

Total No. of Questions : 10]

DICS31

**B.A./B.Com./B.Sc./BHM/BBA/BBM DEGREE
EXAMINATION, JUNE/JULY - 2019
Third Year
SCIENCE & CIVILIZATION (Part - I)**

Time : 1½ Hours

Maximum Marks : 50

SECTION - A

(2 x 13 = 26)

Answer any two questions

- Q1)** Explain in detail about paleolithic age.
పాలియోలిథిక్ యుగమును గూర్చి వివరముగా వివరించుము.
- Q2)** Describe Babylonian numerical system.
బేబిలోనియన్ వాసుల సంఖ్యా విధానమును వివరించుము.
- Q3)** Write the importance of vitamins.
విటమిన్ల ప్రాముఖ్యతను వివరించుము.
- Q4)** Give an account on the invention of wheel.
చక్రము యొక్క ఆవిష్కరణ పై ఒక వ్యాసమును వ్రాయుము.
- Q5)** Explain the problem with conventional energy source with suitable example.
సాంప్రదాయ శక్తి వనరుల సమస్యలు సరైన ఉదాహరణలతో వివరించుము.
- Q6)** Give an account on artificial insemination.
కృత్రిమ గర్భదారణ గూర్చి వివరించుము.

SECTION - B

Answer any three questions

(3 x 4 = 12)

- Q7)** a) Gizah pyramid
గిజ పిరమిడ్
- b) Radio
రేడియో
- c) Stoneage
రాతియుగము
- d) ICBM
ఐ.సి.బి.ఎమ్
- e) Hybridisation
సాంకర్యము
- f) Biogas
బయోగ్యాస్

- g) Freedom
స్వేచ్ఛ
- h) Vaccination
టీకాలు
- i) Planet
గ్రహము

SECTION - C
Answer all questions

(3 × 4 = 12)

Q8) Fill in the blanks :

- a) Osteomalasia is due to _____
ఓస్టియో మలేసియా దేని వలన వచ్చును.
- b) Full form of RADAR _____
రేడార్ని నిర్వచించుము.
- c) PVC is a _____
పి.వి.సి. అనగా నేమి.
- d) Function of cortisones.
కార్టిసోన్స్ యొక్క విధి

Q9) Choose the correct word.

- a) Quinine is for
క్విన్యైన్ దేని కొరకు
- | | |
|-------------------------|---|
| i) Filaria
బూరకళప్ప | ii) Fever
జ్వరము |
| iii) Malaria
మలేరియా | iv) Cold and cough
జలుబు మరియు దగ్గు |
- b) Diabetes can be treated with
దేని ద్వారా డయోబెటిస్కు చికిత్స చేయవచ్చు.
- | | |
|------------------------------|----------------------------------|
| i) Bile juice
బైల్ జ్యూస్ | ii) Amino acids
అమైనో ఆమ్లాలు |
| iii) Vitamins
విటమిన్లు | iv) Insulin
ఇన్సులిన్ |
- c) Penicillin
పెన్సిలిన్
- | | |
|------------------------------|-----------------------------------|
| జీ) ఊట్టజీజాబ్జీట
ఎరువులు | జీజీ) ష్చీర్లుజీ
విటమిన్ |
| iii) Hormone
హార్మోన్ | iv) Antibiotic
రోగక్రిమి నాశకం |
- d) Vitamin C
విటమిన్ సి
- | | |
|-------------------|--------------------|
| i) Lemon
నిమ్మ | ii) Banana
అరటి |
|-------------------|--------------------|

iii) Nuts
గింజలు

iv) Beans
బీన్సు

Q10) Match the following.

- | | |
|----------------------------|--|
| a) Paper
కాగితము | 1) Conventional energy
సాంప్రదాయ శక్తి |
| b) Anesthesia
మత్తుమందు | 2) Non conventional energy
సాంప్రదాయేతర శక్తి |
| c) Oil
నూనె | 3) Communication
భావప్రసారము |
| d) Water
నీరు | 4) Surgery
శస్త్ర చికిత్స |



Total No. of Questions : 10]

DBBC31

BBM DEGREE EXAMINATION, JUNE/JULY - 2019

(Third Year)

Business Communication

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions (5 × 14 = 70)
All questions carry equal marks

- Q1)** Why is Communication so important to a Business Organisation? Discuss in detail.
- Q2)** How do you say that Written Communication more effective than Oral Communication? Explain.
- Q3)** What are the advantages and limitations of non-verbal communication?
- Q4)** Distinguish between Formal Reports and Informal Reports.
- Q5)** Define Communication. Explain various barriers of Communication in detail.
- Q6)** What is Informal Communication? Explain the role of Informal Communication in an Organisation.
- Q7)** What are advantages of effective listening skills?
- Q8)** Trace out various medias in Communication and also state its significance in Communication.
- Q9)** Write a note on :
- a) Circulars.
 - b) Memos
 - c) Notices
- Q10)** Describe the role of Advertisements in communication.

