(6 Pages) **Reg. No. :** ....

Code No. : 22473 E   Sub. Code : SMBA 52

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

Fifth Semester

Business Administration — Main

MARKETING MANAGEMENT

(For those who joined in July 2017 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1.   Marketing is a process which aims at —————

(a)   Production

(b)   Profit making

(c)   Satisfaction of customer needs

(d)   Selling products

2. Marketers often use the term ———————— to cover various groupings of customers

    (a) Buying power

    (b) Demographic segment

    (c) Market

    (d) People

3. Market segmentation can be resorted to by means of

    (a) Segmenting by age

    (b) Segmenting by income

    (c) Segmenting geographically

    (d) All of these

4. In the buying decision process, what is the term used for a person who first suggests buying the product or service?

    (a) Influencer   (b) Initiator

    (c) Decider   (d) Buyer

5. In marketing theory, every contribution from the supply chain adds ———————— to the product

    (a) Value   (b) Costs

    (c) Convenience   (d) Ingredients

6. The ——————— identifies the product or brand

   (a) Container   (b) Label

   (c) Advertisement   (d) Warranty

7. Fixing high initial price for the product is called

   (a) Skimming pricing

   (b) Penetrating pricing

   (c) Psychological pricing

   (d) Customary pricing

8. ——————— pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share

   (a) Market-skimming   (b) Value-based

   (c) Market-penetration (d) Leader

9. A fundamental part of the distribution function is to get the product

   (a) To the right place at the right time

   (b) Launched into new markets

   (c) To intermediaries

   (d) To market to avoid channel conflict

10. Which of the following is not considered a type of reseller?

   (a) Wholesaler   (b) Retailer

   (c) Manufacturer   (d) Distributor

   PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the factors influencing the marketing concept?

   Or

   (b) Write down the importance of marketing.

12. (a) What are the steps in the segmentation process?

   Or

   (b) Describe the characteristics of buyer behavior.

13. (a) What are the important features of a product?

   Or

   (b) Write down the different form of product diversification.

14. (a) What are the new product pricing strategies?

Or

(b) Describe the main objectives of pricing.

15. (a) Write down the importance of distribution channels.

Or

(b) What are the key functions of physical distribution?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the different types of markets.

Or

(b) Discuss the various function of marketing information system.

17. (a) Explain the bases for segmentation of consumer markets.

Or

(b) Explain in detail the importance of buying motives.

18. (a) Discuss the indicators of product elimination.

Or

(b) Explain the different stages of product life cycle.

19. (a) Discuss the steps in price determination of a product.

Or

(b) Describe the different types of pricing strategies adopted by firms.

20. (a) Explain the different types of channels of distribution.

Or

(b) Discuss the essential requisites for success in retailing.

—————————

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Code No. : 22465 E   **Sub. Code : SMBA 32**

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

Third Semester

Business Administration – Main

BUSINESS LAW

(For those who joined in July 2017 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1.   Contract in which only one has to fulfill the obligation is called _____.

   (a)   Legal contract

   (b)   Executed contract

   (c)   Unilateral contract

   (d)   Contract of record

2. Contracts made out of natural love and affection without consideration is _____.

    (a) Valid   (b) Void

    (c) Unlawful   (d) Voidable

3. Concealment of a material fact is called _____.

    (a) Misrepresentation

    (b) Mistake

    (c) Fraud

    (d) Rescission

4. Mistake as to the identity of subject matter is a _____.

    (a) Mistake of law

    (b) Mistake of fact

    (c) Unilateral mistake

    (d) Bilateral Mistake

5. Promises which form consideration as part of consideration for each other is called _____ promises.

    (a) Mutual   (b) Reciprocal

    (c) Simultaneous   (d) Adjoint

6. Discharge by operation of law occurs _____.

   (a) By insolvency

   (b) Change of law

   (c) Commercial impossibilities

   (d) Strakes

7. Contract of guarantee involves _____ parties.

   (a) One   (b) Two

   (c) Three   (d) Any number

8. _____ is essential for exercising right of lien.

   (a) Delivery   (b) Possession

   (c) Title to goods   (d) Claim

9. A person may be acting on behalf of another without his knowledge, then agency could be created by _____.

   (a) Holding out

   (b) Ratification

   (c) Implied agreement

   (d) Express agreement

10. Sellers privilege to retain possession of goods is available due to _____.

    (a) Right of lien

    (b) Right of possession

    (c) Right for price

    (d) Right for damages

    PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) How would you classify contacts on the basis of validity?

    Or

    (b) Spell out when contract without consideration is valid.

12. (a) Distinguish between 'Coersion' and 'Undue influence.'

    Or

    (b) Illustrate the basics of 'Fraud.'

    Page 4 **Code No. : 22465 E**
    [P.T.O.]

13. (a) When consideration becomes unlawful?

                        Or

     (b) Brief the requisites of valid tender in performance of contract.

14. (a) Specify the features of a contract of guarantee.

                        Or

     (b) Spell out the rights of a bailee.

15. (a) Distinguish 'Right of lien' and 'Right of Stoppage' in transit.

                        Or

     (b) Spell out the classification of agents.

            PART C — (5 × 8 = 40 marks)

   Answer ALL questions, choosing either (a) or (b).

      Each answer should not exceed 600 words.

16. (a) Illustrate the rules regarding 'Acceptance.'

                        Or

     (b) Spell out the essential of a valid contract.

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17. (a) Discuss the requirements of misrepresentation and its consequences.

Or

(b) Specify the types of mistake of fact.

18. (a) Illustrate agreements opposed to public policy.

Or

(b) How could be a contract be discharged by breach of contract?

19. (a) How could a bail on end be terminated?

Or

(b) Illustrate the rights of a surety.

20. (a) Distinguish between 'Sale' and 'Agreement to Sell.'

Or

(b) Spell out the rights of a partner.

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Code No. : SS22206 E   Sub.Code:JMBA21/ SMBA 21

B.B.A. (CBCS) DEGREE (special supplementary) EXAMINATION, APRIL 2020.

Second Semester

Business Administration — Main

BUSINESS ORGANISATION

(For those who joined in July 2016 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer

1. A company or association of persons can be created at _____ as legal person

    (a) Law   (b) Duty

    (c) Resources   (d) None of these above

2. _____ involves the transfer of goods or services from one person to another

   (a) Business   (b) Trade

   (c) Earning   (d) Wholesale

3. _____ is a specific kind of legal relationship formed by the agreement to carry on a business

   (a) Investment   (b) Liability

   (c) Corporation   (d) Partnership

4. _____ is an arrangement where parties known as partners.

   (a) Organisation   (b) Business

   (c) Contract   (d) Partnership

5. Joint-stock companies are commonly known as _____.

   (a) Corporation   (b) Unlimited company

   (c) Shareholders   (d) None of these above

6. Subscribed share capital is the part of _____ capital.

   (a) Preference share   (b) Equity share

   (c) Issued   (d) None of these above

7. Minutes is also known as _____.

   (a) Attendees   (b) Statement

   (c) Issues   (d) Protocols

8. Agenda is a list of _____ activities

   (a) Meeting   (b) Production

   (c) Business   (d) Sales

9. A _____ is an autonomous association of persons united to meet their needs.

   (a) Organisation   (b) Cooperation

   (c) Workers   (d) Volunteer

10. Multinational corporations are strongly supported by _____ liberalism.

   (a) Social   (b) Cultural

   (c) Economic   (d) None of the above

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 250 words each.

11. (a) State the functions of business.

Or

(b) Write a short note on Industry.

12. (a) Briefly state the types of partnership.

Or

(b) What are the advantages of Joint Family Business.

13. (a) State the content of prospectus.

Or

(b) What is mean by promotion of company?

14. (a) When is a special resolution required?

Or

(b) State the importance of article of associations.

15. (a) Explain the features of multinational companies.

Or

(b) What are the objective of a cooperative society?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Answer should not exceed 600 words.

16. (a) Explain the features and characteristics of Business.

Or

(b) Explain the importance of trade.

17. (a) What are the advantages and disadvantages of sole proprietorship?

Or

(b) Highlight the characteristics of partnership.

18. (a) What are various types of prospectus? Explain them.

Or

(b) Describe the steps in promotion of a company.

19. (a) Explain the content of articles of association.

Or

(b) What are different types of meetings? Explain them.

20. (a) Discuss the characteristics of multinational companies.

Or

(b) What are the functions of co-operative society? Explain them.

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B.B.A. (CBCS) DEGREE (Special Supplementary)
EXAMINATION, APRIL 2020.

Fourth Semester

Business Administration – Allied

SECRETARIAL PRACTICE

(For those who joined in July 2017 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1.   Secretary

   (a)   is the promoter of a company

   (b)   is the administrative officer

   (c)   is the director of a company

   (d)   has no link with outsiders

2. A Secretary may be

   (a) Ministerial Secretary

   (b) Secretary of an Embassy

   (c) Secretary of a local body

   (d) All of the above

3. Removal of a Secretary

   (a) is done by Board of Directors

   (b) can be done by workers

   (c) is not at all possible

   (d) is carried out by shareholders

4. Statutory duties of a Secretary include

   (a) issue of share certificate

   (b) keeping of minutes of general meetings

   (c) both (a) and (b)

   (d) appointment of Managers

5. Before making allotment of shares

   (a) they have to be listed in stock exchange

   (b) dividend has to be paid

   (c) letter of allotment is sent

   (d) share certificate need to be issued

6. Equity shareholders

   (a) are the owners of a company

   (b) can attend general meetings

   (c) have the right to vote

   (d) all of the above

7. Acknowledgement of debt of a company is

   (a) dividend   (b) debenture

   (c) profit   (d) prospectus

8. Dividend payment made in between two ordinary general meetings is

   (a) interest

   (b) interim dividend

   (c) charges

   (d) salary

9. Ordinary resolution is required for

   (a) declaration of dividend

   (b) election of directors

   (c) both (a) and (b)

   (d) change of name of the company

10. Minimum number of days required for notice for general meetings is

   (a) 21   (b) 10

   (c) 20   (d) 15

   PART B — (5 × 5 = 25 marks)

   Answer ALL questions, choosing either (a) or (b).

   Each answer should not exceed 250 words.

11. (a) State the qualification of a Company Secretary.

                    Or

   (b) Discuss the functions of a Private Secretary.

12. (a) Why is a Secretary terminated?

                    Or

   (b) Bring out the liabilities of Company Secretary.

13. (a) How does forfeiture of shares take effect?

                    Or

   (b) Discuss briefly contents of prospectus.

14. (a) What are convertible debentures?

                        Or

     (b) What is Dividend? State its importance.

15. (a) Discuss Secretary's duties regarding notice
          for the meeting of Shareholders.

                        Or

     (b) What is Quorum?

                PART C — (5 × 8 = 40 marks)

     Answer ALL questions, choosing either (a) or (b).

        Each answer should not exceed 600 words.

16. (a) Describe the importance of Secretary.

                        Or

     (b) Explain the legal position of Company
          Secretary.

17. (a) How is a Company Secretary appointed?

                        Or

     (b) What are the general duties of a Company
          Secretary?

18. (a) Explain different kinds of shares.

                    Or

     (b) Discuss the duties of a Secretary related to allotment of shares in a company.

19. (a) How does a Secretary facilitate payment of dividend?

                    Or

     (b) Explain the importance of debentures in a company.

20. (a) What is a Special resolution? When it is required?

                    Or

     (b) Explain the duties of a Secretary relating to resolutions at the general meetings of a company.

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Code No. : 24013 E   Sub. Code : AEVS 11

U.G. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

First Semester

Part IV – ENVIRONMENTAL STUDIES – Core

(For those who joined in July 2020 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1.   Environment consists of ——————— types.

(a)   2

(b)   3

(c)   4

(d)   5

2. The national forest policy was introduced in the year.

    (a) 1978   (b) 1988

    (c) 1998   (d) 2008

3. Plants which are enable to produce their own food is known as ——————————

    (a) Heterotrophs   (b) Producers

    (c) Consumers   (d) Parasites

4. Mangroves are found in ——————————

    (a) Andhra   (b) Tamilnadu

    (c) Africa   (d) America.

5. The most fundamental level of biodiversity is

    (a) Species diversity

    (b) Population

    (c) Genetic diversity

    (d) Diversity

6. The international union for conservation of nature is established in ——————————

    (a) India   (b) Switzerland

    (c) America   (d) Russia

7. Major factor for water pollution is

   (a) Refinery

   (b) Smoke

   (c) Industrial effluents

   (d) All of these

8. Land slides caused due to —————

   (a) Rain

   (b) Air

   (c) Radio active pollution

   (d) Drought

9. The environmental protection act came into force in the year —————

   (a) 1986   (b) 1988

   (c) 1990   (d) 1992

10. The Forest Conservation Act was enacted in the year —————

    (a) 1970   (b) 1980

    (c) 1990   (d) 2000

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Justify the need for public awareness about environment.

Or

(b) Write a short note on modern agriculture.

12. (a) Mention about the food chains.

Or

(b) Write a short note on Energy flow.

13. (a) List out the three types of species diversity.

Or

(b) Examine the threats to biodiversity.

14. (a) Explain noise pollution and its effects.

Or

(b) Mention about the solid waste management.

15. (a) Examine the important of wild life protection Act.

Or

(b) Write a short note on population explosion.

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[P.T.O.]

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

16. (a) Explain the forest resources and its associated.

Or

(b) Estimate the land resources and its important.

17. (a) Explain Pond Eco system

Or

(b) Explain forest ecosystem.

18. (a) Write the causes and the factors for the loss of biodiversity.

Or

(b) List out the values of Biodiversity.

19. (a) Write an essay on Air pollution and its control measures.

Or

(b) Elucidate the pollution caused by Industries.

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20. (a) Write an essay on ozone depletion and acid rain.

Or

(b) Examine the importance of the Environment Protection Act.

—————

(7 pages)   **Reg. No. : ....**

Code No. : 24005   **Sub. Code : A 1 MY 11**

U.G. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

First Semester

Part I — Malayalam

MALAYALAKAVITHA

(For those who joined in July 2020 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

ശരിയായ ഉത്തരം തെരഞ്ഞെടുത്തെഴുതുക.

1.   ബാലകാണ്ഡം ഏതു കൃതിയുടെ ഭാഗമാണ്?

    (a)   ശ്രീകൃഷ്ണചരിതം മണിപ്രവാളം

    (b)   അദ്ധ്യാത്മരാമായണം കിളിപ്പാട്ട്

    (c)   മഹാഭാരതം കിളിപ്പാട്ട്

    (d)   രഘുവംശം

2. പൂന്താനത്തിന്റെ കൃതിയേത്?

   (a) ഹരിനാമകീർത്തനം

   (b) കുചേലവൃത്തം വഞ്ചിപ്പാട്ട്

   (c) ജ്ഞാനപ്പാന

   (d) പുത്തൻപാന

3. കുമാരനാശാൻ അവസാനമായി രചിച്ച കൃതി

   (a) കരുണ   (b) വീണപൂവ്

   (c) നളിനി   (d) ലീല

4. ഋഗ്വേദം മലയാളത്തിലേക്ക് പരിഭാഷപ്പെടുത്തിയ കവി

   (a) ആശാൻ   (b) ഉള്ളൂർ

   (c) വള്ളത്തോൾ   (d) കേരളവർമ്മ

5. 'ഓർക്കിലപ്പുമാൻ മനുഷ്യനാണല്ലോ' - ആര് ?

   (a) ശ്രീബുദ്ധൻ   (b) സഖി

   (c) വാസവദത്ത   (d) ഉപഗുപ്തൻ

6. ആരാണ് കന്ദർപ്പൻ ?

    (a) ശ്രീരാമൻ   (b) ലക്ഷ്മണൻ

    (c) കാമദേവൻ   (d) വിശ്വാമിത്രൻ

7. കവിയുടെ വല്മീകത്തിന് മറ്റുള്ളവർ നൽകിയ
    പേരെന്ത്?

    (a) പടവാൾ   (b) ആത്മാവ്

    (c) ദന്തഗോപുരം   (d) ഉറക്കുപാട്ട്

8. സരസ്വതി സമ്മാൻ നേടിയ കവിയാര്?

    (a) ഇടശ്ശേരി   (b) ചങ്ങമ്പുഴ

    (c) സുഗതകുമാരി   (d) കടമ്മനിട്ട

9. 'ഗ്രാമവൃക്ഷത്തിലെ വവ്വാൽ' ആര് എഴുതിയ
    കൃതിയാണ് ?

    (a) റഫീക്ക് അഹമ്മദ്   (b) വിനയചന്ദ്രൻ

    (c) കുമാരനാശാൻ   (d) സാവിത്രിരാജീവൻ

10. 'അഗസ്ത്യഹൃദയം' എന്ന കവിത രചിച്ചതാര് ?

    (a) മധുസൂദനൻ നായർ   (b) പി.പി. രാമചന്ദ്രൻ

    (c) അക്കിത്തം   (d) വീരാൻകുട്ടി

PART B — (5 × 5 = 25 marks)

250 വാക്കിൽ കവിയാതെ അഞ്ചു
ചോദ്യങ്ങൾക്കുത്തരമെഴുതുക.

11. (a) 'കൗതുകമുണ്ടായ് വന്നു ചേതസി കൗശികനും' -
കാരണമെന്ത് ?

അല്ലെങ്കിൽ

(b) "വിശ്വത്തിൽ കർമ്മങ്ങൾ ഒക്കെയും മൂന്നായിട്ടേ
യുള്ളൂ" എന്ന് പൂന്താനം പറയുന്നതെന്തു
കൊണ്ട് ?

12. (a) 'വിശിഷ്ടഭോജ്യങ്ങൾ കാൺകിൽ കൊതിയാ
മാർക്കും' - എന്നു പറയുന്നതെന്തുകൊണ്ട് ?

അല്ലെങ്കിൽ

(b) വള്ളത്തോളിന്റെ വർണ്ണനാപാടവം യേശുവിന്റെ
വർണ്ണനയിൽ എങ്ങനെ പ്രതിഫലിക്കുന്നു?

13. (a) സ്വാതന്ത്ര്യത്തിന്റെ നൂറുനൂറർത്താരകൾ
എവിടെയൊക്കെയാണ് രൂപപ്പെടുന്നത്?

അല്ലെങ്കിൽ

(b) വീണയ്ക്ക് എന്തെല്ലാം മാറ്റങ്ങൾ സൃഷ്ടിക്കുവാൻ
കഴിയുമെന്നാണ് വയലാർ അഭിപ്രായ
പ്പെടുന്നത്?

Page 4   **Code No. : 24005**
[P.T.O.]

14. (a) അത്മശുദ്ധീകരണം തേടുന്നവളാണ്
'അഭിസാരിക'യിലെ നായിക - പരിശോധിക്കുക.

അല്ലെങ്കിൽ

(b) നദിയിൽ നിന്ന് നെയ്യ് മറയുവാനുള്ള
കാരണമെന്ത്?

15. (a) 'കീർത്തനങ്ങളിൽ ദാരികശിരസ്സേന്തിയ രക്ത
ചാമുണ്ഡി' - എന്നു പറയുന്നതെന്തുകൊണ്ട് ?

അല്ലെങ്കിൽ

(b) 'കണ്ണുകളെന്നേയടയ്ക്കാതെവെച്ചമ്മ നിർദ്ദയം'
എന്ന് റഫീക്ക് അഹമ്മദ് പറയുന്നതെന്തു
കൊണ്ട് ?

PART C — (5 × 8 = 40 marks)

600 വാക്കിൽ കവിയാതെ അഞ്ചു
ചോദ്യങ്ങൾക്കുത്തരമെഴുതുക.

16. (a) കീർത്തന സാഹിത്യത്തിലെ പ്രമുഖ കവിയാണ്
പൂന്താനം - വിലയിരുത്തുക.

അല്ലെങ്കിൽ

(b) ലളിതമായ ശൈലിയിൽ ജീവിതചിന്ത
ആവിഷ്ക്കരിച്ചിരിക്കുന്ന കൃതിയാണ് ജ്ഞാനപ്പാന
- ചർച്ച ചെയ്യുക.

17. (a) മലയാള കവിതയിൽ കുമാരനാശാൻ സൃഷ്ടിച്ച പരിവർത്തനമെന്ത്? ഉപന്യസിക്കുക.

അല്ലെങ്കിൽ

(b) സ്നേഹത്തിന്റെ മഹത്ത്വഘോഷണമാണ് കരുണ - വിലയിരുത്തുക.

18. (a) വയലാർ കവിതയിലെ കാല്പനിക ഘടകങ്ങൾ പരിശോധിക്കുക.

