# FACULTY OF ARTS/SCIENCE/COMMERCE/SOCIAL SCIENCES B.A./B.Sc./B.Com./B.B.M./B.B.A. (II-Year) Examination COMMUNICATION SKILLS

# Paper-II

Time: 3 Hours]

[Max. Marks: 100

Answer any **four** questions (Marks: 4 x 25 = 100)

- 1. What aspect of the '*dabbalawalas*' system must other organization try to ape? Explain why?
- 2. Do you believe Jyothi Reddy made the right choice in leaving her children behind in a hostel so that she could go to the US? Explain.
- 3. What is Qamar Rahman's main field of research? How were her scientific achievements recognized?
- 4. Why did Patricia decide to arrange for an ambulance service that transported victims who were alive or dead?
- 5. How does Nadella try to motivate his employees in his letter?
- 6. Why did Chhavi Rajawat team up with German software company SAP?
- 7. How is success depicted in the poem '*The Ladder of St.Augustine*'?
- 8. Outline the history of Reliance Industries.

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### FACULTY OF ARTS/SCIENCE/SOCIAL SCIENCE/COMMERCE

#### B.A./B.Sc./B.Com./B.B.M./B.B.A. (II- Year) Examination

#### TELUGU

# Paper-II

## (Second Language)

Time: 3 Hours]

[Max.Marks:100

ఈ క్రింది ప్రశ్నలలో ఏవేని నార్గింటికి సమాధానాలు రాయంది. (మార్కులు : 4x25=100)

- తను హృద్భాషల సఖ్యమున్ (శవణమున్ దారసత్వమున్ వందనా ర్చనముల్ సేవయు నాత్మలో నెఱుకయున్ సంకీర్తనల్ చింతనం బను నీ తొమ్మిది భక్తి మార్గముల సర్వాత్మున్ హరిన్నమ్మ స జ్జనుడై యుందుట భద్రమంచుం తలంతున్ సత్యంబు దైత్యోత్తమా ! ఈ పద్యానికి (పతిపదార్థ తాత్పర్యం రాయండి.
- 2. శ్రీకృష్ణుడు సత్యభామను అనునయించిన విధానంను తెలుపండి.
- తిలక్ 'ఆర్త గీతం' ను వివరించండి.
- 4. ధాశరధి 'మహాందోదయం' లోని సాస్కృతిక వైభవాన్ని వివరించండి.
- 5. రాయలనాటి రసిక జీవనాన్ని విశ్లేషించండి.
- 6. శ్రీరాములు, శ్రీనివాస్రావ్ల సంభాషణను చిత్రించండి.
- 7. వరవిక్రయం నాటకంలో 'కాళింది' పాత్ర చిత్రణను తెలుపండి.
- 8. వరవిక్రయం నాటకంలోని సమకాలీన సామాజిక పరిస్థితులను వివరించండి.

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# FACULTY OF ARTS/SCIENCE/SOCIAL SCIENCE/COMMERCE B.A./B.Sc./B.Com./B.B.M./B.B.A. (II-Year) Examination HINDI Paper-II

#### (Second Language)

Time: 3 Hours]

[Max.Marks:100

किन्हीं पाँच (5)प्रश्नों का उत्तर दीजिए। 5x20=100

1. कबीरदास के शरीर,गुरु और ईश्वर की महिमा के विचारों पर प्रकाश डालिए 2.सूरदास के कृष्ण की बाललीला का वर्णन कीजिए।

2. रार्रपारा में मुख्या मेंग जाललाला का पंचान काजिए।

3. जयशंकर प्रसाद की कविता 'हमारा प्यारा भारतवर्ष' का सारांश लिखिए।

4.'पुष्प की अभिलाषा' कविता की विशॆषता बताइए।

5. .आधुनिक काल की धार्मिक और राजनैतिक परिस्थितियों का विवरण दीजिए।

हिंदी साहित्य के काल विभाजन पर प्रकाश डालिए।

7.प्रेमचंद की रचनाओं का परिचय दीजिए।

8.बिहारीलाल की रचनाओं का परिचय दीजिए।

9. 'पर्यावरण की रक्षा' विषय पर निबंध लिखिए।

10. हिंदी में अन्वाद कीजिए।

a)This is the right time for you to mould your life and character. Young people always want freedom without knowing the meaning of the term. You are still young and your mind is not yet fully matured. Restless mind and turbulent senses will always try to pull you down. Giving freedom to such minds and senses is a sign of weakness and certainly harm full. Since you are not able to discriminate between the wright and wrong, it is aways better for you to seek advice of elders, specially your parents and teachers in serious matters.

or

b) ఇన్ఫోసిస్ నారాయణమూర్తి శ్రీమతి సుధామూర్తి గారు Indian Institute of scienceలో M.Tech చివరి సంవత్సరంలో ఉండగా టాటా మోటార్స్ కంపనికి ఇంజనీర్లు కావాలని మరియు అమ్మాయిలు దరఖాస్తు చేసుకోరాదని నోటీసు బోర్డులో వ్రాసి ఉంది. సుధామూర్తి కి కోపం వాచ్చి జె .ఆర్డి .టాటా కు ఇది అన్యాయమని ఉత్తారం వ్రాసింది. పెంటసే జె ఆర్డి టాటా ఇంటర్ఫ్యూ కు రమ్మని టెలిగ్రాం పంపారు. ఉద్యోగం ఇచ్చారు.

