chemical energy   iv) Atomic energy
   భూ ఉష్ణశక్తి

   i)   సంప్రదాయ శక్తి వనరు   ii) సంప్రదాయేతర శక్తి వనరు

   iii) రసాయనిక శక్తి   iv) అటామిక్ శక్తి

d) Diabetes can be treated with
   i)   Bile Juice   ii) Vitamins
   iii) Amino acids   iv) Insulin
   డయాబెటిస్ దేనితో ట్రీట్‌మెంట్ చేయవచ్చు.

   i)   బైల్ జ్యూస్   ii) విటమిన్లు

   iii) అమైనో ఆమ్లాలు   iv) ఇన్సులిన్

Q10) Match the following.

   a) H_2SO_4 Algal blooming

   b) Vitamin - C   Communication

   c) Eutrophication   Scurvey

   d) Radio   Acid rains

   a) H_2SO_4 ఆల్గల్ బ్లూమింగ్

   b) విటమిన్ - C   సమాచార సంవహనం

   c) యూటోఫికేషన్   స్కర్వీ

   d) రేడియో   ఆమ్ల వర్షాలు

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BBM/BBA DEGREE EXAMINATION, MAY – 2018

(Examination at the end of Third Year)

Third Year

Fundamentals of IT

Time : 3 Hours   Maximum Marks : 70

Answer any Five questions.

All questions carry equal marks

Q1) a)   What is computer software and what are its functions?

b)   Explain the characteristics of computer.

Q2) What is Header and Footer? How to create Header and Footer and tables in MS – WORD?

Q3) State the applications of internet in business management.

Q4) Explain various menus in MS – WORD.

Q5) What are the applications of a spread sheet? Explain the features of MS – Excel.

Q6) What are the data types in 'C'? Explain in brief.

Q7) Discuss the concept of flow of control in C?

Q8) Describe the uses of MS – Access in sorting, displaying and printing.

Q9) Describe the applications of power point presentations.

Q10) Explain the following :

a) Internet

b) Extranet

c) Intranet

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(DBBC31)

Total No. of Questions : 10]   [Total No. of Pages : 01

BBM/BBA DEGREE EXAMINATION, MAY – 2018
Third Year
BUSINESS COMMUNICATION

Time : 3 Hours   Maximum Marks :70

Answer any five questions.
All questions carry equal marks.

(5 × 14 = 70)

Q1) What is informal communication? Discuss the utility of informal communication for an organization. What are its advantages and limitations?

Q2) What are effective listening skills and their advantages? Also highlight the importance of feedback skills.

Q3) What are different functions of business letter?

Q4) Explain the definition of communication and its significance to management.

Q5) What are the barriers to communication? What do you think is the most important?

Q6) Discuss the structure and various types of reports.

Q7) Give details of how would you draft an advertisement.

Q8) What do you mean by Non-verbal communication? Discuss its various types.

Q9) Describe the basic model of communication.

Q10) Write a short notes on:
   a) House journals
   b) Notice reports
   c) Memos

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Total No. of Questions : 10] [Total No. of Pages : 01

B.B.M./B.B.A. DEGREE EXAMINATION, MAY – 2018
Third Year
BUSINESS LAW

Time : 3 Hours Maximum Marks :70

Answer any five questions.
All questions carry equal marks.

Q1) What are the provisions of retrenchment in the Industrial Disputes Act, 1947? What are the recommendations of second national commission on labour retrenchment?

Q2) Explain the various benefits available to employees under the employees' state Insurance Act, 1948.

Q3) Briefly discuss the provisions for health, safety and welfare of workers under the factories Act, 1948.

Q4) Explain importance of consumer protection. Discuss rights and responsibilities of consumer.

Q5) Write a short notes on:
   a) Foreign company
   b) Government company
   c) Public company

Q6) Who is a promoter? What are his duties and responsibilities?

Q7) Discuss the requirements of a valid meeting with reference to Annual General meeting and extraordinary general meeting.