അല്ലെങ്കിൽ

(b) മാനവികതയുടെ കവിയാണ് വയലാർ - പാഠഭാഗത്തെ ആധാരമാക്കി വിശദീകരിക്കുക.

19. (a) മനുഷ്യനും പ്രകൃതിയും തമ്മിലുള്ള ബന്ധമാണ് നെയ്യാർ എന്ന കവിതയുടെ അന്തർധാര - പരിശോധിക്കുക.

അല്ലെങ്കിൽ

(b) ആർത്തിക്കുനേരെയുള്ള ഓർമ്മപ്പെടുത്തലാണ് നെയ്യാർ - ഉപന്യസിക്കുക.

20. (a) പുതിയ ജീവിതാനുഭവത്തെ അമ്മത്തൊട്ടിലിൽ ഫറീക്ക് അഹമ്മദ് ചിത്രീകരിച്ചിരിക്കുന്ന തെങ്ങനെ?

അല്ലെങ്കിൽ

(b) പൊള്ളുന്ന അനുഭവത്തെ നൽകുന്ന കവിതയാണ് അമ്മത്തൊട്ടിൽ - പരിശോധി ക്കുക.

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Reg. No. : ....

Code No. : 24005 **Sub. Code : A 1 MY 11**

U.G. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

First Semester

Part I — Malayalam

MALAYALAKAVITHA

(For those who joined in July 2020 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

ശരിയായ ഉത്തരം തെരഞ്ഞെടുത്തെഴുതുക.

1. ബാലകാണ്ഡം ഏതു കൃതിയുടെ ഭാഗമാണ്?

    (a) ശ്രീകൃഷ്ണചരിതം മണിപ്രവാളം

    (b) അദ്ധ്യാത്മരാമായണം കിളിപ്പാട്ട്

    (c) മഹാഭാരതം കിളിപ്പാട്ട്

    (d) രഘുവംശം

2. പൂന്താനത്തിന്റെ കൃതിയേത്?

    (a) ഹരിനാമകീർത്തനം

    (b) കുചേലവൃത്തം വഞ്ചിപ്പാട്ട്

    (c) ജ്ഞാനപ്പാന

    (d) പുത്തൻപാന

3. കുമാരനാശാൻ അവസാനമായി രചിച്ച കൃതി

    (a) കരുണ   (b) വീണപൂവ്

    (c) നളിനി   (d) ലീല

4. ഋഗ്വേദം മലയാളത്തിലേക്ക് പരിഭാഷപ്പെടുത്തിയ കവി

    (a) ആശാൻ   (b) ഉള്ളൂർ

    (c) വള്ളത്തോൾ   (d) കേരളവർമ്മ

5. 'ഓർക്കിലപ്പുമാൻ മനുഷ്യനാണല്ലോ' - ആര് ?

    (a) ശ്രീബുദ്ധൻ   (b) സഖി

    (c) വാസവദത്ത   (d) ഉപഗുപ്തൻ

6. ആരാണ് കന്ദർപ്പൻ ?

(a) ശ്രീരാമൻ   (b) ലക്ഷ്മണൻ

(c) കാമദേവൻ   (d) വിശ്വാമിത്രൻ

7. കവിയുടെ വല്മീകത്തിന് മറ്റുള്ളവർ നൽകിയ പേരെന്ത്?

(a) പടവാൾ   (b) ആത്മാവ്

(c) ദന്തഗോപുരം   (d) ഉറക്കുപാട്ട്

8. സരസ്വതി സമ്മാൻ നേടിയ കവിയാര്?

(a) ഇടശ്ശേരി   (b) ചങ്ങമ്പുഴ

(c) സുഗതകുമാരി   (d) കടമ്മനിട്ട

9. 'ഗ്രാമവൃക്ഷത്തിലെ വവ്വാൽ' ആര് എഴുതിയ കൃതിയാണ് ?

(a) റഫീക്ക് അഹമ്മദ്   (b) വിനയചന്ദ്രൻ

(c) കുമാരനാശാൻ   (d) സാവിത്രിരാജീവൻ

10. 'അഗസ്ത്യഹൃദയം' എന്ന കവിത രചിച്ചതാര് ?

(a) മധുസൂദനൻ നായർ   (b) പി.പി. രാമചന്ദ്രൻ

(c) അക്കിത്തം   (d) വീരാൻകുട്ടി

PART B — (5 × 5 = 25 marks)

250 വാക്കിൽ കവിയാതെ അഞ്ചു
ചോദ്യങ്ങൾക്കുത്തരമെഴുതുക.

11. (a) 'കൗതുകമുണ്ടായ് വന്നു ചേതസി കൗശികനും' -
കാരണമെന്ത് ?

അല്ലെങ്കിൽ

(b) "വിശ്വത്തിൽ കർമ്മങ്ങൾ ഒക്കെയും മൂന്നായിട്ടേ
യുള്ളൂ" എന്ന് പൂന്താനം പറയുന്നതെന്തു
കൊണ്ട് ?

12. (a) 'വിശിഷ്ടഭോജ്യങ്ങൾ കാൺകിൽ കൊതിയാ
മാർക്കും' - എന്നു പറയുന്നതെന്തുകൊണ്ട് ?

അല്ലെങ്കിൽ

(b) വള്ളത്തോളിന്റെ വർണ്ണനാപാടവം യേശുവിന്റെ
വർണ്ണനയിൽ എങ്ങനെ പ്രതിഫലിക്കുന്നു?

13. (a) സ്വാതന്ത്ര്യത്തിന്റെ നൂറുനൂറൂൾത്താരകൾ
എവിടെയൊക്കെയാണ് രൂപപ്പെടുന്നത്?

അല്ലെങ്കിൽ

(b) വീണയ്ക്ക് എന്തെല്ലാം മാറ്റങ്ങൾ സൃഷ്ടിക്കുവാൻ
കഴിയുമെന്നാണ് വയലാർ അഭിപ്രായ
പ്പെടുന്നത്?

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[P.T.O.]

14. (a) ആത്മശുദ്ധീകരണം   തേടുന്നവളാണ്
'അഭിസാരിക'യിലെ നായിക - പരിശോധിക്കുക.

അല്ലെങ്കിൽ

(b) നദിയിൽ   നിന്ന്   നെയ്യ്   മറയുവാനുള്ള
കാരണമെന്ത്?

15. (a) 'കീർത്തനങ്ങളിൽ   ദാരികശിരസ്സേന്തിയ   രക്ത
ചാമുണ്ഡി' - എന്നു പറയുന്നതെന്തുകൊണ്ട് ?

അല്ലെങ്കിൽ

(b) 'കണ്ണുകളെന്നേയടയ്ക്കാതെവെച്ചമ്മ   നിർദ്ദയം'
എന്ന് റഫീക്ക് അഹമ്മദ് പറയുന്നതെന്തു
കൊണ്ട് ?

PART C — (5 × 8 = 40 marks)
600 വാക്കിൽ കവിയാതെ അഞ്ചു
ചോദ്യങ്ങൾക്കുത്തരമെഴുതുക.

16. (a) കീർത്തന സാഹിത്യത്തിലെ പ്രമുഖ കവിയാണ്
പൂന്താനം - വിലയിരുത്തുക.

അല്ലെങ്കിൽ

(b) ലളിതമായ   ശൈലിയിൽ   ജീവിതചിന്ത
ആവിഷ്കരിച്ചിരിക്കുന്ന കൃതിയാണ് ജ്ഞാനപ്പാന
- ചർച്ച ചെയ്യുക.

17. (a) മലയാള കവിതയിൽ കുമാരനാശാൻ സൃഷ്ടിച്ച പരിവർത്തനമെന്ത്? ഉപന്യസിക്കുക.

അല്ലെങ്കിൽ

(b) സ്നേഹത്തിന്റെ മഹത്ത്വഘോഷണമാണ് കരുണ - വിലയിരുത്തുക.

18. (a) വയലാർ കവിതയിലെ കാല്പനിക ഘടകങ്ങൾ പരിശോധിക്കുക.

അല്ലെങ്കിൽ

(b) മാനവികതയുടെ കവിയാണ് വയലാർ - പാഠഭാഗത്തെ ആധാരമാക്കി വിശദീകരിക്കുക.

19. (a) മനുഷ്യനും പ്രകൃതിയും തമ്മിലുള്ള ബന്ധമാണ് നെയ്യാർ എന്ന കവിതയുടെ അന്തർധാര - പരിശോധിക്കുക.

അല്ലെങ്കിൽ

(b) ആർത്തിക്കുനേരെയുള്ള ഓർമ്മപ്പെടുത്തലാണ് നെയ്യാർ - ഉപന്യസിക്കുക.

20. (a) പുതിയ ജീവിതാനുഭവത്തെ അമ്മത്തൊട്ടിലിൽ ഫറീക്ക് അഹമ്മദ് ചിത്രീകരിച്ചിരിക്കുന്ന തെങ്ങനെ?

    അല്ലെങ്കിൽ

    (b) പൊള്ളുന്ന അനുഭവത്തെ നൽകുന്ന കവിതയാണ് അമ്മത്തൊട്ടിൽ - പരിശോധി ക്കുക.

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Code No. : 22466 E   **Sub. Code : SMBA 33**

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

Third Semester

Business Administration – Main

FINANCIAL ACCOUNTING

(For those who joined in July 2017 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1.   This system is universally followed in accounting:

   (a)   Single Entry System

   (b)   Double Entry System

   (c)   Cash Accounting

   (d)   Cost Accounting

2.   The basic function of financial accounting is to:

   (a)   Assist the management in performing managerial functions

   (b)   Record all business transactions

   (c)   Controlling business

   (d)   Analysis and interpretation of financial data

3. A trial balance prepared after taking into account the effect of adjusting entries is known as

   (a) financial trial balance

   (b) Adjusted trial balance

   (c) Unadjusted trial balance

   (d) Normal trial balance

4. On debit side of trading Account we record

   (a) Direct Expense

   (b) Indirect Expense

   (c) Miscellaneous Expense

   (d) None of these

5. Depreciation is a process of :

   (a) Allocation

   (b) Valuation

   (c) Both valuation and allocation

   (d) Determination

6. Under the straight line method of providing depreciation it :

   (a) Increase every year

   (b) Decreases every year

   (c) Remain constant every year

   (d) First increases then decreases

7. The receipts and payments account of a non-profit organization is a

   (a) Nominal account

   (b) Income statement account

   (c) Real account

   (d) Financial statement

8. Which of the following is generally considered as a non-profit oriented organization?

   (a) Charitable organization

   (b) Corporation

   (c) Audit firms

   (d) Insurance companies

9. Single entry system has effect :

   (a) One effect   (b) Double effect

   (c) Triple effect   (d) Multi effect

10. In single entry system, it is not possible to prepare:

    (a) Receipts and payments A/c

    (b) Trial balance

    (c) Balance sheet

    (d) Account sales

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the advantages of Accounting.

Or

(b) What are Books of Accounts?

12. (a) Write short notes on:

(i) Compensating Error

(ii) Error of Commission

Or

(b) Mr. Hari has prepared the following Trial balance. You are required to correct it and prepare a corrected Trial Balance.

S. No	Name of Account	Debit (Rs)	Credit (Rs)
1	Capital	-	15,560
2	Sales	-	27,560
3	Sales returns	-	980
4	Drawings	5,640	-
5	Debtors	-	5,300
6	Premises	7,410	-
7	Purchases	12,680	-
8	Return outwards	2,640	-
9	Loan from Vijay	-	2,500
10	Creditors	5,280	-
11	Admin Expenses	7,840	-
12	Cash in hand	1,420	-
13	Bills Payable	1,000	-
14	Wages	5,980	-
15	Opening stock	-	2,640
16	Factory Expenses	4,650	-
	Total	54,540	54,540

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13. (a) Explain the objects of making provision for depreciation.

Or

(b) A Machine was purchased for Rs.30,000 on1.1.18. It is expected to last for 5 years. Estimated scrap at the end of five years is Rs.5,000. Find out the rate of depreciation under the straight line method.

14. (a) Detail the steps in converting Receipt and Payment Account into Income and Expenditure Account.

Or

(b) On 31.12.2000, subscriptions outstanding were Rs.10,000 and received in advance for 2001 Rs.8,000.

During 2001, subscriptions received were Rs.80,000 including Rs.7,000 towards the dues of the year 2000. On 31.12.2001, total subscriptions outstanding were Rs.12,000 and received in advance for 2002 Rs.6,000. You are required to show;

(i) Subscriptions to be credited to Income & Expenditure A/c and

(ii) Extract from Balance Sheet of 2001 showing the items relating to subscriptions.

15. (a) Discuss the Advantages of Single Entry System.

Or

(b) From the following ascertain Opening stock on 1.1.2016.

	Rs
Purchases made during 2016	2,50,000
Sales made during 2016	3,25,000
Stock on 31.12.2016	60,000
Wages	3,000
Rate of gross profit on cost	25%

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Detail the Generally Accepted Accounting Principles.

Or

(b) Explain the Nature and Objectives of Accounting.

17. (a) Discuss the Clerical Errors in detail.

Or

(b) Prepare Trading and Profit & Loss A/c for the year 2017 and a Balance Sheet as on that date:

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	Rs.		Rs.
Salaries	5,500	Creditors	9,500
Rent	1,300	Sales	32,000
Cash	1,000	Capital	30,000
Debtors	40,000	Loans	10,000
Trade Expenses	600		
Purchases	25,000		
Advances	2,500		
Bank Balance	5,600		
	81,500		81,500

Adjustments:

(i) The closing stock amounted to Rs.9,000

(ii) One month's salary is outstanding

(iii) One month's rent has been paid in advance

(iv) Provide 5% for doubtful debts

18. (a) Differentiate Straight Line Method from Written Down Value Method of Depreciation

Or

(b) A company acquired a machine on 1.1.18 at a cost of Rs. 40,000 and spent Rs.1,000 on its installation. The firm writes off depreciation at 10% on the diminishing balance. The books are closed on 31st December of each year. Show the machinery A/c for 3 years.

19. (a) What is Income & Expenditure Account? Explain the steps in its preparation.

Or

(b) The following is the Receipts and Payments A/C of Delhi football Association for the first year ending 31st Dec 1987.

Receipts	Rs	Payments	Rs
To Donation	50,000	By Pavilion (Constructed)	40,000
To Reserve Fund (Life membership and Entrance fees received)	4,000	By Expenses in Connection with matches	900
To Receipts from football matches	8,000	By Furniture	2,100
Revenue Receipts:		By Investments at cost	16,000
To Subscriptions	5,200	Revenue Payments:	
To Locker rents	50	By Salaries	1,800
To Interest on securities	240	By Wages	600
To sundries	350	By Insurance	350
		By Telephone	250
		By Electricity	110
		By Sundry expenses	210
		By Balance on hand	5,520
	67,840		67,840

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Additional Information:

(i) Subscriptions outstanding for 1987 are Rs.250

(ii) Salaries unpaid for 1987 are Rs.170

(iii) Wages unpaid for1987 Rs.90

(iv) Outstanding bill for sundry expenses Rs.40

(v) Donations received have to be capitalized

Prepare from the details given above an Income and Expenditure A/C for the year ended 31.12.1987 and the Balance Sheet of the Association as on that data.

20. (a) How will you ascertain profit under Single Entry System?

Or

(b) Mr. Siddhu keeps his books of accounts under single entry system. His financial position on 31.12.15 and 31.12.16 was as follows:

	2015 (Rs)	2016 (Rs)
Cash	9,860	800
Stock in trade	38,520	57,020
Plant & Machinery	54,420	61,000
Bills Receivable	-	16,480

Debtors	24,840	43,940
Creditors	72,040	80,000
Furniture	4,960	5,220
Drawings	-	5,000

During the year he introduced additional capital of Rs. 20,000.

From the above particulars prepare a statement of profit and loss of Mr. Siddhu for the year ended 31.12.16.

———————

Reg. No. :..

Code No. : SS 22463 E   **Sub. Code : SMBA 22**

B.B.A. (CBCS) DEGREE (Special Supplementary)
EXAMINATION, APRIL 2020.

Second Semester

Business Administration – Main

BUSINESS MATHEMATICS

(For those who joined in July 2017 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1.   If $A(-3, 3)$ and $B(5, 9)$ then the distance between
     A and B is
     (a)   0   (b)   1
     (c)   10   (d)   None of the above

2.   The equation of the line which passes through
     (2, 4) and (3, 4)
     (a) $x + y = 0$ (b) $y = 4$
     (c) $5x + 8y = 0$ (d)   None of the above

3. The differential coefficient of e^{2x} with respect to x is

(a) $2e^{2x}$ (b) e^x

(c) $2e^x$ (d) None of the above

4. Let $y = 5x + 2\log x$, then $\dfrac{dy}{dx} =$ _____

(a) $5 + \dfrac{2}{x}$ (b) $5x^2 + 2$

(c) $5x + \dfrac{2}{x}$ (d) $\dfrac{2}{x}$

5. The maximum and minimum values of a function are called the _____ values of the function.

(a) Extreme

(b) Middle

(c) Absolute

(d) None of the above

6. If $y = 6x^4$, then $\dfrac{d^2y}{dx^2} =$ _____

(a) $20x^3$ (b) $24x^3$

(c) $6x^3$ (d) $72x^2$

7. Under this method interest earns interest
   (a) Simple interest
   (b) Compound interest
   (c) True discount
   (d) None of the above

8. When the payments fall due at the beginning of each interval, the annuity is called
   (a) Annuity due
   (b) Perpetual Annuity
   (c) Immediate Annuity
   (d) None of the above

9. If a matrix has only one row, then that matrix is called
   (a) Diagonal matrix
   (b) Row matrix
   (c) Column matrix
   (d) None of the above

10. Two matrices can be added if and only if they are of the _____
    (a) Inverse order
    (b) Same order
    (c) Different order
    (d) None of the above

Page 3   **Code No. : SS 22463 E**

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b) in 250 words.

11. (a) Find the equation of the line passing through the point (2, –3) having the slope – 5/7.

Or

(b) The fixed cost is Rs.60,000 and cost increases by Rs.2.50 for each Rs.4 increase in sales. Find the Break Even Point.

12. (a) Find the differential coefficient of z with respect to x; when $z = y^2 + 1$ and $y = x^3 + 3x$.

Or

(b) The total cost C of making x units of product is $C = 0.00003x^3 - 0.045x^2 + 8x + 25,000$. Find the marginal cost at 1000 units of output.

13. (a) Examine the function $y = 22x^3 - x^2 + 5$ for maximum and minimum.

Or

(b) Find the point of inflexion, in any, of the function $y = x^4 - 4x + 1$.

14. (a) In how many years will Rs.2,800 amount to Rs.5,234.50 at 9% simple interest?

Or

(b) Find the amount of an annuity of Rs.2,000 per annum for 10 years reckoning compound interest at 10% p.a.

15. (a) If $A = \begin{bmatrix} 4 & 6 & 9 \\ 3 & 5 & 10 \end{bmatrix}$ and $B = \begin{bmatrix} 5 & 0 & 1 \\ 4 & -7 & -3 \end{bmatrix}$

Show that $A + B = B + A$.

Or

(b) Solve the following system of equations using matrix inversion.

$x + y + z = -3$

$3x + y - 2z = -2$

$2x + 4y + 7z = 7$

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b) in 600 words.

16. (a) A line passes through (–3, 10) and sum of its intercepts on axes is 8. Find the equation.

Or

(b) A company expects fixed costs to be Rs.30,000 and variable cost to be Rs.42,000 when the sales will be Rs.60,000.

(i) Write down the equation relating sales and expenses.

(ii) Find the Break Even Point.

(iii) What will be the profit when the sales is Rs.1,20,000?

17. (a) Find the differential coefficient of y with respect to x ; when (i) $y = 1/(2x+3)$ and (ii) $y = x^2 \log_a x$.

Or

(b) The total cost of making x units is C, where
$C = 150 + 5x + 0.01x^2$.

(i) Find the total cost of making

(1) 100 units   (2) 101 units.

(ii) Find the Marginal cost at

(1) 100 units   (2) 101 units.

18. (a) A manufacturer can sell x items per month at a price of $p = 300 - 2x$ rupees. Producing x items costs the manufacturer y rupees where $y = 20x + 1000$. How much production will yield maximum profits?

Or

(b) An organization charges its subscribers Rs.75 per period less Re.0.25 for every subscriber when the number of subscribers exceeds 20; what number of subscribers would lead to a maximum revenue for the organization and what this maximum revenue be?

19. (a) A sum of money become Rs.9,195.79 in 14 months and Rs.10,259.46 in 25 months when interest is compounded monthly. Find the rate of interest per annum and the principal.