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# FACULTIES OF ARTS/SCIENCE/COMMERCE/SOCIAL SCIENCES B.A./B.Sc./B.Com./B.B.M./B.B.A. (II Year) Examination

# SANSKRIT

# Paper II

(Second Language)

Time: 3 Hours]

[Max. Marks: 100

Answer any five questions.

(Marks :  $5 \times 20 = 100$ )

1. जीमूतवाहन: कथं मलयवतीं मिलितवान्? विशदयत ।

2. भीमसुयोधनयोः गदायुद्धं वर्णयत ।

3. श्रीकृष्णस्य मैत्री पाठ्यस्य सारं लिखत ।

4. ''विश्वामित्रस्य ब्रह्मर्षित्वम्'' इति पाठ्यस्य सारं लिखत ।

5. भिषजो भैषज्यमिति कथायाः सारं लिखत ।

6. माघ-जयदेवयोः परिचयं कुरुत ।

7. द्वौ अलङ्कारौ लक्ष्यलक्षणपूर्वकं विशदयत ।

(a) उपमा (b) अनन्वय:

8. सम्पूर्णतया शब्दरूपाणि लिखत ।

(a) जलमुच् (b) पचत्

9. सम्पूर्णतया शब्दरूपाणि लिखत ।

(a) पचत् (b) मनस्

10. 'कृत्' प्रत्ययः सोदाहरणं लिखत ।

FACULTY OF COMMERCE BUSINESS MANAGEMENT

### **B.B.A./B.B.M. (II-Year) Examination**

## **BUSINESS STATISTICS**

## Paper-I

Time: 3 Hours)

(Max. Marks:100

Answer any **FOUR** questions including Question No.1 (Marks: 4 x 25 =100)

- 1. Answer any Two questions.
  - a) Discuss the Relationship of the Statistics with other sciences.
  - b) Discuss the fallacing in the interpretation of data.
  - c) In a moderately asymmetrical distribution the Mode and Mean are 32.1 and 35.4 respectively. Find out the value of Median.
  - d) Given  $Q_1 = 18$ ,  $Q_3 = 25$ , Mode 21, Mean = 18, find the Coefficient of Skewness.
  - e) Explain the properties of Correlation Coefficient.
- 2. Elucidate the role of Statistics in Business and Managerial decision making.
- 3. Examine the Stages of Statistical enquiry.
- 4. What do you mean by Measures of Central Tendency? Discuss their application in managerial decision making.
- 5. Find the missing frequency from the following data, if the arthematic mean is 34 marks.<br/>Marks:0-1010-2020-3030-4040-5050-60
  - No. of Students: 5 15 20 ? 20 10
- 6. The Arithmetic mean and S.D. of a series of 20 items were calculated by a student as 20 cm. and 5 cm. respectively. But while calculating an item 13 was misread as 30. Find the correct Arithmetic Mean and Standard Deviation.
- 7. Calculate the Karl peason's coefficient of Skewness from the following data:

Profits (Rs-Lakhs):10-2020-3030-4040-5050-60No. of Companies:1820302210

8. Calculate the trend values from the data given below by applying the method of least squares.

Year:	2018	2019	2020	2021	2022
Sales (Rs. Lakhs):	70	74	80	86	90.

Estimate the likely Sales for the year 2023.

9. You are given the following data:

	Х	Y
Mean	36	85
S.D.	11	8
r = 0	).66	

i) Find the Regression equations ii) Estimate the Value of X when Y = 75.

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10. Distinguish between the Correlation and Regression analysis

### FACULTY OF COMMERCE AND BUSINESS MANAGEMENT

### **B.B.A./B.B.M. (II- Year) Examination**

#### Paper-II

#### **PRINCIPLES OF MANAGEMENT**

Time: 3 Hours]

[Max. Marks: 100

Answer any FOUR questions including Q. no.1

(Marks: 4 x 25 = 100)

- 1. Attempt any TWO questions in short form
  - a) Administration Vs. Management
  - b) Budget
  - c) Decentralisation
  - d) Line and Staff Conflict
  - e) MBO
- 2. Define Management. Explain the functions of Management.
- 3. Discuss the Henry Fayol's 14 Principles of Management.
- 4. What is Scientific Management? Critically examine the principles of Scientific Management.
- 5. What is the need and importance of management? Explain the approaches to the study of management.
- 6. What is planning? Explain the Rules, Policies and Procedures.
- 7. What is Strategic Planning? Explain its importance.
- 8. What is Delegation of Authority? Describe the need and barriers to the Delegation of Authority.
- 9. What is Span of Supervision? Explain the factors influencing Span of Supervision.
- 10. What is Control? Elaborate the various steps involved in Control process.