Q8) Give an account of different authorities under the Industrial Disputes Act, 1947. What are the powers and duties of such authorities?

Q9) Explain the main features of factories Act, 1948.

Q10) Explain the objective and applicability of employees' State Insurance Act.

Total No. of Questions : 10]   **[Total No. of Pages : 04**

BBM/BBA DEGREE EXAMINATION, MAY – 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) Discuss the features of a good costing system.

Q2) What is labour turnover? What are its courses? Indicate the steps which may reduce labour turnover.

Q3) What is meant by cost volume profit analysis? Explain the advantages of such analysis.

Q4) A company uses three raw materials A, B and C for a particular product for which the following data apply:

Raw Material	Usage per Unit of Product (Kgs)	Re-Order Quantity (Kgs)	Price Per Kg. (`)	Delivery Period (in Weeks)			Re-Order Level (Kg)	Min. Level (Kgs)
				Min.	Avg.	Max.		
A	10	10,000	0.10	1	2	3	8,000	
B	4	5,000	0.30	3	4	5	4,750	
C	6	10,000	0.15	2	3	4		2,000

Weekly production varies from 175 to 225 units, averaging 200 units of the said product.

What would be the following quantities:
  i)   Minimum stock of A?
  ii)   Maximum stock of B?
  iii)   Re-order level of C?
  iv)   Avg. stock level of A?

Q5) A manufacturing company has disclosed a net loss of ` 8,75,000 as per their cost accounting records for the year ended March 31, 2010. However, their financial accounting records disclosed a net loss of ` 7,19,250 for the same period. A scrutiny of the data of both the sets of books of accounts revealed the following information: `

i)	factory overheads over - absorbed	47,500
ii)	Administration overheads under – absorbed	32,750
iii)	Depreciation charged in Financial Accouts	2,25,000
iv)	Depreciation charged in Cost Accounts	2,42,250
v)	Interest on investments not included in Cost Accounts	62,750
vi)	Income tax provided in Financial Accounts	7,250
vii)	Transfer fees (credit in financial Accounts)	12,500
viii)	Preliminary expenses written off	27,500
ix)	Under – valuation of opening stock in Cost Accounts	6,250
x)	Under – valuation of closing stock in Cost Accounts	17,500

Required: Prepare a Memorandum Reconciliation A/c.

Q6) Define reports. Explain the methods of Presentation of Reports.

Q7) Paramount Engineers are engaged in construction and erection of a bridge under a long-term contract. The cost incurred upto 31.03.2001 was as under.

Fabrication	` In Lakhs
Direct material	280
Direct labour	100
Overheads	60
	440
Erection costs to date	110
	550

The contract price is ` 11 crores and the cash received on account till 31.03.2001 was ` 6 crores.

The technical estimate of the contract indicates the following degree of completion of work. Fabrication - Direct material – 70%, Direct labour and Overheads – 60% , Erection – 40%.

You are required to estimate the profit that could be taken to Profit and Loss Account against this partly completed contract as at 31.03.2001.

Q8) A factory is currently running at 50% capacity and produces 5,000 units at a cost of `900 per unit as per details below:

Material	500
Labour	150
Factory overheads	150 (`60 fixed)
Administrative overheads	100 (`50 fixed)

The current selling price is `1,000 per unit. At 70% working, material cost per unit increases by 2% and selling price per unit falls by 2%.

Estimate profits of the factory at 70%. Working by preparing a flexible budget.

Q9) The standard labour employment and the actual labour engaged in a 40 hours week for a job are as under:

Category of workers	Standard		Actual	
	No. of Workers	Wage Rate per hour (`)	No.of Workers	Wage Rate per hour (`)
Skilled	65	45	50	50
Semi-skilled	20	30	30	35
Un-skilled	15	15	20	10

Standard output: 2000 units : Actual output : 1800 units

Abnormal idle time 2 hours in the week.