Or

(b) If an investor plans investing Rs.100 per year in a savings plan that earns 5% interest per annum compounded annually. What is the sum of annuity payments at the end of 10 years?

20. (a) Find the inverse of the matrix

$$A = \begin{pmatrix} 1 & 1 & 1 \\ 1 & 2 & 3 \\ 1 & 4 & 9 \end{pmatrix}.$$

Or

(b) Solve by inverse matrix method.

$2x - y + 3z = 1$

$x + y + z = 2$

$x - y + z = 4$

——————

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Code No. : 22467 E Sub. Code : SMBA 34

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

Third Semester

Business Administration — Main

ORGANISATIONAL BEHAVIOUR

(For those who joined in July 2017 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. OB tries to solve human behavioural problems and so it is _____ science.

    (a) Nounative (b) Inter disciplinary

    (c) Pure (d) Applied

2. Political science has contributed about _____ to OB.

    (a) Authority (b) Power

    (c) Democracy (d) Federalism

3. As values are transmitted from generation to generation it is _____.

   (a) Transferred

   (b) Inculcated

   (c) Adaptive

   (d) Learat

4. High rate of labour turnover is a symptom of _____ Morale.

   (a) Low

   (b) High

   (c) Stable

   (d) Consistent

5. By individuals preferring to work in groups satisfies _____ needs.

   (a) Inner   (b) Esteem

   (c) Group   (d) Social

6. Greater the degree of _____ Mou will be the cohesiveness.

   (a) Dominance   (b) Independence

   (c) Dependence   (d) Freedom

7. In Managerial Grid, Team Management refers to the point _____.

   (a) 1,1   (b) 9, 1

   (c) 1, 9   (d) 9, 9

8. Having a key person in a desirable note in designing the change is called _____.

   (a) Coersion   (b) Change agent

   (c) Collaborating   (d) Cooption

9. Cultures are a barrier to _____ .

   (a) Identity   (b) Stability

   (c) Commitment   (d) Change

10. When job redesign, add responsibilities to existing job it is _____.

   (a) Job enrichment

   (b) Job enlargement

   (c) Job simplification

   (d) Job specification

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Brief the findings of Hawthorne studies.

    Or

    (b) How other sciences have contributed to the study of OB.

12. (a) Spell out the nature of values.

    Or

    (b) Illustrate the models of man.

13. (a) How do conflicts emerge?

    Or

    (b) Brief Herzberg's Two Factor Theory.

14. (a) How do workers react to change?

    Or

    (b) Illustrate two styles of leadership.

15. (a) Specify the functions of culture.

Or

(b) Brief the objectives of OD.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Illustrate the nature of organizational behaviuor.

Or

(b) Discuss the elements of systems approach to Management.

17. (a) Spell out methods for change of attitudes.

Or

(b) Discuss the steps to improve morale in organization.

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18. (a) Detail the strategies to handle organizational conflict.

Or

(b) Explain the perception process and factors affecting perceptual selectivity.

19. (a) Why do workers resist a change?

Or

(b) Illustrate the various types of counselling.

20. (a) Spell out the different types of culture and its qualities.

Or

(b) Discuss the steps in organizational development.

—————

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Code No. : 22467 E   **Sub. Code : SMBA 34**

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

Third Semester

Business Administration — Main

ORGANISATIONAL BEHAVIOUR

(For those who joined in July 2017 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. OB tries to solve human behavioural problems and so it is _____ science.

    (a) Nounative   (b) Inter disciplinary

    (c) Pure   (d) Applied

2. Political science has contributed about _____ to OB.

    (a) Authority   (b) Power

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4. High rate of labour turnover is a symptom of _____ Morale.

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10. When job redesign, add responsibilities to existing job it is _____.

    (a) Job enrichment

    (b) Job enlargement

    (c) Job simplification

    (d) Job specification

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Brief the findings of Hawthorne studies.

Or

     (b) How other sciences have contributed to the study of OB.

12. (a) Spell out the nature of values.

Or

     (b) Illustrate the models of man.

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Or

     (b) Brief Herzberg's Two Factor Theory.

14. (a) How do workers react to change?

Or

     (b) Illustrate two styles of leadership.

15. (a) Specify the functions of culture.

Or

(b) Brief the objectives of OD.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Illustrate the nature of organizational behaviuor.

Or

(b) Discuss the elements of systems approach to Management.

17. (a) Spell out methods for change of attitudes.

Or

(b) Discuss the steps to improve morale in organization.

Page 5 **Code No. : 22467 E**

18. (a) Detail the strategies to handle organizational conflict.

Or

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19. (a) Why do workers resist a change?

Or

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20. (a) Spell out the different types of culture and its qualities.

Or

(b) Discuss the steps in organizational development.

————————

SUBJECT CODE : SMBA 43

Part – A (10 X 1 = 10 marks)
Answer all questions, choose the correct answer

1. Banks implement the RBI's _____ policies.

   a) Monetary   b) Credit   c) Commercial   d) Both (a) and (b)

2. _____ is regarded as the fourth element of the financial system.

   a) Financial services   b) Financial markets

   c) Financial instruments   d) Financial institutions

3. Non fund based activities are also called as _____.

   a) Fund capital based   b) Interest based

   c) Fee based   d) Managing the capital issue.

4. In hire purchase system, each installment is treated as _____ till the last installment is paid.

   a) Interest   b) Hire charge   c) Payment   d) Credit

5. Which of the following document must be read carefully in order to get details on risk factors before investing in Mutual Fund Units?

   a) KIM   b) SAI   c) SID   d) None of the above

6. The company which sets up mutual fund is called --------------------.

   a) sponsor   b) trustee   c) agent   d) asset manager

7. ------------- is a financial intermediary who helps to mobilize and transfer capital from those who possess it to those who need it.

   a) Lease finance   b) Venture capital   c) Merchant banker   d) hire purchaser

8. Functions of a factor exclude -------------.

   a) Credit rating   b) Credit recording

   c) Credit administration   d) Credit financing.

9. Merchant bank is an organization that ------------.
   a) Underwrites securities for corporations   b) Advice clients on mergers

   c) Involved in ownership of commercial ventures   d) All of the above

10. Credit rating is only a ----------------- and not recommendation to a debt instrument.

 a) license   b) guidance   c) acceptance   d) remittance

PART – B – (5 x 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. a) List out the salient features of financial services.
(or)
 b) Write a note on the growth of financial services in India.

12. a) Describe any five fund based financial services.
(or)
 b) Explain the contents of a lease agreement.

13. a) Give the classification of Mutual funds.
(or)
 b) What are the risks associated with mutual funds?

14. a) What is Factoring? Explain its modus operandi.
(or)
 b) State the benefits of forfeiting.

15. a) Discuss the qualities required for a Merchant banker.
(or)
 b) What are the advantages of credit rating?

PART – C – (5 x 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

16. a) Explain the financial services available in India.
(or)
 b) Describe the problems faced by the financial services sector.

17. a) Discuss the differences between Hire purchase and Leasing.
(or)
 b) List out the advantages and disadvantages of Hire purchase.

18. a) State the benefits of Mutual funds.
(or)
 b) Explain the SEBI regulation on the Mutual funds.

19. a) Briefly explain the various services rendered by factoring intermediaries.
(or)
 b) Explain the characteristics of venture capital.

20. a) Discuss the role of Merchant Bankers in the Capital Market.
(or)
 b) Explain briefly the credit rating process.

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Code No. : 22464 E   Sub. Code : SMBA 31

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

Third Semester

Business Administration — Main

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2017 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. It is the process of influencing for the purpose of achieving shared goals.
    (a) Management   (b) Friendship
    (c) Leadership   (d) Authority

2. ———— is the 'Father of Scientific Management'.
    (a) Henry L. Gantt   (b) Henri Fayol
    (c) Elton Mayo   (d) F.W. Taylor

3. The first and foremost function of management is _____.

   (a) Planning   (b) Organising

   (c) Controlling   (d) Co-ordinating

4. These are general statements or understandings that guide managers' thinking in decision making.

   (a) Strategies   (b) Policies

   (c) Instructions   (d) Norms

5. Under this organisation, there is a group of experts for advice and guidance in business planning and execution.

   (a) Line   (b) Functional

   (c) Line and Staff   (d) Committee

6. The term span of management is also known as _____.

   (a) Span of business   (b) Span of control

   (c) Span of activity   (d) Span of planning

7. Communication that flow from superior to subordinates is —————

   (a) Downward communication

   (b) Upward communication

   (c) Horizontal communication

   (d) Informal communication

8. A manager resolving conflict among organizational members performs the following function.

   (a) Controlling   (b) Commanding

   (c) Directing   (d) Leading

9. The extent to which power and authority are retained at the top is called as —————.

   (a) Centralization   (b) Decentralization

   (c) Responsibility   (d) Accountability

10. The delegation of authority flows

    (a) Downward   (b) Upward

    (c) Horizontal   (d) No flow at all

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Write down the important functions of management.

Or

(b) "Managing Practice is an Art". Discuss.

12. (a) What are the important characteristics of planning?

Or

(b) Write down the process of decision making.

13. (a) Write down the principles of organizing.

Or

(b) What are the factors that decide the span of management?

14. (a) Write down the importance of effective direction.

Or

(b) What are the requirements for the effective Control?

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[P.T.O.]

15. (a) What are the various steps in controlling?

Or

(b) Write down the advantages of delegation.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Discuss management as a system bringing out its basic features as such.

Or

(b) Explain the main elements of Taylor's Scientific Management.

17. (a) Explain the major steps in the planning process.

Or

(b) Explain the various techniques of forecasting.

18. (a) Discuss the different forms of organizational structure.

Or

(b) Explain the factors to be considered while designing a suitable departmentation.

19. (a) Discuss the principles and techniques of directing.

Or

(b) Explain the guidelines for ensuring effective communication.

20. (a) Discuss the characteristics of an ideal control system.

Or

(b) Explain the merits and demerits of decentralization.

————————

(6 pages)   **Reg. No. :** ....

Code No. : SS 32054   Sub. Code : JNTL 4 A/ SNTL 4 A

U.G. (CBCS) DEGREE (Special Supplementary)
EXAMINATION, APRIL 2020.

Fourth Semester

Tamil

Non Major Elective – அறிமுகத்தமிழ் – தாள் : 2

(For those who joined in July 2016 onwards)

Time : Three hours   Maximum : 75 marks

பகுதி அ — (10 × 1 = 10 மதிப்பெண்கள்)

அனைத்து வினாக்களுக்கும் விடை தருக.

சரியான விடையைத் தேர்வு செய்க.

1.   'ஓடி விளையாடு பாப்பா' என்ற பாடலைப் பாடியவர் யார்?

   (அ) திருவள்ளுவர்

   (ஆ) பாரதிதாசன்

   (இ) பாரதியார்

   (ஈ) கவிமணி

2. நன்றியை

   (அ) போற்றேல்   (ஆ) மறவேல்

   (இ) பேணேல்   (ஈ) நினையேல்

3. அறிவால் புலியை வெல்வேன் என்று கூறியது எது?

   (அ) மாடு   (ஆ) நாய்

   (இ) ஆடு   (ஈ) பூனை

4. கூடி வாழ வழி என்ன?

   (அ) வேற்றுமை

   (ஆ) ஒற்றுமை

   (இ) பிரிவு

   (ஈ) துணிவு

5. 'உள்ளம்' எதனின் உறைவிடமாய் இருத்தல் வேண்டும்

   (அ) வீரம்   (ஆ) பகைமை

   (இ) ஆசை   (ஈ) உண்மை

6. இணையான பொருள் தருக – 'ஆறு'

   (அ) வழி

   (ஆ) ஊர்

   (இ) இடம்

   (ஈ) மரம்

7. அணில் எப்படி ஒலி எழுப்பும்?

   (அ) கீச்கீச்   (ஆ) காகா

   (இ) மாமா   (ஈ) உஸ் உஸ்

8. சிலப்பதிகாரத்தை எழுதியவர் யார்?

   (அ) நக்கீரர்   (ஆ) இளங்கோவடிகள்

   (இ) சேக்கிழார்   (ஈ) வீரமாமுனிவர்

9. "கோதை மதிநிறைந்தவள்" என்னும் தொடரில் 'மதி' என்பது எதனைக் குறிக்கிறது?

   (அ) அன்பு   (ஆ) அறிவு

   (இ) அழகு   (ஈ) பொருள்

10. 'உவகை' என்பதன் பொருள் யாது?

   (அ) கடல்

   (ஆ) தேர்

   (இ) கப்பல்

   (ஈ) மகிழ்ச்சி

   பகுதி ஆ — (3 × 5 = 15 மதிப்பெண்கள்)

   அனைத்து வினாக்களுக்கும் விடை தருக.

   மனப்பாடப்பகுதி

11. 'உலகு' என முடியும் திருக்குறளை எழுதுக.

12. 'தக' என முடியும் குறளை எழுதுக.

13. ஏதேனும் ஐந்து ஆத்திசூடி வரிகளைத் தருக.

பகுதி இ — (50 மதிப்பெண்கள்)

அனைத்து வினாக்களுக்கும் விடை தருக.

இணையான பொருள் தரும் சொல்லை எழுதுக.

(5 × 2 = 10)

14. (அ) ஆறுவது ——————— (சினம், அன்பு)

(ஆ) உளமறிய ஒருவர் ——————— கூறக்கூடாது.
(பொய், மெய்)

(இ) திருமந்திரம் நூலாசிரியர் ——————— (கம்பர்,
திருமூலர்)

(ஈ) உண்மை பேசுவதை உயர்ந்த ———————
(தவறு, அறம்)

(உ) ஆட்டுக்குட்டிக்குத் தப்பிச்செல்ல ———————
தெரியவில்லை (வழி, வள)

15. கீழ்க்காணும் சொற்களுக்குப் பொருள் தருக.

(10 × 1 = 10)

(அ) அரிது   –

(ஆ) இதழ்   –

(இ) அன்னை   –

(ஈ) ஆழி   –

(உ) கலம்   –

(ஊ) திங்கள்   –

(எ) தோழன்　－

(ஏ) ஒலி　－

(ஐ) பூ　－

(ஒ) இரக்கம்　－

16. தமிழில் மொழி பெயர்க்க :　　　(15 மதிப்பெண்கள்)

1. Vaigai is one of the rivers in Tamil Nadu.

2. There is no birds on this tree.

3. The boys are playing kabadi.

4. Who gave you these sweets?

5. My garden is full of flowers.

6. Kindly lend me your book.

7. I am the elder boy in our family.

8. My favorate flower is rose.

9. She is not going to college today.

10. Our school is located near the temple.

11. Do not write anything on desks.

12. We must do our duties properly.

13. The girls are walking near the bridge.

14. We celebrated Deewali with crackers.

15. Mala is the best student in this class.

17. கட்டுரை/கடிதம் வரைதல் : (1 × 15 = 15)

   (அ) தட்டச்சர் வேலைகேட்டு மாவட்ட ஆட்சியருக்கு ஒரு விண்ணப்பம் வரைக.

   (அல்லது)

   (ஆ) கிரிக்கெட் விளையாட்டினை வர்ணனை செய்க.

_____

Code No.:   SS32049   Sub. Code : J1TL21/S1TL21

UG (CBCS) DEGREE SPECIAL SUPPLEMENTARY EXAMINATION, April - 2020

Second Semester

PART – I – Tamil

Pothu Tamil – Paper II

(For those who joined in July 2016 onwards)

Time: Three hours   Maximum: 75 marks

பகுதி — அ (10 X 1 = 10 மதிப்பெண்கள்)
அனைத்து வினாக்களுக்கும் விடை தருக.   சரியான விடையைத் தேர்ந்தெடுத்தெழுதுக.

1. அரக்கனார் அருவரை எடுத்தவன் அலறிட நெருக்கியவர் யார்?
   (அ) பிரம்மன்   (ஆ) திருமால்
   (இ) சிவன்   (ஈ) இந்திரன்

2. பெருமாள் திருமொழியைப் பாடியவர் யார்?
   (அ) நக்கீரர்   (ஆ) குலசேகர ஆழ்வார்   (இ) பெரியாழ்வார் (ஈ) திருப்பாணாழ்வார்

3. கீழ்க்காணும் சொற்களில் திருந்திய சொல்லைத் தேர்ந்தெடுக்க.
   (அ)அண்ணாக்கயிறு   (ஆ) அர்ணாக்கயிறு   (இ) அர்ணைக்கயிறு   (ஈ) அரைஞாண்கயிறு

4. கீழ்வருவனவற்றில் பெயர்ச்சொல் எது?
   (அ) வந்தான்   (ஆ) பாடியது   (இ) குடம்   (ஈ) செல்க

5. 'இலக்கிய விமர்சனத்தின் தத்துவங்கள்' என்ற நூலை எழுதியவர் யார்?
   (அ) அபர்க்ரோம்பி   (ஆ) ரோமன் ரோலான்   (இ) ஸ்மித் டன்   (ஈ) பார்க்கர்

6. 'தெம்மாங்கு பாவலன்' என்று புகழப்படுபவர் யார்?
   (அ) பாரதியார்   (ஆ) பாரதிதாசன்   (இ) கவிமணி   (ஈ) ந.பிச்சமூர்த்தி

7. கவிமணியின் தாய் பெயர் யாது?
   (அ) தனலட்சுமி அம்மாள்   (ஆ) லஷ்மி அம்மாள்
   (இ) ஜெகதாம்பாள்   (ஈ) ஆதிலட்சுமி அம்மாள்

8. பாலும் தேனும் பருகுவது போன்று கவிமணிக்கு ஆர்வத்தைத் தருவது எது?
   (அ) வீணை மீட்டல்   (ஆ) சாசன ஆராய்ச்சி
   (இ) மொழிபெயர்ப்பு   (ஈ) பாடல் புனைதல்

9. பெரியபுராணத்தை இயற்றியவர் யார்?
   (அ) மாணிக்கவாசகர்   (ஆ) திருநாவுக்கரசர்   (இ) திருஞானசம்பந்தர்
   (ஈ) சேக்கிழார்

10. ஆசாரக் கோவையில் எத்தனை பாடல்கள் உள்ளன?
    (அ) 60   (ஆ) 80   (இ) 100   (ஈ) 120

வினா (அ) அல்லது (ஆ) தேர்வு செய்து எழுதுக.
அனைத்து வினாக்களுக்கும் 250 சொற்களுக்கு மிகாமல் விடை தருக.

11. (அ) திருஞானசம்பந்தர் இறைவனைப் பற்றி கூறும் கருத்துக்களைக் கூறுக.
   (அல்லது)
   (ஆ) நும் பாடப்பகுதியிலுள்ள திருநாவுக்கரசரின் பாடற்கருத்துக்களை விளக்குக

12. (அ) வினைச்சொல்லின் பொது இலக்கணத்தை வரையறை செய்க.
   (அல்லது)
   (ஆ) உரிச்சொல் பற்றி விளக்குக.

13. (அ) 'மனிதனைப் பண்படுத்துவது கலை' என்னும் கூற்றை நிறுவுக.
   (அல்லது)
   (ஆ) நம் வருங்காலப் பணிகள் பற்றி தனிநாயகம் அடிகள் கூறுவது யாது?

14. (அ) கவிமணியின் பிறப்பும் இளமையும் பற்றி எடுத்துரைக்க.
   (அல்லது)
   (ஆ) கவிமணியின் பெருமைகளுக்குரிய காரணங்களுள் ஒன்றாகக் கருதப்படும் அன்புடைமையை ஆராய்க.

15. (அ) இன்னா நாற்பது, இனியவை நாற்பது பற்றி விளக்குக.
   (அல்லது)
   (ஆ) முதலாழ்வார் மூவர் பற்றி எடுத்துரைக்க.

வினா (அ) அல்லது (ஆ) தேர்வு செய்து எழுதுக.
அனைத்து வினாக்களுக்கும் 600 சொற்களுக்கு மிகாமல் விடை தருக.

16. (அ) கள்ளுண்ணாமை பற்றி திருக்குறள் வலியுறுத்தும் கருத்துக்களைத் தொகுத்துரைக்க.
   (அல்லது)
   (ஆ) நட்பாராய்தல் பற்றி நாலடியார் கூறும் செய்திகளைத் தருக.

17. (அ) பெயர்ச்சொல் என்றால் என்ன? அதன் வகைகளைச் சான்றுடன் விளக்குக.
   (அல்லது)
   (ஆ) வினையெச்சம், வினைமுற்று பற்றி ஆராய்க.

18. (அ) நாயன்மார்களின் பக்திச் சிறப்பினைப் புலப்படுத்துக.
   (அல்லது)
   (ஆ) பழந்தமிழரின் பண்பாட்டுச் சிறப்புகளை ஆராய்க.