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# FACULTY OF COMMERCE BUSINESS MANAGEMENT BBM/BBA (II-Year) Examination FINANCIAL MANAGEMENT Paper-III

Time: 3 Hours)

(Max. Marks:100

Answer any **FOUR** questions including Question No.1 (Marks: 4x25 =100)

- 1 Attempt any Two Questions in short form
  - a) Define Financial Management.
  - b) What is the nature of Financial Statement?
  - c) What do you mean by Ratio analysis?
  - d) What is the importance of working capital?
  - e) What are the aspects of credit policy?
- 2 Explain the Functions of Financial Management
- 3 What are the objectives of Financial Statement analysis?
- 4 From the following information, prepare a Comparative Balance Sheet.

	2020	2021
	(Rs.)	(Rs.)
Capital	10,000	10,000
Reserves	500	600
Debentures		100
Land and building	10,000	6,000
Creditors	200	
Bills payables	400	300
Machinery	1,000	3,000
Current assets	100	2,000

- 5 The following information of company is given: Current ratio=2.5 Liquid ratio =1.5 Stock = Rs 15,000 Find out

  a) Liquid assets
  b) Current assets
  c) Current liability
  d) Working Capital
- 6 A 5-Year Rs.100 debenture of a firm can be sold for a net price of Rs 96.50. The Coupon rate of interest is 14 percent per annum and the debenture will be redeemed at 5 percent premium on maturity. The firm's tax rate is 40 percent. Compute the after-tax cost of debenture.

- 7 Write a note on Walter Model dividend theory.
- 8 Prepare an estimate of working Capital requirement from the following information of trading concern.

a)	Project annual sale	1,00,000 units			
b)	Selling price	Rs 8 per unit			
c)	Percentage of net-profit on sales	25%			
d)	Average credit period allowed to customers	8 weeks			
e)	Average credit period allowed to suppliers	4 weeks			
f)	Average stock holding in terms of sales requirement	12 weeks			
g)	Allow 10% for contingencies				

- 9 Define cash Management. What are the objectives of cash management?
- 10 What is inventory? Discuss its classification.

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# 6239/21 FACULTY OF COMMERCE BUSINESS MANAGEMENT B.B.A./B.B.M. (II-Year) Examination MARKETING MANAGEMENT Paper-IV

Time: 3 Hours)

(Max. Marks:100

Answer any **FOUR** questions including Question No.1 (Marks: 4x25 =100)

- 1 Attempt any Two Questions in short form
  - a) Competitive Environment
  - b) Product Life Cycle
  - c) Penetration Pricing
  - d) Sales Promotion
  - e) Marketing Research
- 2 Define Market. How the Concept is different from Marketing?
- 3 What is Modern Marketing? Discuss various new concepts.
- 4 Discuss in detail the major steps involved in new product development.
- 5 Explain the various stages of Product Life Cycle (PLC) along with strategies.
- 6 Elucidate the various Pricing Methods.
- 7 Explain the Internal and External factors of Price Decisions.
- 8 What do you understand by channels of distribution? Discuss its growing importance.
- 9 Enumerate the main characteristics of various elements of Promotion Mix.
- 10 What are the methods of Market Research?

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### FACULTY OF COMMERCE AND BUSINESS MANAGEMENT

### **B.B.A./B.B.M. (II- Year) Examination**

#### Paper-V

### **Computer Applications - I**

Time: 3 Hours]

[Max. Marks: 70

Answer any FOUR questions including Q. no.1

(Marks: 4 x 12 <sup>1</sup>/<sub>2</sub> = 70)

- 1. Attempt any TWO questions in short form
  - a) Peripherals
  - b) Report form
  - c) Conditional Statements
  - d) Arrays
  - e) Set Commands
- 2. Write an essay on History of computers.
- 3. Explain the Block diagram of Computer.
- 4. Differentiate between Software and Hardware.
- 5. Distinguish between sorting and indexing.
- 6. Write about say and get commands with syntax in dbase III Plus.
- 7. Write a programme to conversion number to digits in dbase III Plus.
- 8. What are the control and conditional statements in BASIC Language?
- 9. Elaborate the Library functions in BASIC.
- 10.Write a flow chart in BASIC, for Input Value 'A'. If 'A' is less than 10, you have to add 10 and print new value of 'A', otherwise subtract 10 from 'A' and print new value of A.

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