Calculate:
i) Labour cost variance;
ii) Labour efficiency variance;
iii) Labour idle time variance.

Q10) The following accounting information and financial ratios of M Ltd. related to the year ended 31ˢᵗ March, 2012:

Inventory turnover Ratio	6 times
Creditors turnover Ratio	10 times
Debtors turnover Ratio	8 times
Current Ratio	2.4
Gross profit Ratio	25%

Total Sales ` 30,00,000; Cash sales 25% of credit Sales; Cash purchases `

2,30,000; Working Capital ` 2,80,000; Closing inventory is ` 80,000 more than opening inventory.

You are required to calculate;
  i)   Avg. inventory.
  ii)   Purchases.
  iii) Avg. Debtors.
  iv)   Avg. creditors.
  v)   Avg. payment period.
  vi)   Avg. collection period.
  vii) Current assets.
  viii) Current liabilities.

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BBM/BBA DEGREE EXAMINATION, MAY – 2018

(Examination at the end of Third Year)

Third Year

Entrepreneurship

Time : 3 Hours   Maximum Marks : 70

Answer any Five questions.

All questions carry equal marks

Q1) Who is an entrepreneur? In your opinion What are the important functions of an entrepreneur?

Q2) Explain in detail the factors that affect the growth of entrepreneurship.

Q3) Review the impact of government measures on the promotion of entrepreneurship in the country.

Q4) What are the major financial institutions assisting the small industries?

Q5) How do you classify the projects? Give a rational and acceptable criterion for classifying the projects.

Q6) Define project financing? How do you classify the sources of project finance?   Explain in brief.

Q7) Review Government policy towards location of industrial unit.

Q8) Under what assumptions the break even chart is used in break even analysis?

Q9) What do you mean by project report? Explain the general aspects which are to be covered in the project report.

Q10) Explain the different stages in the investment process.

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Total No. of Questions : 10] [Total No. of Pages : 1

BBM/BBA DEGREE EXAMINATION, MAY – 2018

(Examination at the end of Third Year)

Third Year

Sales Management

Time : 3 Hours Maximum Marks : 70

Answer any Five questions.

All questions carry equal marks

Q1) What is sales management? What are the various functions of sales Management.

Q2) What are the major considerations that affect the choice of sales organization?

Q3) Define salesmanship. Explain the theoretical issues involved in it.

Q4) Explain in detail the characteristics of successful salesman.

Q5) What are the factors that may be considered while allocating sales quotas and determining sales territories?

Q6) Enumerate the place of marketing research in sales management.

Q7) What is training? Explain various training methods of sales personnel.

Q8) How do you prepare job description for sales representatives in an MNC? Explain.

Q9) Discuss the process of preparing sales budget.

Q10) Discuss the incentives available to motivate sales personnel.

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(DBPDM31)

Total No. of Questions : 10] [Total No. of Pages : 1

BBM/BBA DEGREE EXAMINATION, MAY – 2018

(Examination at the end of Third Year)

Third Year

Promotion and Distribution Management

Time : 3 Hours Maximum Marks : 70

Answer any Five questions.

All questions carry equal marks

Q1) What are the basic concepts of sales promotion? List the types of promotion directed at

a) Middleman

b) Consumers

Q2) Suggest a promotional strategy for the following

a) Dish washers

b) Colour Television

Q3) Identify and discuss the factors affecting the selection of distribution channel.

Q4) Discuss an integrated distribution effort to show how it has a major effect upon marketing performance and cost of company operations.

Q5) In what ways do the 'sales' and 'distribution' functions complement each other?

Q6) Elucidate the techniques employed to motivate middlemen.

Q7) Distinguish between Advertising, publicity and personal selling.

Q8) What are the merits and demerits of free samples and coupon offers.

Q9) Describe the scheduling of advertising media.

Q10) What do you understand by logistics department? Define its scope and objectives and discuss the key decision areas.

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