19. (அ) கவிமணியின் கல்வியும் தொழிலும் பற்றி விளக்குக.
   (அல்லது)
   (ஆ) கவிமணியின் பொதுநலத் தொண்டினை விளக்குக.

20. (அ) திருக்குறளின் பெருமைகளை எடுத்துரைக்க.
   (அல்லது)
   (ஆ) சைவசமயக்குரவர் நால்வர் பற்றி விளக்கியுரைக்க.

Set-3

Part – A (10 X 1 = 10 marks)
Answer all questions, choose the correct answer

1. Salesmanship needs a lot of _____.

   a) creativity   b) initiative   c) empathy   d) all the above

2. Which one of the following is not the quality of successful salesman?

   a) Confidence   b) Enthusiasm   c) Resiliency   d) Pessimism

3. Mostly sales is a _____ function.

   a) line and staff   b) staff   c) line   d) none of these

4. The sequence of a sales process is_____.

   a) Lead generation, call, presentation & sale   b) Sale, presentation, Lead generation & call

   c) Presentation, Lead generation, Sale & Call   d) Lead generation, Call, Sale & Presentation

5. A sales pitch is otherwise known as _____.

   a) sales pit   b) sales ditch   c) sales pot   d) sales presentation

6. An investigation into the state of the market for a particular product or service, including an analysis of consumers' needs and preferences refers to _____.

   a) market segmentation   b) market potential
   c) market survey   d) market grading

7. Delphi method is used for _____.

   a) Judgemental forecast   b) Time series forecast
   c) Associative model   d) All of the above

8. The target set for a fixed period for any sales executive is called as _____.

   a) Sales territory   b) Activity quota   c) Sales margin   d) Sales quota

9. In ------------- sales force structure, a sales representative is assigned to sell product line in a specific geographical area.

   a) customer   b) product   c) indirect   d) territorial

10. Telemarketing involves _____.

    a) high level motivation   b) event management
    c) good communication skills   d) door to door compaigns

PART – B – (5 x 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. a) Discuss the different types of salesman.

(or)

b) Write a short note on salesmanship.

12. a) Explain the significance of sales skills.

(or)

b) How do you get product knowledge?

13. a) What are the different types of sales aids?

(or)

b) Explain the purpose of market survey.

14. a) What are the benefits of sales forecasting?

(or)

b) Discuss the challenges in setting sales quotas.

15. a) Briefly explain the sales management process.

(or)

b) Why is sales territory important?

PART – C – (5 x 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

16. a) Explain the responsibilities of a salesman.

(or)

b) What are the essential qualities of an effective salesman?

17. a) Discuss the essentials of sales.

(or)

b) Explain the buying motives.

18. a) What are the objectives of demonstration in a sales presentation?

(or)

b) How can technology be used in sales?

19. a) State the advantages and disadvantages of Sales forecasting.

(or)

b) Describe the different types of sales quota.

20. a) Explain the sales decision making process.

(or)

b) Enumerate the skills needed to be an effective telemarketer.

Code No. : 22472 E   Sub. Code : SMBA 51

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

Fifth Semester

Business Administration — Main

CASE ANALYSIS

(For those who joined in July 2017 onwards)

Time : Three hours   Maximum : 75 marks

CASE ANALYSIS

Read the following case and answer the questions given below:

NOT DELIVERED AS PROMISED : DON'S PAY FOR IT

Sunny and his wife Rekha both had degrees in Hotel management with specialisation in catering and hospitality respectively. Both were working at Host, a restaurant located in the midst of the busy business locality. Just hundred meters away was the stock-exchange where hundreds of people gathered everyday to exchange business transactions. The one kilometer of market had

offices of many prestigious companies of India, reputed business houses, consultants, multinational companies and industrial houses. The area was known as the financial district of the city.

Because of the educational and work experience, sunny worked in the restaurant kitchen and Rekha supervised the dining area and handled the billing and cash register. The restaurant having space limitations had no scope of expanding its operations. So, for the past ten years they were doing same routine work.

Sunny and Rekha were keen on starting a enterprise of their own and were looking for the right of business and opportunity. Rekha being in the dining area was always observing the guests coming to the Host. She observed that most of the guests coming for lunch were people belonging to the financial trade like investors, stock brokers, bankers and their business operations were concentrated at the stock exchange. Since the lunch break was only for half an hour, half of the break time went in the to and fro movement to the eating place. They were always found to be intent on finishing their lunch rather than enjoying it. Many of the guests were seen talking on their cellular phones even while eating.

Sunny and Rekha once visited the stock exchange to know the work place of their guests and realized how hard pressed for time they were.

They were convinced that if they could offer these customers an appealing lunch at their workplace, they can certainly develop a clientele. Moreover, the customers will be able to relish the lunch as they will be able to utilize the to and fro movement to the restaurant profitably.

They started talking to a select list of potential customers about the service they wanted to introduce. They found that their concept was acceptable to most of them. A demand for onsite food service was established. Sunny and Rekha worked on the economies of this service and established that they could build a very profitable business.

They decided to quit their jobs and open a small kitchen at their home exclusively to cater to customers requiring onsite food delivered as per their requirement. The focus of the service 'quality food delivered on time'.

The operational strategy was very simple. They had met the potential clients and asked them to giving their requirements by 10 a.m. and also the time at which they would like the food to be delivered in their office. Normally 1.00 to 1.30 p.m. being lunch time gave them enough time to prepare food and deliver the packets.

The procedure followed by Sunny and Rekha was this.

(i) The service delivery start time fixed at 11.00 a.m. so all food must be filled, packed, labeled and sorted by this time.

(ii) The delivery boys must report at 11.00 a.m. to pick up their packs. The delivery boys were selected on the basis of their location in the customer area, their knowledge about topography and distribution skills.

(iii) The client base of 70 people located at seven different places was served by seven delivery boys such handling 10 customers whose offices were located either in the same building or in the immediate vicinity. The distribution strategy and mode was designed on the basis of client dispersion in the segment. On average, one delivery boy was supposed to handle 8 to 10 clients.

(iv) The work study has indicated that each delivery boy can deliver the food and drop back the empty cases within one and half hour from the start of service. The kitchen as located five kilometers from the business offices.

In the same area there are four more organisations providing similar food delivery service and Sunny and Rekha has to compete with them in the same area. To have a proactive approach they started providing a service guarantee stating "Not delivered as promised - don't pay for it". Their main focus was speed of service.

Page 4 **Code No. : 22472 E**

[P.T.O.]

As a consequence of this service their service started getting recognition and gained the reputation of reliability, accessibility and responsiveness. More and more customers were willing to enroll themselves as regular members for this service. The other suppliers in the same area not willing to match service and guarantee offers of sunny and Rekha. Their customers started defecting thereby causing economic strain on their business. "How long can they offer this guarantee", commented one supplier as he felt it would as she was incharge of customer management and sunny was looking after the kitchen management.

The increased flow of customers was alluring them to expand the business but the type of guarantee was forcing them not to expand. But the experience of both convinced them to go ahead for expansion and cater to the segments they has identified and they are sure of winning without problems.

Questions:

1. How could sunny and Rekha create a market niche for their service offerings?

2. What are the characteristics of the niche? What is the customer base?

3. What value-added services did they start offering the clients? Explain at least three of them

4. What distribution strategies were adopted by them to deliver the food within the promised schedule? Did this build up customer satisfaction?

5. Explain how customers and service providers benefited?

6. How could Sunny and Rekha tackle the competitors?

———————

Reg. No.....................

Code No: SS22190

Sub. Code: J1MY21/S1MY21

UG (CBCS) DEGREE SPECIAL SUPPLEMENTARY EXAMINATION, APRIL 2020

SECOND SEMESTER

PART- I - MALAYALAM

GADYA SAHITHIYAM

(For those who joined in July 2016 onwards)

Maximum: 75 marks

Time : Three hours

Part – A (10 X 1 = 10 marks)

Answer all questions, choose the correct answer

1 ചന്ദ്രമേനോൻ രചിച്ച നോവലേത്?
a) ഇന്ദുലേഖ b) ധർമ്മരാജാ c)അക്ബർ d) ഓടയിൽ നിന്ന്

2.'ചെമ്മീൻ' ആരുടെ കൃതിയാണ്?
a) കേശവദേവ് b) തകഴി c) വൈക്കം മുഹമ്മദ് ബഷീർ d) എം.ടി

3.പൊൻകുന്നം വർക്കിയുടെ കൃതിയേത്?
a) ഞാനെന്ന ഭാവം b) അശോക c) അഗ്നിസാക്ഷി d)ശബ്ദിക്കുന്ന കലപ്പ

4 സഞ്ചാരസാഹിത്യം മലയാളത്തിൽ രചിച്ചതാര്?   ഓചിരനുങ്കൊട്
a) എസ്.കെ.പൊറ്റെക്കാട്ട് b)വത്സല c) രമേഷ്ചന്ദ്രൻ d) സക്കറിയ

5. "ബേപ്പൂർ സുൽത്താൻ " ആരാണ്?
a)വൈക്കം മുഹമ്മദ് ബഷീർ b) എൻ.പി.മുഹമ്മദ് c) സി.വി രാമൻപിള്ള d) ഉറൂബ്

6.'കളങ്കം പറ്റട്ടെ എന്റെ ആത്മാവിനു കൂടി കളങ്കം പറ്റട്ടെ ' എന്നത് ആരുടെ വാക്കുകൾ?
a) മജീദ് b) ബാപ്പ c) സുഹ്റ d) ഉമ്മ

7.കണ്ണീരും കിനാവും എഴുതിയതാര്?
a)വൈക്കത്തു പാച്ചുമൂത്തത് b)വി.ടി ഭട്ടതിരിപ്പാട് c) കെ സുരേന്ദ്രൻ d) മാധവിക്കുട്ടി

8.'പോടാ പോ നീ രാജ്യോക്കെ ചുറ്റി ഒന്നു പഠിച്ചിട്ടു വാ' - ആരുടെ വാക്കുകൾ ?
a) ഉമ്മ b) മജീദ്c) ബാപ്പ d) സുഹ്റ

9.'കല്പനയാണ് നിറവേറ്റാൻ മനുഷ്യണ്ടാകണം' ആരുടെ വാക്കുകൾ ?
a)സീതയുടെ b) രാവണന്റെ c) വിഭീഷണന്റെ d) മണ്ഡോദരിയുടെ

10.ടാഗോറിന് നോബൽ സമ്മാനം ലഭിച്ച വർഷമേത് ?
a) 1910 b) 1915 c) 1913 d) 1923

(P.T.O)

Continuation Sheet

PART B – (5 ✕ 5 = 25 marks)

രണ്ട് പുറത്തിൽ കവിയാതെ അഞ്ച് ചോദ്യങ്ങൾക്കത്തരമെഴുതുക .

11.(a) നവോത്ഥാനകാല നോവലുകളുടെ സവിശേഷതകൾ എന്തൊക്കെയെന്ന് വ്യക്തമാക്കുക ?
അല്ലെങ്കിൽ
(b) സാമൂഹിക ജീവിതത്തിന്റെ ചിത്രീകരണം ബഷീർ ബാല്യകാലസഖിയിൽ നടത്തിയിരിക്കുന്നതെങ്ങനെ ?

12.(a)' യാഗവേദിയിലേക്ക് കാരുണ്യത്തോടെ ബലിമൃഗത്തെയെന്നോണം അവരവളെ കൂട്ടിക്കൊണ്ടുപോയി' ആര് ?ആരെ ? സന്ദർഭം വ്യക്തമാക്കുക ?
അല്ലെങ്കിൽ

(b)പൊൻകുന്നം വർക്കിയുടെ കഥകളുടെ പ്രത്യേകതകൾ വ്യക്തമാക്കുക ?

13.(a) വി .ടി യുടെ ആത്മകഥയുടെ സവിശേഷതകൾ വിലയിരുത്തുക ?
അല്ലെങ്കിൽ
(b) കഴിഞ്ഞ ആറ്റാണ്ടിന്റെ തുടക്കത്തിലെ നമ്പൂതിരി ജീവിതത്തെ വി .ടി. എങ്ങനെ ചിത്രീകരിച്ചിരിക്കുന്ന ?

14. .(a) ഞാവൽ പാർക്കിലെ വീട്ടിലേക്കുള്ള യാത്ര വത്സല അവതരിപ്പിച്ചിരിക്കുന്നത് വിവരിക്കുക ?
അല്ലെങ്കിൽ

(b)സെന്റ് അഗസ്റ്റിൻ പട്ടണത്തെ വത്സല എങ്ങനെ ചിത്രീകരിച്ചിരിക്കുന്ന ?

15. .(a ബംഗാളി സംഗീതം ഒരു പുതിയ യുഗത്തിലേക്ക് പ്രവേശിക്കുവാൻ ഇടയായ സാഹചര്യം ഗുപ്തൻ നായർ വിവരിക്കുന്നതെങ്ങനെ ?
അല്ലെങ്കിൽ

(b)വിശ്വസാഹോദര്യത്തിനു വേണ്ടി നിലനിന്ന ഒരു മനുഷ്യസ്നേഹിയാണ് ടാഗൂർ - സമർത്ഥിക്കുക ?

(P·T·o)

PART C – (5 × 8 = 40 marks)

ഓരോ ചോദ്യത്തിനും നാല്യ പുറത്തിൽ കവിയാതെ ഉത്തരമെഴുതുക.

16. (a) മലയാള നോവലിലെ പാരിജാത കുസുമങ്ങളാണ് ബഷീറിന്റെ നോവലുകൾ. ബാല്യകാലസഖിയെ മുൻനിർത്തി വിലയിരുത്തുക ?

        അല്ലെങ്കിൽ

     (b) ബാല്യകാലസഖിയെ ആകർഷകമാക്കുന്നതിൽ ബഷീറിന്റെ നർമ്മമധുരമായ ശൈലിക്ക് വലിയ പങ്കുണ്ട് എന്ന അഭിപ്രായം ചർച്ചചെയ്യുക ?

17. (a) സാറാജോസഫിന്റെ കഥകളുടെ സവിശേഷതകൾ അശോകയിൽ പ്രകടമാണോയെന്ന് പരിശോധിക്കുക ?

        അല്ലെങ്കിൽ

     (b) കർഷക ജീവിതത്തിന്റെ സൂക്ഷ്മമായ ചിത്രീകരണമാണ് പൊൻകുന്നം വർക്കി നടത്തുന്നത് - വിലയിരുത്തുക ?

18. (a) ഹൃദയ സ്പർശിയായ ആത്മകഥയാണ് കണ്ണീരും കിനാവും - സമർത്ഥിക്കുക ?

        അല്ലെങ്കിൽ

     (b) ആത്മാവിനെ പൊള്ളിക്കുന്ന ഒരു കാലഘട്ടത്തെ വാക്കുകളിലൂടെ വരച്ചിട്ടകയാണ് വി.ടി എന്ന അഭിപ്രായം പരിശോധിക്കുക

19. (a) ശാന്തിയുടെ സന്ദേശവാഹകനാണ് ടാഗൂർ എന്ന് ഗുപ്തൻ നായർ സ്ഥാപിക്കുന്നതെങ്ങനെ?

        അല്ലെങ്കിൽ

     (b)ആദ്ധ്യാത്മികവും ഭൗതികവുമായ വീക്ഷണങ്ങളുടെ സമരസമായ സങ്കലനമാണ് ടാഗൂറിൽ കാണാനാവുക - ചർച്ച ചെയ്യുക ?

20. (a)ചരിത്രവും സംസ്കാരവും ഇഴ ചേരുന്നൊരു യാത്രാനുഭവകൃതിയാണ് ' വേറിട്ടൊരു അമേരിക്ക' എന്ന അഭിപ്രായം വിലയിരുത്തുക ?

        അല്ലെങ്കിൽ

(b) ഭാഷയുടെ സൗന്ദര്യം കൊണ്ട് തിളങ്ങുന്ന കൃതിയാണ് 'വേറിട്ടൊരു അമേരിക്ക' - ചർച്ചചെയ്യുക ?

Code No: SS22199B   Sub. Code: JVBE21/SVBE21
UG (CBCS) DEGREE SPECIAL SUPPLEMENTARY EXAMINATION, APRIL 2020
SECOND SEMESTER
PART IV
VALUE BASED EDUCATION
(For those who joined in July 2016 onwards)

Time : Three hours   Maximum: 75 marks

Part – A (10 X 1 = 10 marks)
Answer all questions, choose the correct answer

Part – A   (10 × 1 = 10)

1. 'அடிமை முறை ஒழிக்கப்பட்ட ஆண்டு ——
   அ) 1843   ஆ) 1844   இ) 1845   ஈ) 1846

'Slavery system' abolished in the year ——
   a) 1843   b) 1844   c) 1845   d) 1846

2. 'தேசியவாத இயக்கம்' என்ற அமைப்பை தொடங்கியவர் ——
   அ) ரா. வே. ராமசாமி   ஆ) நாகராசன் சேலம்புரம் ரா. சங்கர்ஜி
   இ) அருணகிரி

3. 'Suya Mariyathai Iyakkam' introduced by Whom?
   a) E. V. Ramasamy   b) Rajaram Mohanroy
   c) Nethaji   d) Gandhiji

   ஒரு நல்ல குடிமகனிடம் இருக்க வேண்டியது ——
   அ) நாட்டுப்பற்று   இ) நல்ல கல்வி
   இ) பொறுமை   ஈ) இவை அனைத்தும்

A good citizen must have ——
   a) Patriotism   b) Good education   c) Tolerance   d) All the above

4. ——— பெண்கள் பிரச்சனைகள் முதலில் விவாதிக்கப்பட்டன.
   அ) 19 - ஆவது   ஆ) 18 - ஆவது
   இ) 17 - ஆவது   ஈ) 20 - ஆவது

Women's issues were raised for the first time in ——— Century.
   a) 19th   b) 18th   c) 17th   d) 20th

5. கடந்த 150 ஆண்டுகளாக இருந்த மாறும் காலத்தில் வரலாற்று —— உணர்வு இல்லை எனப்படும்.
   அ) தவறு கருத்து   ஆ) சந்தேக கருத்து
   இ) நம்பிக்கையும்   ஈ) உறவுகளை

   ——— was the false consciousness of the historical process of the last 150 years.

a) Communalism b) Social status c) Communal riot d) None

6. மது விற்பனை செய்வதற்கு _____
அ) மது ஒரு கட்டாயம் இ) மது காங்கிரஸ் தொண்டர்களிடம்
இ) கட் நிறுவனங்கள் மதுபானம் அ) சோம்பல் இலவ அனைத்தும்
இருக்கும்

Alcoholism is a broad term generally used to mean _____
a) Compulsive drinking of alcohol b) Alcohol dependence Syndrome
c) Uncontrolled consumption of alcoholic beverages d) All of these

7. நுகர்வோர் பாதுகாப்புச் சட்டம் அறிமுகம் _____
-பட்ட ஆண்டு _____ அ) 1985 இ) 1986 ஈ) 1987
அ) 1984

Consumer Protection Act was introduced in the year _____
a) 1984 b) 1985 c) 1986 d) 1987

8. நுகர்வோர் அமைப்பின் அடிப்படை நோக்கங்களில் மது
வேலைவாய்ப்பு (உருவாக்கி) தரும் _____ அ) தேசிய மயமாக்குதல்
அ) புதிய பொருளாதாரக் கொள்கை ஈ) இவை அனைத்தும்
இ) தாராளமயமாக்குதல்

_____ focuses on the ultimate objective of
Private enterprise dominated growth.
a) New economic policy b) Nationalisation
c) Liberalisation d) All of the above

9. பின்வருவனவற்றுள் சமூக மதிப்புகள் எது?
அ) தியாகம் அ) சுதந்திரம்
இ) விழிப்புணர்வு ஈ) பாதுகாப்பு அறிவுத்திறன்

From the following which is Social values?
a) Sacrifice b) Social Justice
c) Awareness d) Customs

10. அரசாங்கத்திற்கும், தனிநபருக்குமான உறவைப்
பிரதிபலிப்பது எந்த மதிப்பு?
அ) குடும்ப மதிப்பு அ) அரசியல் மதிப்பு
இ) தனிநபர் மதிப்பு ஈ) சமூக மதிப்பு

Which values reflect the relationship between
Government and Individuals?
a) Family Values b) Politics Values
c) Personal Values d) Social Values

P.T.O

Answer all questions. Choosing either (a)(a)(
Answer should not exceed 250 words.
Page No.