Total No. of Questions : 10]

DBBL31

B.B.M. DEGREE EXAMINATION, JUNE/JULY - 2019

(Third Year)

Business Law

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions
All questions carry equal marks

- Q1)** Explain the provisions related to health, welfare and Safety of workers.
- Q2)** What are the restrictions imposed by the Factories Act on the employment of women and children in factories?
- Q3)** Discuss the various settlement machineries as stipulated in the Industrial Disputes Act.
- Q4)** Write about the need and contents of Memorandum of Association.
- Q5)** What are the differences between Private Ltd., Company and Public Ltd., Company?
- Q6)** Write about different forums under Consumer Protection Act.
- Q7)** Write about the powers of a Director under Companies Act.
- Q8)** Discuss the various provisions pertaining to the prohibition of strikes and Lockouts.
- Q9)** What are the different types of benefits available to employee and ESI act.
- Q10)** Write short notes on :
- a) Consumer.
 - b) Resolution.
 - c) Prospects.



Total No. of Questions : 10]

DBCM31

BBM DEGREE EXAMINATION, JUNE/JULY - 2019

(Third Year)

Cost and Management Accounting

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions (5 × 14 = 70)

All questions carry equal marks

- Q1)** Define Management Accounting and distinguish it from Cost Accounting.
- Q2)** What is Cost Volume Profit Analysis? Give it's objectives.
- Q3)** Define Report? Briefly explain various types of Reports?
- Q4)** What are the advantages and disadvantages of Zero Base Budgeting.
- Q5)** What are the different methods used for the analysis and interpretation of financial statements?
- Q6)** With the help of the information given below prepare a Trading Account, Profit & Loss Account & Balance Sheet of X-Ltd.
- a) Gross Profit Ratio = 25%
 - b) Net Profit/Sales = 20%
 - c) Sales/Inventory Ratio = 10
 - d) Fixed Assets/Total Current Assets = 5/7
 - e) Current Ratio = 1
 - f) Fixed Assets/Share Capital = 5/4
 - g) Fixed Assets = Rs. 10,00,000
 - h) Closing Stock = Rs. 1,00,000
- Q7)** How does Cash Flow Statement differ from a Funds Flow Statement? Explain.
- Q8)** From the data given below, calculate :
- a) Material cost variance
 - b) Material price variance
 - c) Material usage variance

Products	Standard Quantity (units)	Standard Price K	Actual Quantity (units)	Actual Price K
A	1,050	2.00	1,100	2.25

B	1,500	3.25	1,400	3.50
C	2,100	3.50	2,000	3.75

Q9) Karthikeya Construction Limited took a contract in 2015 for road construction. The contract price was Rs. 10,00,000 and it's estimated cost of completion would be Rs. 9,20,000. At the end of 31-12-15 the company has received Rs. 3,60,000 representing 90 percent of work certified. Work not yet certified had cost Rs. 10,000.

Expenditure incurred on the contract during 2015 was as follows :

Materials Rs. 50,000;

Labour Rs. 3,00,000,

Plant Rs. 20,000.

Materials costing Rs. 5,000 were damaged and had to be disposed of for 1,000.

Plant is considered as having depreciated by 25 percent.

You are required to estimate the Profit that could be taken to P/L Account against partly completed contract as at 31-12-2015.

Q10) The Trading and Profit and Loss A/c of ABC Ltd. for the year ended 31-3-15 were as follows :

<u>Particulars</u>	<u>K</u>	<u>Particulars</u>	<u>K</u>
To Purchases	42,000	By Sales	1,43,000
To Direct wages	20,000	By Closing Stock	2,000
To Manufacturing O.H	24,000		
To Gross Profit C/d	59,000		
	1,45,000		1,45,000
To Administration exp.	10,000	By Gross Profit	59,000
To Selling & Dist. exp	16,000		
To Depreciation	2,000		
To Net Profit c/d	31,000		
	59,000		59,000

The following Information was available from the Cost Accounts.