Continuation Sheet

Part – B (5 X 5 = 25)

11. அ) சமூக நீதிக்கான தேவை என்ன?
a. What is the need for Social Justice?

(அ)

ஆ) சமூக நீதியில் பாபாசாகெப் அம்பேத்கரின் பங்களிப்பை சுருக்கமாக எழுது.
b. Write a short note on role of Ambedkar in Social Justice.

12. அ) Write a note on " Universal Declaration"
a. of Human Rights.

அ) மனித உரிமைகளின் உலகளாவிய பிரகடனம் பற்றி எழுது.

(அ)

ஆ) குழந்தை நல இறப்பிற்கான காரணங்கள் யாவை?
b. What are the causes of childhood deaths?

13. அ) மதவாதத்தின் விளைவுகளை பட்டியலிடு.
a. List out the Consequences of Communalism.

(அ)

ஆ) மது குடிப் பழக்கத்தின் விளைவுகளில் குடும்ப வாழ்க்கை எப்படி?
b. How does alcoholism affect the family life?

14. அ) ஊடகத் தகதி என்றால் என்ன?
a. What is Media Power?

(அ)

ஆ) சந்தைப் பொருளாதாரத்தின் நன்மைகள் யாவை?
b. What are the benefits of Market economy?

15. அ) சமூக மதிப்பீடுகளின் நன்மைகளை குறிப்பிடு.
a. Mention the benefits of Social Values.

(அ)

ஆ) சமூகத்தில் நெறிமுறைகளின் பல்வேறு பணிகள் என்ன?
b. What is the Various roles of ethics in Society?

Answer all questions, choosing either (a) or (b) in about 600 words.

Page No. 4

Continuation Sheet

Part - C (5 × 8 = 40)

16. அ) திகழ் நலைய வளர்ச்சியை மேம்படும் ஏதேனும் இரண்டு காரணிகளை ஆய்ந்திடுக.

a. Analyse any two factors that promote Social Justice.

(அல்லது)

ஆ) பொதுவாளின் தயமானயாக இயக்கத்தைப் பற்றி விளக்குக.

b. Explain Self respect movement of Periyar.

17. அ) மனித உரிமைகளின் பாதுகாப்பிற்காக பி.யு.சி.எல். என்ன தொண்டுகளை ஆய்வு செய்க.

a. Examine the PUCL for the protection of Human Rights.

(அல்லது)

ஆ) இந்தியாவில் பெண்களின் உரிமைகளைப் ஆராய்க.

b. Analyse the women rights in India.

18. அ) வேலையின்மையின் காரணிகளை எடுத்துரைக்க.

a. Enumerate the causes of Unemployment.

(அல்லது)

ஆ) மது அருந்துதலைப் போக்க மற்றும் இருக்கின்ற எடுப்பிற்கும் விழிப்புணர்வு இயக்கங்களை விளக்குக.

b. Discuss the Awareness Programmes to Prevent Alcoholism and Drug Abuse.

19. அ) வெகுசன ஊடகத்தின் பணிகளை விளக்குக.

a. Explain the functions of Mass Media.

(அல்லது)

ஆ) உலகமயமாக்கலின் தோற்றம் பற்றி ஆராய்க.

b. Trace the emergence of Globalization.

20. அ) குடும்ப மதிப்புகளின் உடக் கூறுகளை விளக்குக.

a. Discuss the elements of Family values.

(அல்லது)

[P. T. O]

அ) தொகைவழங்கு இயந்திரத்தைய நடுத்தோன் வடிவமைப்பிலும்
கோலசையையும் பற்றும் பொருள்மையயின்
பற்றி விளக்குக.

b. Dicuss the duties and responsibilities
of an ethical person.

X————————X

Code No.34003   Sub. Code: A1TL11

U.G. (CBCS) DEGREE EXAMINATION, NOVEMBER 2020

FIRST SEMESTER

Part I – தமிழ்

பொதுத் தமிழ் - தாள் I

(For those who joined in July 2020 onwards)

Time: Three hours   Maximum: 75 marks

பகுதி – அ (10 X 1 = 10 மதிப்பெண்கள்)

அனைத்து வினாக்களுக்கும் விடை தருக. சரியான விடையைத் தேர்ந்தெடுத்தெழுதுக.

1. மோனத்திருக்கும் முழுவெண்மேனியான் யார்?
   அ) திருமால்   ஆ) சிவபெருமான்   இ) இயேசுபெருமான்   ஈ)முகம்மது நபி

2. மயிலுக்குப் போர்வை தந்தவன் யார்?
   அ) அதியமான்   ஆ) பாரி   இ) காரி   ஈ) பேகன்

3. கடல் என்பதைக் குறிக்கும் சொல் எது?
   அ) ஆலி   ஆ) ஆழி   இ)ஆளி   ஈ) ஊழி

4. எழுத்துக்கள் எத்தனை வகைப்படும்?
   அ) 2   ஆ) 3   இ) 4   ஈ) 5

5. கலித்தொகை ஓதலிற் சிறந்ததாக எதனைக் கூறுகிறது?
   அ) அன்புடைமை   ஆ) அறிவுடைமை   இ) ஒழுக்கமுடைமை ஈ) ஆள்வினையுடைமை

6. பெண்கல்விக்காக சமூக இயக்கம் எந்த நூற்றாண்டில் எழுந்தது?
   அ) 17   ஆ) 18   இ) 19   ஈ) 20

7. பொன்னகரம் என்ற சிறுகதையின் ஆசிரியர் யார்?
   அ)புதுமைப்பித்தன்   ஆ) கு.அழகிரிசாமி   இ) ஜெயகாந்தன்   ஈ) பாவண்ணன்

8. 'ஐஸ் பிரியாணி' என்ற சிறுகதையில் "எப்படியும் முடிச்சுடலாம், கவலைப்படாதீங்க" என்று குருசாமிக்கு நம்பிக்கையூட்டியவன் யார்?
   அ) தனராஜ்   ஆ) பால்ராஜ்   இ) கனகராஜ்   ஈ) செல்வராஜ்

9. தமிழ்ச் சிறுகதையின் தந்தை என்று போற்றப்படுபவர் யார்?
   அ) உ.வே.சாமிநாத அய்யர்   ஆ)வ.வே.சு.அய்யர்   இ)பாரதியார்   ஈ) கல்கி

10. சிவகாமியின் சபதம் என்ற வரலாற்றுப் புதினத்தின் ஆசிரியர் யார்?
    அ) சாண்டியல்யன்   ஆ) பொன்னீலன்   இ)கல்கி   ஈ) ஜெகசிற்பியன்

வினா (அ) அல்லது (ஆ) தேர்வு செய்து எழுதுக.
அனைத்து வினாக்களுக்கும் 250 சொற்களுக்கு மிகாமல் விடை தருக.

11. (அ) பாரதியாரின் ஆத்திசூடி உணர்த்தும் கருத்துக்கள் யாவை?

(அல்லது)

(ஆ) கண்ணதாசனின் பாடலில் காணப்படும் சமத்துவம் பற்றி விளக்குக.

12. (அ) சுட்டெழுத்துக்கள் பற்றி விளக்குக.

(அல்லது)

(ஆ) குற்றியலுகரம், குற்றியலிகரம் - விளக்குக.

13. (அ) கல்வியின் இன்றியமையாமை குறித்து திருக்குறள் கூறும் கருத்துக்கள் யாவை?

(அல்லது)

(ஆ) இராமாயணத்தில் பரதனின் பாத்திரப்படைப்பு பற்றி விளக்குக.

14. (அ). 'ஒரே நண்பன்' என்ற சிறுகதையில் வரும் சந்திரன், வேணு ஆகியோரது நட்பின் தன்மையைச் சித்திரிக்க. (அல்லது)

(ஆ) 'வசக்குதல்' என்ற சிறுகதையின் தலைப்புப் பொருத்தத்தினை ஆராய்க.

15. (அ) நாடகத்தின் தோற்றத்தினை விளக்குக.

(அல்லது)

(ஆ) சிறுகதையின் வளர்ச்சியினைப் புலப்படுத்துக.

வினா (அ) அல்லது (ஆ) தேர்வு செய்து எழுதுக.
அனைத்து வினாக்களுக்கும் 600 சொற்களுக்கு மிகாமல் விடை தருக.

16. (அ) 'நாட்டியல் நாட்டுவோம்' என்ற தலைப்பில் பாரதிதாசன் கூறும் கருத்துக்களைத் தொகுத்துரைக்க.

(அல்லது)

(ஆ) கவிஞர் வைரமுத்துவின், 'ஒரு காலத்தில் ஒரு குளம் இருந்தது' என்னும் கவிதை உணர்த்தும் செய்திகளை ஆராய்க.
.

17. (அ) மொழிமுதல் எழுத்துக்கள் யாவை?
(அல்லது)

(ஆ) அளபெடைகள் பற்றி விவரிக்க.

18. (அ) திருக்குறள் வாழ்விற்கு வழிகாட்டும் விதத்தைப் புலப்படுத்துக.
(அல்லது)

(ஆ) இலக்குவனிடம் காணப்படும் சகோதர அன்பினை விவரிக்க.

19. (அ) 'சேதாரம்' என்ற சிறுகதையில் வரும் ராமுத்தாயின் பாத்திரப்படைப்பினை ஆராய்க.
(அல்லது)

(ஆ) 'ஆறு' என்ற சிறுகதையினைத் தருக.

20. (அ) புதினத்தின் தோற்றம், வளர்ச்சி பற்றி ஆய்க.
(அல்லது)

(ஆ) புதுக்கவிதையின் வளர்ச்சியினை விளக்குக.

Code No. : 24008   **Sub. Code : A 2 EN 11**

U.G. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

First Semester

Part II – English

COMMUNICATIVE ENGLISH – I

(For those who joined in July 2020 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1.   The feminine form of deer is ———————

    (a) ewe

    (b) bitch

    (c) doe

    (d) buck

2. "<u>Anith</u> is a <u>lovely</u> child". Anith and lovely are

   (a) abstract noun, adjective

   (b) common noun, adverb

   (c) proper noun, adjective

   (d) collective noun, adjective

3. Which one is not a strand of Oracy?

   (a) Physical   (b) Cognitive

   (c) Linguistic   (d) Fictional

4. First sentence of a paragraph is said to be
   ——————— the sentence.

   (a) legacy   (b) topic

   (c) unity   (d) coherent

5. Would you mind ——————— me the sauce?

   (a) pass   (b) passing

   (c) passed   (d) to passing

6. ——————— is a verbal noun that functions
   either as a noun, adjective, or adverb and is
   formed by adding "to" to a verb.

   (a) gerund   (b) infinitive

   (c) participles   (d) none of the above

7. The sun ———————— (rise) in the east.

   (a) rises   (b) roses

   (c) rose   (d) risen

8. Which of these is a method of note making?

   (a) the archive method

   (b) reading method

   (c) mapping method

   (d) historical method

9. ———————— is a group activity.

   (a) note making   (b) comprehension

   (c) group discussion   (d) elocution

10. Which one is not a word used for comparison?

   (a) similarly   (b) likewise

   (c) neither nor   (d) difference

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) How would you introduce yourself in an interview?

Or

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(b) Identify the adjectives in the following sentences

I regarded my Grandma's room as a dark den of primitive rites and passages. She had two woobly old candlesticks. Grandma lit the white candies and waved her hands over the flames. She kept her room clean and tidy. There was a plain rocking chair under a lamp so she could read her books. Beside the chair was a flat box packed with a medicinal leaf. The smell of the box was pungent.

12. (a) Find out whether the following sentences are true or false.

   (i) People feel the need to be respected.

   (ii) Feeling loved weakness a person.

   (iii) Meaning and purpose in life are heightened by helping others

   (iv) Swayam is one of the e-learning. resources of Government of India.

   (v) Happiness is a consistent state of being.

                  Or

(b) Write a paragraph on the topic " My dream home".

13. (a) Fill in the blanks using the wordlist given below.

   Otherwise, likewise, nonetheless, inspite of, though, whereas

   (i) I'll phone you if I receive any more information and you can do —————

   (ii) We enjoyed ourselves, ————— of the bad weather.

   (iii) Please call your grandmother on her birthday, ————— she'll get upset.

   (iv) I'm no athlete: ————— I'm terrible at sports.

   (v) Her son looks a lot like his father, ————— her daughter looks like her.

                    Or

   (b) Write a descriptive piece on the appearance of your school/college.

14. (a) Read the passage and make notes from it.

   Lectures, assignments, seminars and evaluation are mandatory in colleges. A good student always prepares ahead for the lecture. The internet is a definite resource you can

turn on to. It is a global computer network which not only offers excellent communication facilities but also serves as a source of a vast range of information. One can interact and share information. There are plenty of websites which one can view and access. Search Engines make it easier for the user to find the relevant websites. The popular Search Engines are Google, Bing, Yahoo, DuckDuckGo, Baidu and Internet Explorer.

Or

(b) Rewrite the sentences using filling the gaps with appropriate answers given in the bracket.

    (i)   Honesty ——————— the best policy. (is/ was)

    (ii)   Everyone ——————— to be acknowledged. (love / loves)

    (iii)   Measles —————— dreadful. (is/ was)

    (iv)   The rich also —————— (cry / cries)

    (v)   Either the boys or the girl —————— to school. (go / goes)

15. (a) Observe the pie diagram given below and answer the following questions.

Library books
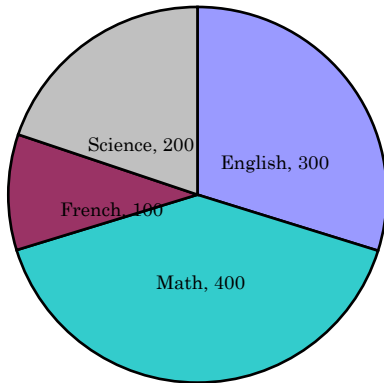
(i) How many books are there in the library?

(ii) Which book is found in abundance?

(iii) Which language book is found least in the library?

(iv) How many books of language are found in the library?

(v) What are the subjects that are counted to be equal the number of maths books?

Or

(b) Rewrite the following sentences as active voice.

(i) Five miles have been cycled by us.

(ii) The parcel has not been sent by you.

(iii) A special food has been eaten by me.

(iv) The book has not been sent by you.

(v) Have we been noticed by them?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Fill in the blanks with suitable pronouns. Change the pronoun given in the bracket to match the sentence.

(i) The little girl rocked ——————(1)—————— to sleep.(she)

(ii) We saw ——————(2)—————— off at the entrance of the airport. (they)

(iii) She carried the bag ——————(3)——————(she)

(iv) The climate in Chennai is humid. ———(4)———. is surely not very pleasant.(It)

(v) These books are ———(5)———. (I)

(vi) God helps those who help ———(6)———. (they)

(vii) Will ———(7)——— keep our secret? Can we trust ———(8)———. (he, he)

Or

(b) Answer the following question in 2 or 3 sentence each.

(i) Write a short note about yourself to add to your profile in Facebook.

(ii) Compose a message to your English teacher seeking clarification regarding a lesson taught in class.

(iii) Write a text message that you will send to your friend on her birthday.

(iv) How will you talk at a ticket booking counter to book a ticket in Rajdhani Express.

(v) How would you introduce yourself to a classmate for the first time?

(vi) Draft a text message inviting a guest to a quiz program.

(vii) How will you respond at a competition registration desk?

(viii) How will you express about the stomach ache you undergo to a doctor?

17. (a) Fill in the blanks with the correct form of the verb given in the bracket.

(i) I ——————— (lose) my wallet in the train compartment

(ii) Shiva ————(not injure) his ankle.

(iii) Aswini ———— (cut) her wrist.

(iv) We ———— (sell) our brand new car.
(v) Our dog ————(run) onto the road.

(vi) Derron ——————— (not write) his exam.

(vii) Neha ——————— (give) Abhay a chocolate.

(viii) The children ——————— (go) to school.

Or

(b) Write dialogues of minimum 8 response for a person.
   (i) Write a dialogue between you and the office clerk asking for information about the payment of the examination fee.

   (ii) Write a dialogue between Nithin and Vikas on the merits and demerits of online education.

18. (a) Fill in the blanks with may, might, can, could, must, should, ought to, have to
   (i) You ——————— get this book from any book shop.
   (ii) The child ——————— have been frightened by something.
   (iii) She said that she ——————— go to Delhi on Sunday.
   (iv) Even as a child I ——————— swim across the river.
   (v) You ——————— take your children out at least once a week.
   (vi) You ——————— have helped your brother.
   (vii) You ——————— work hard if you want a job here.
   (viii) We shall ——————— tell them the whole truth.

Or

(b) Write a feature article on "Projections for future (2021)" in the context of students.

19. (a) Write a narrative essay on "The incident that taught me a valuable lesson."

Or

(b) Describe your daily routine in simple present tense.

20. (a) Compare and contrast online teaching and real-time classroom teaching.

Or

(b) Complete the following using active or passive forms of the verbs in the parentheses. Use the correct tense.

This is a journal entry of a Bulgarian girl. She is explaining her concerns about Chicken flu. A couple of weeks ago, in Romania, Chicken flu ——————— (discover). I ——————— (think) that it ——————— (come) from Turkey, which (locate) only a couple hundred miles south of Romania. Now, people ——————— (five) injections, and a lot of chickens ——————— (kill) for the purpose of keeping the virus from spreading. No reports of human victims ——————— (report) until now. A case like that definitely presents a big problem for everybody. In a society such an event may even cause mass picnic. The reason I'm concerned is because my homeland of Bulgaria is a country that ——————— (separate) Romania and Turkey.

————————

Reg. No. : ....

Code No. : SS 22469 E Sub. Code : SMBA 42

B.B.A. (CBCS) DEGREE (Special Supplementary)
EXAMINATION, APRIL 2020.

Fourth Semester

Business Administration – Main

INDUSTRIAL LAW

(For those who joined in July 2017 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choosing the right answer :

1. Adolescent is a person who has completed
    ——————— years of age, but not completed
    20 years.

    (a) 16   (b) 17

    (c) 18   (d) 19

2. The Workmen's Compensation Act was enacted in

    (a) 1943   (b) 1923

    (c) 1933   (d) 1953

3. The maternity benefit Act was enacted in

    (a) 1916   (b) 1996

    (c) 1961   (d) 1991

4. Deduction from wages should not exceed

    (a) 60%   (b) 75%

    (c) 90%   (d) 80%

5. Amount of funeral expenses from 1991 is

    (a) Rs. 2,500   (b) Rs. 1,000

    (c) Rs. 5,000   (d) Rs. 4,000

6. Person trying to avoid PF contribution is punishable with ——————— year imprisonment.

    (a) 5 years   (b) 2 years

    (c) 1 year   (d) 4 years

7. Individual dispute may arise due to

    (a) Hours of work   (b) Leave with wages

    (c) Retrenchment   (d) Holidays

8. The amount of maximum gratuity payable under Amendment Act 1998 is

    (a) Rs. 50,000   (b) Rs. 1,00,000

    (c) Rs. 2,50,000   (d) Rs. 3,50,000

9. Trade union can change its name after getting of ——————— of total member

    (a) 1/2   (b) 3/4

    (c) 2/3   (d) 1/4

10. Subsistence Allowance is paid at ——————— % of wages if disciplinary proceedings exceed 90 days.

    (a) 60%   (b) 50%

    (c) 75%   (d) 65%

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Answer should not exceed 250 words.

11. (a) What 'Welfare' facilities be provided to workers in a factory?

                    Or

    (b) Illustrate the types of disablement.

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12. (a) From what type of work the pregnant women are prohibited?

Or

(b) What components are included in wages?

13. (a) Specify the powers and duties of the ESI corporation

Or

(b) Whom do the EPF Act doesn't apply?

14. (a) Distinguish between 'lockout' and retrenchment.

Or

(b) When can gratuity be forfeited?

15. (a) Spell out the rights and privileges of registered trade union.

Or

(b) List the powers of the officers in enforcement of 'Industrial Employment Act.'

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Answer should not exceed 600 words.

16. (a) Spell out any six 'safety' provisions that must
       be done in a factory.

                    Or

    (b) Specify employers liability for compensation
        under Compensation Act.

17. (a) Discuss the conditions for payment of
        maternity benefits.

                    Or

    (b) What deductions could be made from wages?

18. (a) List the rules regarding contribution to ESI.

                    Or

    (b) Detail the provision regarding employees
        pension scheme.

19. (a) Brief the procedure for settlement of
        industrial disputes.

                    Or

    (b) Detail how gratuity is determined and
        recovered?

20. (a) Explain the provisions regarding 'Regulation' and 'Penalties' for a registered trade union.

Or

(b) Spell out the procedure for submission and certification of standing orders.

———————

Reg. No. : ....

Code No. : 30704 E   Sub. Code : SNCA 3 B

B.C.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

Third Semester

Computer Application

Non-Major Elective — INTRODUCTION TO
COMPUTERS

(For those who joined in July 2017 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1.   The number of instructions a computer can process in a given time is called its ——————.

 (a) versatility

 (b) speed

 (c) efficiency

 (d) accuracy

2. The combination of Analog and Digital computer are called as —————.

   (a) Hybrid computer   (b) Mini computer

   (c) Super computer   (d) Micro computer

3. Which one of the following is consider to be brain of computer?

   (a) Processor   (b) RAM

   (c) ROM   (d) Hard drive

4. Which component of a computer connects the processor to the other hardware?

   (a) Motherboard   (b) CPU

   (c) Punch card   (d) Chip

5. Default pointing device of a Laptop is —————.

   (a) optical mouse   (b) sensitive screen

   (c) touch pad   (d) tapped

6. Keyboard is —————.

   (a) Input device   (b) Output device

   (c) CPU   (d) Storage

7. Which of these is correct?

   (a) 1 KB = 1024 Bytes (b) 1 MB = 2048 GB

   (c) 1 GB = 1024 Bytes (d) 1 KB = 100 Bytes

8. The two kinds of main memory are ——————.

   (a) Primary and Secondary

   (b) Random and Sequential

   (c) RAM and ROM

   (d) All of these

9. Which one of the following error will be handled by the operating system?

   (a) Lack of paper in Printer

   (b) Connection failure in Network

   (c) Power failure

   (d) All of the mentional

10. Access control in operating system is just another name for ——————.

    (a) Data Manipulation

    (b) File Access

    (c) Compartmentalization of resources

    (d) Data and Resources access

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Write the characteristics of computer.

Or

(b) Describe about fourth generation computer.

12. (a) Discuss about connection ports.

Or

(b) Convert 104_{10} and 147_{10} to binary.

13. (a) Write short notes on Voice Recognition System.

Or

(b) Clarify about Plotter.

14. (a) Explain about Magnetic Tape.

Or

(b) Write short notes on computer memory.

15. (a) Determine   about   multiprogramming
         operating system.

                         Or

     (b) Explain about operating system.

              PART C — (5 × 8 = 40 marks)

     Answer ALL questions, choosing either (a) or (b).

     Each answer should not exceed 600 words.

16. (a) Write about advantages and disadvantages
         of Computer.

                         Or

     (b) Denote   the   similarities   and   difference
         between human and computer.

17. (a) Elaborate the concept of CPU.

                         Or

     (b) Clarify about ASCII.

18. (a) Explain any four computer input devices.

                         Or

     (b) Write a note on Computer Output Devices.

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19. (a) Explain the interaction between RAM, ROM and CPU.

Or

(b) Describe about Magnetic disk.

20. (a) Write and explain the types of operating system.

Or

(b) Discuss about Software Privacy.

—————

Code No. : 22202 B   Sub. Code : SYOG 3 A

U.G.(CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

Third Semester

Part IV

YOGA

(For those who joined in July 2017 onwards)

Time : One and half hours   Maximum : 50 marks

(50 × 1 = 50 marks)

Answer ALL questions.

Choose the correct answer :

1.   பிராணயமம் என்ற சொல் எதை குறிக்கிறது

   (அ) தியானம்   (ஆ) தளர்வு

   (இ) சுவாசக் கட்டுப்பாடு   (ஈ) எதுவுமில்லை

   The word "pranayama" refers to

   (a)   meditation   (b)   relaxation

   (c)   breathing control (d)   none

2. யோகா ——————— கூறுகளைக் கொண்டுள்ளது.

   (அ) ஆறு   (ஆ) நான்கு

   (இ) எட்டு   (ஈ) ஒன்பது

   Yoga consist of —————— components.

   (a) Six   (b) Four

   (c) Eight   (d) Nine

3. நம் உடலில் இரத்தம் என்பது ஒரு

   (அ) இணைப்பு திசு   (ஆ) திரவ இணைப்பு திசு

   (இ) எபிடெலியல் திசு   (ஈ) தசை திசு

   Blood in our body is a

   (a) Connective tissue

   (b) Fluid connective tissue

   (c) Epithelial tissue

   (d) Muscular tissue

4. ஒவ்வொரு யோகா ஆசிரியரும் முதலில் தொடங்க வேண்டிய பயிற்சி எது?

   (அ) பிராணயாமா   (ஆ) ஆசனா

   (இ) கிரியா   (ஈ) அமைதி

   Every yoga teacher must start the practice session with

   (a) Pranayama   (b) Asana

   (c) Kriya   (d) Silence

5. எந்த மொழியிலிருந்து "யோகா" என்ற சொல்
    பெறப்பட்டது.

    (அ) லத்தீன்   (ஆ) உருது

    (இ) சமஸ்கிருதம்   (ஈ) தமிழ்

    The word "Yoga" is derived from

    (a) Latin   (b) Urdu

    (c) Sanskrit   (d) Tamil

6. டெல்டா அதிர்வெண் அலைகள் வினாடிக்கு ——————
    சுழற்சி ஏற்படுகிறது.

    (அ) 8 முதல் 12   (ஆ) 30 முதல் 100

    (இ) 4 முதல் 7   (ஈ) 1 முதல் 4 வரை

    Delta waves occur frequency from ——————
    cycles per second.

    (a) 8 to 12   (b) 30 to 100

    (c) 4 to 7   (d) 1 to 4

7. சூர்யனமாஸ்கர் எத்தனை வித்தியாசமான
    ஆசனங்களைக் கொண்டுள்ளது ?

    (அ) 12   (ஆ) 7

    (இ) 10   (ஈ) 8

    How many different Asanas does Suryanamaskar
    comprise of?

    (a) 12   (b) 7

    (c) 10   (d) 8

8. ஆசனங்கள் எத்தனை வகைப்படும்

   (அ) 7   (ஆ) 3

   (இ) 4   (ஈ) 8

   Asana are classified into ———————— types.

   (a) 7   (b) 3

   (c) 4   (d) 8

9. யோகா வகுப்பு பொதுவாக எவ்வாறு தொடங்குகிறது

   (அ) பிரார்த்தனை

   (ஆ) சூரியநாமஸ்கர்

   (இ) யோக சுக்ஷமா வய்யாமா

   (ஈ) யோகாசனா

   The yoga class usually begin with a

   (a) Prayer

   (b) Suryanamaskar

   (c) Yogic Sukshma Vvayama

   (d) Yogasana

10. கபாலபதி நடைமுறையின் முக்கிய சிகிச்சை பயன் என்ன?

    (அ) கபா கோளாறுகளை அகற்ற

    (ஆ) பித்த கோளாறுகளை அகற்ற

    (இ) வாத கோளாறுகளை அகற்ற

    (ஈ) வாத-பித்த கோளாறுகளை அகற்ற

What is the main therapeutic benefit of Kapalabhati practice?

(a) to remove kapha disorders

(b) to remove pitta disorders

(c) to remove vata disorders

(d) to remove vata-pitta disorders

11. தலைமை சுரப்பி எனப்படும் நாளமில்லா சுரப்பி எது

(அ) கணையம் (ஆ) அட்ரீனல்

(இ) பிட்யூட்டரி (ஈ) பினியல்

Which endocrine gland is master gland in our body

(a) Pancreas (b) Adrenal

(c) Pituitary (d) Pineal

12. கோப்ரா போஸ் என்று அழைக்கப்படுவது

(அ) பத்மசனா (ஆ) சலபாசனா

(இ) புஜங்காசனா (ஈ) எதுவுமில்லை

Cobra pose is also called as

(a) Padmasana (b) Salabhasana

(c) Bhujangasana (d) None

13. மாற்று நாசி சுவாசம் என அழைக்கப்படுவது

(அ) சிதாலி பிராணயாமா (ஆ) பிரமாரி பிராணயாமா

(இ) நாடிசோதனா (ஈ) எதுவுமில்லை

Alternate nostril breathing also called as

(a) Sitali pranayama

(b) Bhramari pranayama

(c) Nadisodhana

(d) None

14. முன்னோர்களால் யோகா கற்பிக்கப்பட்டதன் நோக்கம் ———— அடைய வேண்டும்.

(அ) சரியான ஆரோக்கியம்

(ஆ) மன அமைதி

(இ) மன அழுத்த நிவாரணம்

(ஈ) அறிவொளி அல்லது சுய-உணர்தல்

The purpose of yoga as taught by the ancients is to attain

(a) Perfect health

(b) Peace of mind

(c) Stress relief

(d) Enlightenment or self-realization

15. சமாதி என்பது

(அ) ஓய்வெடுக்கும் நிலை

(ஆ) தூக்கத்தின் நிலை

(இ) ஆனந்த நிலை

(ஈ) உட்கார்ந்திருக்கும் நிலை

Samadhi is

(a) A state of resting (b) A state of sleep

(c) A state of bliss (d) A state of sitting

16. மனித இதயத்தில் எத்தனை அறைகள் உள்ளது

(அ) இரண்டு (ஆ) மூன்று

(இ) நான்கு (ஈ) ஆறு

Human heart has ———————— champers.

(a) Two (b) Three

(c) Four (d) Six

17. யோகா சூத்திரம் யாரால் வரையறுக்கப்பட்டது

(அ) பதஞ்சலி

(ஆ) கெராண்டா

(இ) ஸ்வத்மராம

(ஈ) மேற்கூறிய எதுவும் இல்லை

Who compiled 'Yoga Sutra'?

(a) patanjali (b) gheranda

(c) svatmarama (d) none of the above

18. யோகாவின் மிக முக்கியமான சுகாதார விளைவுகளில் ஒன்று

(அ) குழந்தைகளில் வேகமாக வளர்ச்சி

(ஆ) மன அழுத்தத்தைக் குறைத்தல்

(இ) புற்றுநோய் குணப்படுத்துதல்

(ஈ) விரைவான நடவடிக்கை

One of the most prominent health effects of yoga is

(a) Faster growth in children

(b) Stress reduction

(c) Cancer cure

(d) Quick action

19. ———— உறுப்பு வாயு பரிமாற்றத்தில் ஈடுபடுகிறது.

(அ) வயிறு   (ஆ) நுரையீரல்

(இ) கல்லீரல்   (ஈ) சிறுநீரகம்

Organ is involved in exchange of gases

(a) Stomach   (b) Lungs

(c) Liver   (d) Kidney

20. இந்தியாவில் முதல் சர்வதேச யோகா தினம் அனுசரிக்கப்பட்ட நாள்

(அ) 21 ஜுன் 2014

(ஆ) 21 ஜுன் 2015

(இ) 21 ஜுன் 2016

(ஈ) இவை எதுவும் இல்லை

When first international yoga day is observed in India?

(a) 21 June 2014   (b) 21 June 2015

(c) 2 June 2016   (d) none of these

21. இந்தியாவில் சர்வதேச யோகா கொண்டாட்டம் எந்த அமைச்சராகத்தினால் கொண்டாடபடுகிறது?

(அ) ஆயுஷ் அமைச்சகம்

(ஆ) சிவில் விமான போக்குவரத்து அமைச்சகம்

(இ) தொடர்பு அமைச்சகம்

(ஈ) மனித வள மற்றும் மேம்பாட்டு அமைச்சகம்

Celebration of international yoga in India is done by which ministry?

(a) Ministry of Ayush

(b) Ministry of Civil Aviation

(c) Ministry of Communication

(d) Ministry of Human Resource and Development

22. பின்வருனவற்றில் எது விருத்தி அல்ல?

(அ) பிரமண   (ஆ) விகல்பா

(இ) விவேகா   (ஈ) நித்ரா

Which of the following is not a Vritti?

(a) Pramana   (b) Vikalpa

(c) Viveka   (d) Nidra

23. ஒரு செயலின் முடிவு எதிர்பாக்கப்படுவதில்லை. அது ——— அழைக்கப்படுகிறது.

(அ) பக்தி யோகா   (ஆ) கிரியா யோகா

(இ) ராஜ யோகா   (ஈ) கர்ம யோகா

When the result of a deed is not expected it is called

(a) Bhakti yoga   (b) Kriya yoga

(c) Raja yoga   (d) Karma yoga

24. வடிகட்டுதல் என்பது முதன்மை செயல்பாடுகளில் ஒன்றாகும்

(அ) நுரையீரல்   (ஆ) இதயம்

(இ) சிறுநீரகம்   (ஈ) கல்லீரல்

Filtration is one of the primary functions of

(a) Lung   (b) Heart

(c) Kidney   (d) Liver

25. நீண்டகாலம் முதுகுவலிக்கு எந்த ஆசனம் நல்லது?

(அ) தனுரசனா   (ஆ) புஜங்கசனா

(இ) சக்ராசனா   (ஈ) ஹலசனா

Which asana is good for chronic low back pain?

(a) Dhanurasana   (b) Bhujangasana

(c) Chakrasana   (d) Halasana

26. யோகா பயிற்சிக்கான உடை எவ்வாறு இருக்க வேண்டும்

(அ) இறுக்கமான ஜீன்ஸ்

(ஆ) விலை உயர்ந்த மற்றும் அதிநவீன ஆடைகள்

(இ) தலை முதல் கால் வரை பாதுகாப்பு உறை

(ஈ) தளர்வான பொருத்தம் மற்றும் வசதியானது

Dress for yoga practice should be

(a) Tight fitting jeans

(b) Costly and sophisticated dresses

(c) Protective covering from head to toe

(d) Loose fitting and comfortable

27. 'சர்வதேச யோகா தினமாக' கொண்டாடப்படும் நாள் எது?

(அ) ஜூன் 20   (ஆ) ஜூன் 21

(இ) ஜூன் 22   (ஈ) ஜூன் 23

Which day is celebrated as 'International day of yoga'?

(a) June 20   (b) June 21

(c) June 22   (d) June 23

28. "நவீன யோகாவின் தந்தை" என்று அழைக்கப்படுபவர் யார்?

(அ) மகரிஷி மகேஷ் யோகி

(ஆ) திருமலை கிருஷ்ணமாச்சார்யா

(இ) சிதானந்த சரஸ்வதி

(ஈ) ஜாகி வாசுதேவ்

Who is known as the "Father of modern yoga"?

(a) Maharishi Mahesh Yogi

(b) Tirumalai Krishnamacharya

(c) Chidananda Saraswati

(d) Jaggi Vasudev

29. அமெரிக்காவின் சிகாகோவில் நடந்த ஒரு மத மாநாட்டில் மேற்கத்திய உலகிற்கு யோகாவை முதன்முதலில் அறிமுகப்படுத்தியவர் யார்?

(அ) சுவாமி விவேகானந்தர்

(ஆ) நரேந்திர மோடி

(இ) மகர்ஷி பதஞ்சலி

(ஈ) பாபா ராமதேவா

Who had introduced yoga first time to the western world in a religion conference Chicago, America?

(a) Swami Vivekananda

(b) Narendra Modi

(c) Maharshi Patanjali

(d) Baba Ramadeva

30. யோகாவின் கூறுகளைப் பற்றி எந்த வேதம் குறிப்பிடுகிறது?

(அ) அதர் வேதம்   (ஆ) ரிக் வேதா

(இ) சாம் வேதம்   (ஈ) யஜூர் வேதம்

Which veda mentions about the elements of yoga?

(a) Athar veda   (b) Rig veda

(c) Sam veda   (d) Yajur veda

31. ஞானத்தின் பாதை

    (அ) ராஜ யோகா   (ஆ) ஞான யோகா

    (இ) பக்தி யோகா   (ஈ) கர்ம யோகா

    ——————— is the path of wisdom.

    (a) Raja yoga   (b) Jnana yoga

    (c) Bhakti yoga   (d) Karma yoga

32. அன்னமய கோசத்திற்கான யோகா பயிற்சி எது?

    (அ) ஆசனா   (ஆ) பிராணயாமா

    (இ) தாரணா   (ஈ) தியானா

    ——————— is a yoga practice for Annamaya kosa.

    (a) Asana   (b) Pranayama

    (c) Dharana   (d) Dhyana

33. ஹதயோகாவின் படி பின்வரும் ஆசனம் எது சிறந்தது?

    (அ) சித்தசனா   (ஆ) சிம்ஹாசனா

    (இ) பத்மசனா   (ஈ) பத்ராசனா

    Which of the following Asana is the best according to Hathayoga?

    (a) Siddhasana   (b) Simhasana

    (c) Padmasana   (d) Bhadrasana

34. உணர்ச்சிகரமான பொருட்களிலிருந்து உணர்வுகளை வெளியேறுவது

    (அ) தரனா   (ஆ) தியானா

    (இ) பிரத்யஹாரா   (ஈ) சமாதி

    Withdrawal of senses from the sensory objects is

    (a) Dharana   (b) Dhyana

    (c) Pratyahara   (d) Samadhi

35. இயக்கத்தில் ஈடுபடும் தசைகள்

    (அ) எலும்பு தசை

    (ஆ) மென்மையான தசை

    (இ) இதய தசை

    (ஈ) மேற்கூறிய எதுவும் இல்லை

    Muscles involved in movement is

    (a) Skeletal muscle   (b) Smooth muscle

    (c) Cardiac muscle   (d) None of the above

36. தைராய்டு சுரப்பிக்கு பின்வருவனவற்றில் எது நல்ல ஆசனம்?

    (அ) தனுரசனா   (ஆ) பாசிமோட்டனாசனா

    (இ) சக்ராசனா   (ஈ) சர்வங்கசனா

Which of the following asana is good for thyroid gland?

(a) Dhanurasana

(b) Paschimottanasana

(c) Chakrasana

(d) Sarvangasana

37. இவற்றுள் எவை எதிர்மறை உணர்ச்சி அல்ல?

(அ) வெறுப்பு   (ஆ) பொறாமை

(இ) கோபம்   (ஈ) அனுதாபம்

——————— is not a negative emotion?

(a) Hatred   (b) Jealousy

(c) Anger   (d) Sympathy

38. உணர்ச்சிகளை பயன்படுத்தி ——— மூலம் பார்க்க, கேட்க, அல்லது அறிந்து கொள்ள முடியும்.

(அ) கவனம்   (ஆ) கற்றல்

(இ) கருத்து   (ஈ) நினைவு

——————— is the ability to see, hear, or become aware of something through the senses.

(a) Attention   (b) Learning

(c) Perception   (d) Memory

39. பின்வருவனவற்றில் வெப்பமூட்டும் பிராணயாமா எது?

(அ) நதிசோதனா　　　(ஆ) உஜ்ஜய்

(இ) சந்திரபேதன　　　(ஈ) சிதாலி

Which of the following is a heating pranayama?

(a) Nadishodhana　　(b) Ujjayi

(c) Chandrabhedana　(d) Sitali

40. சூர்யனமாஸ்கர் என்பது நன்கு வடிவமைக்கப்பட்ட
—————— மற்றும் சுவாச பயிற்சியின் கலவையாக
உள்ளது.

(அ) பிராணயாமா　　　(ஆ) தியானா

(இ) பந்தா　　　　　(ஈ) ஆசனா

Suryanamaskar is a well-devised combination of
—————— and breathing.

(a) Pranayama　　　(b) Dhyana

(c) Bandha　　　　(d) Asana

41. புஜங்கசனா மற்றும் சலபாசனா ஆகியவற்றின்
அற்புதமான கலவை எது?

(அ) சர்பசனா　　　　(ஆ) தனுரசனா

(இ) ஹலசனா　　　　(ஈ) சக்ராசனா

Which posture makes a wonderful combination of
Bhujangasana and Salabhasana?

(a) Sarpasana　　　(b) Dhanurasana

(c) Halasana　　　(d) Chakrasana

42. புரோஜெஸ்ட்டிரோன் ஹார்மோன் எந்த சுரப்பியால் சுரக்கப்படுகிறது?

   (அ) கருப்பை மூலம்   (ஆ) அட்ரீனல் சுரப்பியால்

   (இ) சிறுநீரகங்களால்   (ஈ) பாராதைராய்டு சுரப்பி

   Progresterone hormone is secreted by which gland?

   (a)   By Ovary

   (b)   By Adrenal gland

   (c)   By Kidneys

   (d)   By Parathyroid gland

43. T₃ ஹார்மோன் எந்த நாளமில்லா சுரப்பியால் சுரக்கப்படுகிறது?

   (அ) பிட்யூட்டரி   (ஆ) பினியல்

   (இ) தைராய்டு   (ஈ) தைமஸ்

   T_3 hormone is secreted by which endocrine gland?