- Closing Stock of goods K4,000.
- Manufacturing O.H was applied @ 150% on Direct Wages.
- Administrative, Selling & Dist. exp were 10% of Sales.
- Depreciation charged K2,400 .

You are required to reconcile the Profit of Financial Accounts with that of the Cost Accounts.



Total No. of Questions : 10]

DBEP 31

BBM DEGREE EXAMINATION, JUNE/JULY - 2019

(Third Year)

Entrepreneurship

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions
All questions carry equal marks

- Q1)** Who is an Entrepreneur? Explain various types of Entrepreneurs.
- Q2)** What are the factors that affect the growth of Entrepreneurship? Discuss in detail.
- Q3)** How do you classify the Projects? Give a rational and acceptable criterion for classifying the Projects.
- Q4)** Briefly explain the role of Market and Demand analysis to establish a new Project.
- Q5)** Describe Government policies and measures for promotion of Entrepreneurship.
- Q6)** Enumerate various Financial Institutions assisting the Entrepreneurship in India.
- Q7)** Define Demand forecasting. Explain various Demand forecasting methods in brief.
- Q8)** Define Project. Trace out various sources of Project Finance.
- Q9)** How do you use Break Even Charts in Break Even analysis to determine cost and output in the firm? Explain briefly.
- Q10)** Explain various principles and techniques used under Project Report Preparation.



Total No. of Questions : 10]

DBFIT 31

BBA/BBM DEGREE EXAMINATION, JUNE/JULY - 2019

(Third Year)

Fundamentals of IT

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions
All questions carry equal marks

- Q1)** What is a computer? Write about the different components of a computer.
- Q2)** Define Mail-Merge. Write about the procedure for creating Mail-Merge.
- Q3)** Write about different functions of MS-Excel.
- Q4)** Write about the procedure for sorting of data in MS-Access.
- Q5)** What is a data type? Write about different types of data types in C.
- Q6)** Define and write about the creations of PowerPoint presentation.
- Q7)** What is an array? How to create and access on array? Explain.
- Q8)** Write about Spread-sheet, Work sheet and linking of data bases in work sheets.
- Q9)** Write about storage classes, printers and strings.
- Q10)** Write about different tools available on MS Word.



Total No. of Questions : 10]

DBPDM31

BBM DEGREE EXAMINATION, JUNE/JULY - 2019

Third Year

Promotion and Distribution Management

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions
All questions carry equal marks

- Q1)** Explain the scope of Promotion. What are the methods used for consumer and trade promotions?
- Q2)** What are the forces affecting Promotional Schemes in India with reference to the recent past?
- Q3)** How companies are using Sales Promotion Programs for building BRAND? Explain in detail.
- Q4)** Explain the main features of Advertising and types of Advertising used for communicating with audience.
- Q5)** What is Retailing and Wholeselling? How does Retailing help in the function of Selling?
- Q6)** Discuss the steps involved in the design of a Sales Promotion Program.
- Q7)** Elucidate the techniques employed to motivate Middlemen.
- Q8)** What do you mean by Dealer and Intermediaries? How do you select the Dealer and Intermediaries?
- Q9)** Define Advertising. Explain it's characteristics and objectives.
- Q10)** Write an elaborate note on Changing role of Indian distribution system with special reference to globalisation.



Total No. of Questions : 10]

DBSM 31

B.B.M. DEGREE EXAMINATION, JUNE/JULY - 2019

Third Year

Sales Management

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions
All questions carry equal marks

- Q1)** What is Sales Management? Discuss the evolution and functions of Sales Management.
- Q2)** What is the purpose of Sales Organisation? Explain the types of Sales Organisation.
- Q3)** Examine the need and importance of Marketing Research in Sales Management.
- Q4)** Discuss the characteristics of a successful Salesman.
- Q5)** What is the need for Sales Planning? Explain the Sales forecasting techniques.
- Q6)** Describe the various methods for training Sales Personnel.
- Q7)** Write a note on Sales Territory Control and Sales routing.
- Q8)** Write the features of Sales budget and the process of preparing it.
- Q9)** Enumerate the different methods of selling goods.
- Q10)** What do you mean by Recruitment? Explain the process of recruitment of Sales Personnel.