   (a)   Pituitary   (b)   Pineal

   (c)   Thyroid   (d)   Thymus

44. தன்னிச்சையான உறுப்புகளின் அதிகப்படியான மன அழுத்தம் உருவாக ———————— காரணமாக உள்ளது.

   (அ) முதுகெலும்பு நரம்புகளின் குழு

   (ஆ) மண்டை நரம்புகளின் குழு

   (இ) சிம்பதேடிக் நரம்புகள்

   (ஈ) பாராசிம்பதேடிக் நரம்புகள்

   Stress causes hyperactivity of involuntary organs through

   (a) Group of spinal nerves

   (b) Group of cranial nerves

   (c) Sympathetic nerves

   (d) Parasympathetic nerves

45. மகர்ஷி பதஞ்சலி விவரித்தபடி யோகாவின் 6வது பாகம் எது?

   (அ) யாமா   (ஆ) நியாமா

   (இ) தாரணா   (ஈ) தியானா

   Which is the 6th limb of yoga, as described by Maharshi Patanjali?

   (a) Yama   (b) Niyama

   (c) Dharana   (d) Dhyana

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46. யோகா இதன் ஒற்றுமையைக் கொண்டிருக்காது

    (அ) மனமும் மற்றும் உடலும்

    (ஆ) எண்ணங்களும் மற்றும் செயல்களும்

    (இ) மனிதனும் மற்றும் இயற்கையும்

    (ஈ) எண்ணங்களும் மற்றும் கனவுகளும்

    Yoga does not embody unity of

    (a) Mind and body

    (b) Thoughts and actions

    (c) Man and nature

    (d) Thoughts and dreams

47. கட்டமைப்பு ஆதரவு மற்றும் இயக்கத்திற்கு பொறுப்பான உடல் அமைப்பு ————

    (அ) இருதய அமைப்பு   (ஆ) நாளமில்லா அமைப்பு

    (இ) தசை அமைப்பு   (ஈ) எலும்பு அமைப்பு

    The body system responsible for structural support and movement is the ————

    (a) Cardiovascular system

    (b) Endocrine system

    (c) Muscular system

    (d) Skeletal system

48. உடலைச் சுற்றி இரத்தத்தை கொண்டு செல்வதற்கு
——————— பொறுப்பு

(அ) சிறுநீர் அமைப்பு   (ஆ) சுற்றோட்ட அமைப்பு

(இ) நிணநீர் அமைப்பு   (ஈ) செரிமான அமைப்பு

The system responsible for transporting blood around the body is

(a) Urinary system

(b) Circulatory system

(c) Lymphatic system

(d) Digestive system

49. நரம்புகள் எடுத்து செல்வது

(அ) சிறுநீர்

(ஆ) நிணநீர் திரவம்

(இ) ஆக்ஸிஜனேற்றப்பட்ட இரத்தம்

(ஈ) ஆக்ஸிஜன் அல்லாத இரத்தம்

Veins carry

(a) Urine

(b) Lymph fluid

(c) Oxygenated blood

(d) Deoxygenated blood

50. _____ செரிமான நொதிகள் இதற்கு பொறுப்பேற்கின்றன.

   (அ) உணவு நுகர்வு மெதுவாக

   (ஆ) உணவு நுகர்வு வேகப்படுத்துதல்

   (இ) உணவின் செரிமானத்தை மெதுவாக்குவது

   (ஈ) உணவின் செரிமானத்தை விரைவுபடுத்துதல்

   Digestive enzymes are responsible for

   (a) Slowing the consumption of food

   (b) Speeding up the consumption of food

   (c) Slowing the breakdown of food

   (d) Speeding up the breakdown of food

   _____

CODE:24038E

PART – A (10X1=10 MARKS)

ANSWER ALL QUESTIONS. CHOOSE THE CORRECT ANSWER

1. Which of the following are the dimensions of the Business Environment?

   a.   Economic and Social   b. Technological and Economics

   c.   Legal and Social   d. All of the above

2. Gross National Product, Per capita income, Price level etc. are the indicator of

   a. Economic Policies   b. Economic Indices

   c. Economic Structure   d. Economic Infrastructure

3. A social system or an individual fits into the social and cultural environment is known as

   a. Cultural Heritage   b. Cultural Transmission

   c. Cultural Adaptation   d. Cultural conformity

4. The society's norms which define what is right or proper in a given situation are called

   a. Knowledge   b. Belief   c. Preferences   d. Norms

5. "Ethics deals with the right actions of Individuals" Who said?

   a.   Peter. F. Drucker   b. C.S. Rao   c. J.R. Betty   d. C.Zahe

6. Which of the following is capable of doing maximum good to society.

   a. Business success   b. Laws and regulations

     c. Ethicsd. Professional management

7. The obligation of the business towards society is called

   a. Social obligation   b. Social responsibility   c. Social response   d. Social belief

8. The role of Government to develop infrastructural facilities is

   a. Regulatory role   b. Entrepreneurial role   c. Promotional role   d. Planning role

9. Disinvestment means selling of a public investment to a -----------

   a. Private Enterprises   b. Public Enterprises
   c.   Capital Market   d. Departmental Enterprises

10. A firm in one country allows firm in another country to use its patents, trade mark, etc. are called

    a. Franchising   b. Exporting   c. Contract   d. Licensing

PART – B (5X5=25MARKS)

Answer all questions. Choosing either (a) or (b), Answer should not exceed 250 words.

11. a. Explain the nature of Business Environment.

(or)

    b. Discuss the impact of Environment on business.

12. a. How can we classify culture on the basis of traits?

(or)

    b. Enumerate the ways of cultural transmission.

13. a. What are the guidelines for social responsibility laid by Keith Davis?

(or)

    b. List down the points in favour of social responsibility.

14. a. Discuss the basic requirements for technological development.

(or)

    b. Explain the state intervention in business activities.

15. a. Highlight the salient features of liberalisation.

(or)

    b. Elaborate the potential benefits of privatisation.

PART – C (5X8=40 MARKS)

Answer all questions. Choosing either (a) or (b), Answer should not exceed 600 words.

16. a. Highlight the significance of understanding Business Environment.

(or)

    b. Explain the macro environmental factors of business.

17. a. Elaborate the impact of foreign culture on business.

(or)

    b. Enumerate the elements of culture.

18. a. Explain the social responsibility towards shareholders of business.

(or)

    b. Analyse the strategies for social responsibilities of business.

19. a. State the salient features of Industrial policy 1991.

(or)

b. Analyse the difference between science and technology.

20. a. Highlight the essential conditions for Globalisation.

(or)

b. Discuss the features of Globalisation and also explain its merits and demerits.

CODE: 24012

REG.NO: ----------
SUBJECT CODE: APCM11
B.B.A./ B.Com., (CBCS) DEGREE EXAMINATION NOVEMBER 2020
FIRST SEMESTER
Add on Major
Professional English for Commerce and Management - I
(For those who joined in July 2020 onwards)
TIME: Three hours
MAXIMUM: 75 Marks CODE:
PART – A (10X1=10 MARKS)
Answer all Questions. Choose the correct answer.

1. **In the E- mail , BCC stands for**

   a. Blind carbon copy **b.** bright carbon copy **c.** blind clean copy **d.** before column copy

2. **How does the speaker acknowledge that the listener is active?**

   a. Interactive at all times

   b. Open Mindedness

   c. Poor Nonverbal cues

   d. Lack of comprehension

3. **What is the relationship between hearing and listening?**

   a. Both are discrete.

   b. Hearing is the first step to listening

   c. Listening and hearing are not skills.

   d. Hearing is a skill not listening

4. **What way can the Ideas and concepts be visualized?**

   a. Fantasy

   b. Mind-map

   c. Flow-chart

   d. paraphrasing

5. **Negotiation succeeds ----**

   a) selling   **b)** argument   **c)** Debate   **d)** Payment

6. **Group discussions are used in the job market during ------**

   a) Interviews   **b)** Market discussions **c)** Business Meetings **d)** Listening precise

7. **The 3 Ps refer in the presentation --------**

   a. Preparation, Practice and Performance

   b. Perfections, Practice and Performance

   c. Practice, Performance and preaching

d. Preparation, Practise and Purification

8. Good time management involves in --------

    a. priority   **b.** popularity **c.** Publicity   **d.** fidelity

9. Note-taking is a process involves in------

    a. Recording **b.** Erasing   **c.** Taking   **d.** Talking

10. Loyalty is -------

    a. Ethics   **b.**alife skill   **c.** aprofessional skill **d. a** speaking skill

PART – B (5X5=25MARKS)

Answer all questions. Choosing either (a) or (b), Answer should not exceed 250 words.

11.   **(a) Attempt a description of the picture given below about 150-250 words.**

(OR)

(b) Write a format of business letter.

12.   **(a) Write a paragraph about "Subsidy'.**

(OR)

(b) Write a paragraph using the given flow-chart.

Customer arrival

↓

Job card opening

↓

Technical examination, Estimate time / cost given

↓

Customer left vehicle with a record card/ customer wait in lounge

↓

Service Work carried out (repair / replacement / troubleshooting)

↓

Test trial (Again servicing if required)

↓

Payment

↓

Delivery to customer
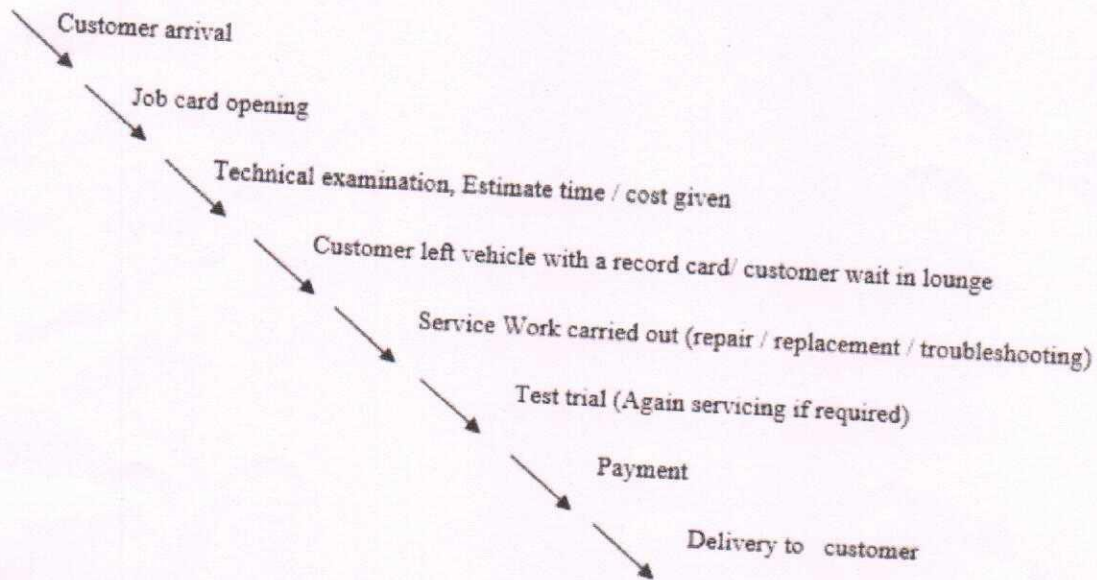
13.   (a) Fill in the blanks with appropriate prepositions.

--------2016, Phelps was selected to be the flag holder for the US Olympic team -------Rio de Janeiro. He went on to triumph five more gold and one silver medal. ----------August 13, -----the 4 × 100-meter medley relay, Phelps completed his profession with another medal, his 23rd gold and his 28th medal overall. Amazingly, --------age 31, Michael Phelps broke a 2,168-year-old antique Olympic record, set by Leonidas of Rhodes, who had held the most Olympic individual titles of all time.

(OR)

(b) Write a paragraph about descriptive essay.

14.   (a) Write a topic on " Customer Service"

(OR)

(b) Write a topic on "Team work"

15.   (a) Write about Power Point Presentation?

(OR)

(b) What are the salient features to be followed to make Power Point presentation more effective?

16.   (a) Compare the advantages and disadvantages of E – mail with physical mail.

(OR)

(b) What are the salient features of writing business letter?

17.   (a)   Read the passage and draw a flow chart.

Preparing cappuccino

Pour cold milk into a metal steaming pitcher, about a third full. Release steam from the steaming wand for two seconds to eliminate any residual water. Dip the tip of the steaming wand into milk and start frothing. As the foam rises and the volume of milk increases, lower the pitcher, always keeping the tip submerged and tilted to create a vortex. Do not mix unnecessarily. Continue steaming until the milk reaches 65 degrees and its volume doubles. Tap the base of the pitcher firmly on the countertop to compress the foam. Prepare an espresso in a large cup .Pour the foamed milk directly into the cup, first aiming for the center, then continuing in a circular motion out toward the rim .Operate the steam one more time to eliminate any remaining milk residue. The cappuccino is ready to serve.

(OR)

(b) What is flow-chart? Discuss the uses in 150 words.

18. (a) Illuminate the importance of Group Discussion and explain its objectives

(OR)

(b) Write an argumentative essay on "corona holidays"- a boon or a bane.

19. (a) Write eight recommendations to be followed to get rid of mobile phone addiction.

(OR)

(b) Write eight recommendations to be followed in the classroom during pandemic time.

20.   (a) Why Critical thinking skill is inevitable for good employability?

(OR)

(b) What are the salient features of a perfect Power Point Presentation?

Code No.:SS23038

U.G. (CBCS) DEGREE SPECIAL SUPPLEMENTARY EXAMINATION, APRIL 2020

Second Semester

GENERAL ENGLISH-Paper II

(For those who joined in July 2016 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 X 1 = 10 marks)

Answer ALL questions, Choose the correct answer

1. _____ Is the most offensive traveller according to J B Priestly
   (a) children   (b) middle aged women   (c) sea fearers   (d) soldiers

2. The dominion of the Manchus ended in the year _____
   (a) 1910   (b) 1911   (c) 1912   (d) 1913

3. The mother recovers after ——— hours of pain and agony from the bite of the scorpion.
   (a) 10   (b) 14   (c) 20   (d) 24

4. The poem if by Rudyard Kipling was written in the year ———
   (a) 1895   (b) 1896   (c) 1897   (d) 1898

5. The title ——— was conferred by the mathematics teacher to Wasserkopf
   (a) Mathematical Genius   (b) Scientific Scholor   (c) Math Wizard
   (d) Business Tycoon

6. Jack earns——— pounds a week
   (a) 5   (b) 6   (c) 7   (d) 8

7. Change the following sentence in active voice "The window pane has been broken by the children."
   (a) The children have broken the window pane.
   (b) The children had broken the window pane.
   (c) The children had been breaking the window pane.
   (d) The children has been breaking the window pane.

8. Identify the type of sentence "He had studied French before travelling to Paris".
   (a) Past tense   (b) Past continuous   (c) past perfect
   (d) past perfect continuous

9. ——— is a way of recording important details from a source
   (a) Note Making   (b) agenda   (c) minutes   (d) essay

10. ——— is an example for salutation
    (a) Sir   (b) hai   (c) halo   (d) see you

PART B — (5 × 5 = 25 marks)
Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11.(a) Explain the travellers on the wrong train as cited by J.B. Priestly.

OR

(b) How does the source of water reflect the mood of the person according to C.V. Raman?

12.(a) "Our two souls, therefore, which are one" Explain with reference to John Donne's poem "Valedicition: Forbidding Mourning"

OR

(b) How did the peasants view the scorpion stinging in a positive manner?

13.(a) How does the play Never – Never Nest portray the demerits of buying things on hire-purchase basis?

OR

(b) What prompted Wasserkopf to go to his school seeking a refund of his tuition fee?

14.(a) Change the voice to its other forms.
   (i)   The science class viewed the comet.
   (ii)   Instructions will be given to you by the director.
   (iii) Thousands of tourists visit the Grand Canyon every year.
   (iv)   The house was remodeled by the homeowners to help it sell.
   (v)   The saltwater corroded the metal beams.

OR

b. Fill the gaps with the correct tenses.
   i) I (learn) _____ English for seven years now.
   ii) But last year I (not//work) _____ hard enough for English, that's why my marks were not really good then.
   iii) As I (pass/want) my English exam successfully next year, I am going to study harder this term.
   iv) During my last summer holidays, my parents (send) _____ me on a language course to London.
   v) It (be)_____ great and I think I learned a lot.

15 a. Write a letter to your friend Ramani inviting him to spend the summer vacation at your place in Ooty. Assuming that You are Mani.

                                             Or

b. Develop the following lines into a story:
   Long ago there was an old man in a village. He was very interested in yoga. On a certain day he saw some yoga teacher conducting yoga classes in the field ....

PART C – (5 X 8 = 40 Marks)
Answer ALL questions choosing either (a) or (b)
Each answer should not exceed 600 words.

16 a. Why do you think the tiger had not heard the approach of the night train? Why was escape useless for the tiger?

                                             Or

b. How can we free ourselves from dogmatism?

17 a. "Mary Moorman calls the poem Lucy Gray as *the most haunting of all his ballads of childhood*". Discuss.

                                             Or

b. Analyse the message rendered by the poem *IF*.

18 a. What was unusual about Jack's owning his car?

                                             Or

b. Discuss in detail the structure of the play *Bishop's Candlesticks*?

19 a. Fill in the blanks with appropriate forms of tenses:
   i) The used to _____ with furniture but now she _____ with cars (deal, deal)
   ii) He _____ his homework. He can go out now. (just do)
   iii) Our cows _____ more mild recently (give)
   iv) It was hot yesterday. The children _____ swimming. (go)
   v) Since his departure to France I _____ any news from him (not hear).
   vi) The ball _____ me on the head and I went to the ground (hit)
   vii) Please _____ on the shirt! I don't like it (keep)
   viii) She was lying in her bed when the phone _____ (ring).

                                             Or

b. Write the following sentences in reported speech.
   i) Ram: "She works in an office."
   ii) Jane: "I am going to clean the room."
   iii) John: "They like the song."
   iv) Ram and Laxman: "We need new shoes."
   v) Kate: "He can speak Spanish."
   vi) Teacher: "Ravi has never been to Philadelphia."
   vii) Latha: "The train didn't arrive on time."
   viii) Emma: "I'm sitting on the chair."

20 a. Sita is being interviewed for the job of a teacher in a school. Complete the dialogue by filling in the gaps.

Interviewer: Why do you think you (i) _____ ?

Sita: Mam, I am qualified for the job and I have a passion for children and teaching. All these traits make me _____ (ii)

Interviewer: Can (iii) _____ any foreign language?

Sita : Yes, I can speak and write German.

Interviwrer: What (iv) _____ in graduation?

Sita: Mam, I have graduated in Chemistry Honours.

Interviewer: Do you (V) _____ experience?

Sita: Yes, I have five years of teaching experience in a school.

Interviewer: Well, then we may consider you for the job.

Or

b. Develop the following hints into a readable passage and give a suitable title.

Ram – actor – brilliant - strange character - insists on realism - headache to the manager - a new drama - first drinking scene - water provided in a cup as usual - Dick insists on liquor - manager has to buy a bottle of liquor - second scene – fight - insists on real swords - refuses to handle wooden swords - steel swords brought - third scene - hero drinks poison - manager has real poison - actor in a fix - promises to be sensible in future.

(8 pages)　　　　　**Reg. No. :** ....

Code No. : 24037 E　　Sub. Code : AMBA 11/ AMSL 11

B.B.A. (CBCS) DEGREE EXAMINATION, NOVEMBER 2020.

First Semester

Business Administration/Shipping and Logistics–Main

BUSINESS STATISTICS

(For those who joined in July 2020 onwards)

Time : Three hours　　　　　Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1.　Data collected from "Hindu" Newspaper is an example of

　(a)　Primary data

　(b)　Secondary data

　(c)　Primary and Secondary data

　(d)　None of these

2. Total angle of the pie-chart is

   (a) 45   (b) 90

   (c) 180   (d) 360

3. In chronological classification, data are classified on the basis of

   (a) Attributes   (b) Class interval

   (c) Time   (d) Locations

4. Which of the following is the most unstable average?

   (a) Mode   (b) Median

   (c) Geometric mean   (d) Harmonic mean

5. Range is ——————

   (a) Large value + Small value

   (b) Large value – Small value

   (c) Large value × Small value

   (d) Large value / Small value

6. Standard deviation is also called ——————

   (a) Root mean square deviation

   (b) Root Deviation

   (c) Sigma Square Deviation

   (d) Positive Meandeviation

7. The co-efficient of correlation

   (a) cannot be positive

   (b) cannot be negative

   (c) can be either positive or negative

   (d) none of these

8. The relationship between three or more variable is studies with help of ——————— correlation.

   (a) Positive

   (b) Negative

   (c) Linear

   (d) Multiple

9. The circular test is satisfied by

   (a) Simple aggregative index

   (b) Passche's Index

   (c) Laspeyre's index

   (d) Kelly's index

10. Seasonal variations respect during a period of

   (a) One year

   (b) Five year

   (c) Seven year

   (d) Three year

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Discuss the functions of statistics.

Or

(b) Describe the methods of collecting primary data.

12. (a) Explain the different types of classification.

Or

(b) Calculate Harmonic Mean from the following data.

Size of items	6	7	8	9	10	11
Frequency	4	6	9	5	2	8

13. (a) Calculate quartile deviation and its co-efficient of A's monthly earning for a year.

Month	1	2	3	4	5	6	7
Monthly earning	239	250	251	251	257	258	260

Month	8	9	10	11	12
Monthly earning	261	262	262	273	275

Or

[P.T.O.]

(b) Calculate the mean deviation from mean for the following data.

Class internal	2–4	4–6	6–8	8–10
Frequency	3	4	2	1

14. (a) Find out the co-efficient of correlation.

X	4	3	2	5	6
Y	1	2	3	5	4

Or

(b) Given the following data, calculate the expected value of Y, when X = 12.

	X	Y
Average	7.6	14.8
Standard deviation	3.6	2.5

$$r = 0.99$$

15. (a)

Commodity	Price in 2014	Price in 2015
A	90	95
B	40	60
C	90	110
D	30	35

Construct an index number for 2015 taking 2014 as base.

Or

(b) Explain the uses of time series.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Describe the scope and uses of statistics in business.

Or

(b) Draw a multiple bar diagram for the following data.

Year	Sales (,000)	Gross profit (,000)	Net Profit (,000)
2012	100	30	10
2013	120	40	15
2014	130	45	25
2015	150	50	25

17. (a) Calculate the mode from the following series.

Size of item	0-5	5-10	10-15	15-20	20-25	25-30	30-35	35-40	40-45
Frequency	20	24	32	28	20	16	34	10	8

Or

(b) Find out the Geometric mean

Yield of wheat	7.5-10.5	10.5-13.5	13.5-16.5	16.5-19.5	19.5-22.5	22.5-25.5	25.5-28.5
No. of farms	5	9	19	23	7	4	1

18. (a) Calculate standard deviation for the following data.

Class Interval	5-10	10-15	15-20	20-25	25-30
Frequency	6	5	15	10	14

Or

(b) Prices of a particular commodity in five years in two cities are given below.

Price in city 'A'	Price in city 'B'
20	10
22	20
19	18
23	12
16	15

From the above data find the city which more stable prices.

19. (a) Explain the different types of correlation.

Or

(b) Calculate co-efficient of correlation from the following data.

x :	12	9	8	10	11	13	7
y :	14	8	6	9	11	12	3

Page 7 **Code No.** : **24037 E**

20. (a) Calculate Index number through Bowley's Method form the following data.

| | 2016 | | 2017 | |
Commodity	Price	Quantity	Price	Quantity
A	10	3	8	3.25
B	20	15	15	20
C	2	25	3	23

Or

(b) Calculate three yearly moving average of the following data.

Year:	2006	2007	2008	2009	2010
No. of Students:	15	18	17	20	23

Year:	2011	2012	2013	2014	2015
No. of Students:	25	29	33	36	40

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(8 pages)   **Reg. No. :** ....

Code No. : 24037 E   Sub. Code : AMBA 11/ AMSL 11

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

First Semester

Business Administration/Shipping and Logistics–Main

BUSINESS STATISTICS

(For those who joined in July 2020 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Data collected from "Hindu" Newspaper is an example of

    (a) Primary data

    (b) Secondary data

    (c) Primary and Secondary data

    (d) None of these

2. Total angle of the pie-chart is

    (a) 45   (b) 90

    (c) 180   (d) 360

3. In chronological classification, data are classified on the basis of

    (a) Attributes   (b) Class interval

    (c) Time   (d) Locations

4. Which of the following is the most unstable average?

    (a) Mode   (b) Median

    (c) Geometric mean   (d) Harmonic mean

5. Range is ——————————

    (a) Large value + Small value

    (b) Large value – Small value

    (c) Large value × Small value

    (d) Large value / Small value

6. Standard deviation is also called ——————————

    (a) Root mean square deviation

    (b) Root Deviation

    (c) Sigma Square Deviation

    (d) Positive Meandeviation

7. The co-efficient of correlation

    (a) cannot be positive

    (b) cannot be negative

    (c) can be either positive or negative

    (d) none of these

8. The relationship between three or more variable is studies with help of ———————— correlation.

    (a) Positive

    (b) Negative

    (c) Linear

    (d) Multiple

9. The circular test is satisfied by

    (a) Simple aggregative index

    (b) Passche's Index

    (c) Laspeyre's index

    (d) Kelly's index

10. Seasonal variations respect during a period of

    (a) One year

    (b) Five year

    (c) Seven year

    (d) Three year

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Discuss the functions of statistics.

                        Or

     (b) Describe the methods of collecting primary
          data.

12. (a) Explain the different types of classification.

                        Or

     (b) Calculate Harmonic Mean from the following
          data.

Size of items	6	7	8	9	10	11
Frequency	4	6	9	5	2	8

13. (a) Calculate quartile deviation and its co-
          efficient of A's monthly earning for a year.

Month	1	2	3	4	5	6	7
Monthly earning	239	250	251	251	257	258	260

Month	8	9	10	11	12
Monthly earning	261	262	262	273	275

                        Or

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                                        [P.T.O.]

(b) Calculate the mean deviation from mean for the following data.

Class internal	2–4	4–6	6–8	8–10
Frequency	3	4	2	1

14. (a) Find out the co-efficient of correlation.

X	4	3	2	5	6
Y	1	2	3	5	4

Or

(b) Given the following data, calculate the expected value of Y, when X = 12.

	X	Y
Average	7.6	14.8
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$r = 0.99$

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Commodity	Price in 2014	Price in 2015
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Construct an index number for 2015 taking 2014 as base.

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PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
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Page 7 **Code No.** : **24037 E**

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B	20	15	15	20
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Or

(b) Calculate three yearly moving average of the following data.

Year:	2006	2007	2008	2009	2010
No. of Students:	15	18	17	20	23

Year:	2011	2012	2013	2014	2015
No. of Students:	25	29	33	36	40

——————

Reg. No.....................

Code No: SS22228E   Sub. Code: JSBA4A/SSBA4A

B.B.A.(CBCS) DEGREE SPECIAL SUPPLEMENTARY EXAMINATION, APRIL 2020

FOURTH SEMESTER

BUSINESS ADMINISTRATION

SKILL BASED SUBJECT - MANAGERIAL SKILL DEVELOPMENT

(For those who joined in July 2016 onwards)

Time : Three hours   Maximum: 75 marks

Part – A (10 X 1 = 10 marks)
Answer all questions, choose the correct answer

1. These skills are required to carry out specific tasks that fall within the purview of the job.
   a) Technical   b) Conceptual
   c) Human relations   d) None of the above

2. ---------------- environment is beyond the control of the business.
   a) Internal   b) External
   c) Micro   d) Macro

3. The following is (are) the most effective ways of communication.
   a) Verbal   b) Non-verbal
   c) Written   d) All of the above

4. The study of the way in which certain body movements and gestures serve as a form of non-verbal communication.
   a) Kinesics   b) Proxemics
   c) Paralanguage   d) None of the above

5. One of the key factors of emotional intelligence is ----------
   a) Self-awareness   b) Self-management
   c) Social awareness   d) All of the above

6. _____ reaches the people with news and opinions and work as a link.
   a) Suppliers   b) Opinion Leaders
   c) Executives   d) Media

7. Aches, shallow breathing and sweating, frequent colds are ----------- symptoms of stress.
   a) Physical   b) Behavioural
   c) Emotional   d) Cognitive

8. Transactional Analysis (TA) is related to --------------------
   a) Learning   b) Attitudes
   c) Perception   d) Personality

9. A speech must always present ------------------
   a) Facts   b) Opinions
   c) Suggestions   d) Perspectives

10. Which of these must be avoided by a speaker?
    a) Abstract words   b) Short sentences
    c) Good pronunciation   d) Steady pace

SECTION – B (5X5=25 Marks)

Answer ALL questions choosing either (a) or (b) in 250 words.

11. a) Write down the importance of managerial skills in an organization.

(OR)

b) What are the human activities that affect the environment?

12. a) Outline the role of Non-verbal communication in business.

(OR)

b) What are the major components of paralanguages?

13. a) What are the different types of emotions?

(OR)

b) Write down the functions of public relations.

14. a) List out the various types of stressors.

(OR)

b) Describe the four quadrants of Johari Window.

15. a) Write down the various materials used for presentation.

(OR)

b) What are the speaker personality types?

SECTION – C (5X8=40 Marks)

Answer ALL questions choosing either (a) or (b) in 600 words.

16. a) Discuss the managerial skills needed at the different levels of management.

(OR)

b) Explain the management of environmental issues in an organization.

17. a) Explain the practical ways to improve the verbal communication skills.

(OR)

b) Discuss the different types of touch used in non-verbal communication.

18. a) Explain the strategies to manage emotions at work place.

(OR)

b) Discuss the important objectives of public relations.

19. a) Describe the stress management strategies.

(OR)

b) What are the sources of inter-personal conflict? Discuss how TA will help resolve inter-personal conflict.

20. a) Explain the ways to improve the presentation skills.

(OR)

b) Discuss the profile of a good speaker.

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Reg. No. : ....

Code No. : 22487 E   Sub. Code : SSBA 3 A

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

Third Semester

Business Administration — Main

Skill Based Subject — INTRODUCTION TO BANKING

(For those who joined in July 2017 onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Banks in India followed the ———— pattern of deposit banking.

    (a) British   (b) US

    (c) Canada   (d) China

2. The banker has a statutory obligation to

    (a) Honor customers cheques

    (b) Exercise lien

    (c) Maintain secrecy of his customer's accounts

    (d) Honor customer's bills

3. The best suited deposit for a trading company is

    (a) Savings deposit   (b) Fixed deposit

    (c) Current deposit   (d) Recurring deposit

4. According to IBA, the maximum period for which a fixed deposit can be obtained is

    (a) No Limit   (b) 5 Years

    (c) 7 Years   (d) 10 Years

5. A floating charges means

    (a) A charge of the assets of the company which is being floated

    (b)   A charge on the shares or the company

    (c) A charge on the current assets of the company which ate constantly changing

    (d) none of the above

6. Pledge can be created by

    (a) Actual delivery

    (b) Constructive delivery

    (c) Symbolic delivery

    (d) Any of the above

7. In case of hypothecation, the banker has

    (a) The possession of goods

    (b) Right to sell the good

    (c) A specific interest in the goods

    (d) None of the above

8. The banker has a lien on

    (a) Bonds given for collection

    (b) Bonds given for safe custody

    (c) Bonds lift by mistake

    (d) Trustee

9. ————— refers to a banking transaction routed through internet.

    (a) Micro banking   (b) Macro banking

    (c) E-banking   (d) Firewall

10. Unauthorized users accessing the private network are prevented through ————— controls.

    (a) Firewall   (b) Virtual

    (c) RTGS   (d) E-banking

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the general relationships between banker and customer?

Or

(b) Describe the duties of a banker.

12. (a) Describe the types of crossing.

Or

(b) Give details about Golden Cheque Scheme.

13. (a) Describe the difference between overdraft and cash credit.

Or

(b) State the important features of Cash Credit Facility.

14. (a) Describe the characteristics of good security.

Or

(b) List out the duties of the Pledgee.

15. (a) Briefly explain the types of E-Banking.

                     Or

     (b) Summarize the various constraints in E-banking.

              PART C — (5 × 8 = 40 marks)

     Answer ALL questions, choosing either (a) or (b).

        Each answer should not exceed 600 words.

16. (a) Discuss about the various functions of bank.

                     Or

     (b) What are the rights of bankers? Explain in detail.

17. (a) What are the general precautions for opening account? Explain.

                     Or

     (b) Distinguish between Cheque and Bill of exchange.

18. (a) Critically evaluate the various forms of advances in commercial banking.

                     Or

     (b) Discuss about the principles of sound lending.

                Page 5   **Code No. : 22487 E**

19. (a) Explain the rights of a banker as a pledge.

Or

(b) What are the differences between pledge and hypothecation?

20. (a) Critically evaluate the E-banking transactions.

Or

(b) Discuss about differences between traditional banking and E-Banking.

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Reg. No......................

Code No: SS22468E   Sub. Code: SMBA41

B.B.A (CBCS) DEGREE SPECIAL SUPPLEMENTARY EXAMINATION, APRIL 2020

FOURTH SEMESTER

BUSINESS ADMINISTRATION - Main

COST ACCOUNTING

(For those who joined in July 2017 onwards)

Time : Three hours   Maximum: 75 marks

Part – A (10 X 1 = 10 marks)

Answer all questions, choose the correct answer

1. -------------- is the technique and process of ascertainment of costs.
   - a) Cost accounting
   - b) Financial accounting
   - c) Financial management
   - d) None of the above

2. Fixed cost per unit -------------------- with increase in output.
   - a) Increases
   - b) Decreases
   - c) Constant
   - d) None of the above

3. The quantity of material to be ordered at one time is known as
   - a) Re-order level
   - b) Economic order quantity
   - c) Re-order quantity
   - d) None of the above

4. First in first out method of valuing material issues is suitable in times of ------------- prices.
   - a) Falling
   - b) Rising
   - c) Constant
   - d) None of the above

5. In Merrick's Multiple piece rate system, ------------- piece rates are set for each job.
   - a) Two
   - b) Three
   - c) Four
   - d) None of the above

6. It denotes the percentage change in the labour force of an organisation.
   - a) Sales turnover
   - b) Labour turnover
   - c) Strike
   - d) None of the above

7. Basis of apportionment of welfare department expenses is
   - a) Direct wages
   - b) Number of employees
   - c) Direct materials
   - d) None of the above

8. In job costing each ----------- is a cost unit to which all costs are assigned.
   - a) Contract
   - b) Job
   - c) Batch
   - d) None of the above

9. Operating costing is suitable for ------------.
   - a) Job order business
   - b) Contractor business
   - c) Sugar industries
   - d) Service industries

10. The loss arising out of abnormal reason such as theft, fire etc is called as ------------.
    - a) Normal loss
    - b) Abnormal loss
    - c) Seasonal loss
    - d) Standard loss

SECTION – B (5X5=25 Marks)
Answer ALL questions choosing either (a) or (b) in 250 words.

11. a) What are the different methods of costing used for the ascertainment of cost?

(OR)

b) A factory produces 100 units of a commodity. The cost of production is:

	Rs.
Direct materials	10,000
Direct wages	5,000
Direct expenses	1,000
Factory overheads	6,500
Administrative overheads	3,480

If a profit of 25% on sales is to be realized, what would be the selling price of each unit of the commodity?

12. a) What are the advantages of material control?

(OR)

b) Calculate maximum level, minimum level and re-order level from the following:

Re-order quantity	1,500 units
Re-order period	10-15 days
Normal re-order period	12 days
Maximum consumption	150 units per day
Normal consumption	120 units per day
Minimum consumption	100 units per day

13. a) Distinguish between overtime and idle time.

(OR)

b) Using the following data, calculate the wage payable to a workman under the Halsey plan and Rowan plan.
Time allowed =40 hours; Time taken = 32 hours and Rate per hour = Rs.5.00

14. a) What are the distinguishing features of contract accounts?

(OR)

b) The monthly budget of a department is as under:

Direct materials	Rs.45,000
Direct labour	Rs.60,000
Overheads	Rs.90,000
Direct Labour hour	15,000
Machine hour	30,000

Find out the overhead recovery rate based on the following methods of absorption of overheads:

i) Direct labour hour method, ii) Direct labour cost method; iii) Machine hour method; iv) Direct material cost method

15. a) What are the main objectives of motor transport costing?

(OR)

b) In process B, 75 units of a commodity were transferred from Process A at a cost of Rs.1,310. The additional expenses incurred by the process were Rs.190. 20% of the units entered are normally lost and sold @ Rs.4 per unit. The output of the process was 70 units. Prepare Process B account and Abnormal Gain Account.

SECTION – C (5X8=40 Marks)

Answer ALL questions choosing either (a) or (b) in 600 words.

16. a) Distinguish between financial accounting and cost accounting.

(OR)

b) Following information has been obtained from the records of a Manufacturing Company:

	1.1.2019	31.12.2019
	Rs.	Rs.
Stock of Raw Materials	40,000	50,000
Stock of Finished Goods	1,00,000	1,50,000
Stock of work-in-Progress	10,000	14,000

Transactions during the year:

	Rs.		Rs.
Indirect Labour	50,000	Administration expenses	1,00,000
Lubricants	10,000	Power	30,000
Insurance on plant	3,000	Direct Labour	3,00,000
Purchase of Raw Materials	4,00,000	Depreciation on Machinery	50,000
Sale commission	60,000	Factory Rent	60,000
Salaries of salesmen	1,00,000	Property tax on factory building	11,000
Carriage outward	20,000	Sales	12,00,000

Prepare a Statement of Cost showing the components of total cost and profit.

17. a) Discuss the various techniques of material control.

(OR)

b) Show the Stores Ledger entries as they would appear when using a) LIFO method and b) weighted average method of pricing issues, in connection with the following transactions:

		Unit	Price (Rs.)
May 1	Purchase	300	3.00
May 4	Purchase	600	4.00
May 6	Issue	400	
May 10	Purchase	600	4.00
May 15	Issue	1000	
May 20	Purchase	400	5.00
May 23	Issue	200	

18. a) Discuss the causes of labour turnover and its effect on cost of production.

(OR)

b) The standard hours of Job X is 100 hours. The job has been completed by Amar in 60 hours, Akbar in 70 hours and Anthony in 95 hours.

The bonus system applicable to the job is as follows:

Percentage of time saved to time allowed	Bonus
Saving upto 10%	10% of time saved
From 11% to 20%	15% of time saved
From 21% to 40%	20% of time saved
From 41% to 100%	25% of time saved

The rate of pay is Re.1 per hour. Calculate the total earnings of each worker and also the rate of earnings per hour.

19. a) Describe the various methods of absorption of factory overheads. Which of these methods do you consider most scientific and why?

(OR)

b) S.V.Construction Ltd. have obtained a contract for the construction of a bridge. The value of the contract is Rs.12 Lacs and the work commenced on 1st October, 2018. The following details are shown in their books for the year ended 30th September, 2019:

Plant purchased Rs.60,000; Wages paid Rs.3,40,000; Materials issued to site Rs.3,36,000; Direct expenses Rs.8,000; General overhead apportioned Rs.32,000; Wages accrued as on 30.09.2019 Rs.2,800; Materials at site as on 30.09.2019 Rs. 4,000; Direct expenses accrued as on 30.09.2019 Rs.1,200; Work not yet certified at cost Rs.14,000; Cash received being 80% of work certified Rs.6,00,000. Life of plant purchased is 5 years and scrap value is nil.

i) Prepare the contract account for the year ended 30th September, 2019.

ii) Show the amount of profit which you consider might be fairly taken on the contract and how you have calculated it.

20. a) Explain normal loss, abnormal loss and abnormal gain and state how they should be dealt with in process cost accounts.

(OR)

b) A transport Service Company is running 4 buses between two towns which are 50 kms. apart. Seating capacity of each bus is 40 passengers. The following particulars were obtained from their books for April, 2019:

Wages of drivers, conductors and cleaners Rs.2,400; Salaries of office and Supervisory staff Rs. 1,000; Diesel oil and other oils Rs.4,000; Repair and maintenance Rs.800; Taxation, Insurance, etc. Rs.1,600; Depreciation Rs.2,600; Interest and other charges Rs.2,000.

Actual passengers carried were 75% of the seating capacity. All the four buses ran on all the days of the month. Each bus made one round trip per day. Find out cost per passenger km.

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Reg. No......................

Code No: SS22468E

Sub. Code: SMBA41

B.B.A (CBCS) DEGREE SPECIAL SUPPLEMENTARY EXAMINATION, APRIL 2020

FOURTH SEMESTER

BUSINESS ADMINISTRATION - Main

COST ACCOUNTING

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum: 75 marks

Part – A (10 X 1 = 10 marks)

Answer all questions, choose the correct answer

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15. a) What are the main objectives of motor transport costing?

(OR)

b) In process B, 75 units of a commodity were transferred from Process A at a cost of Rs.1,310. The additional expenses incurred by the process were Rs.190. 20% of the units entered are normally lost and sold @ Rs.4 per unit. The output of the process was 70 units. Prepare Process B account and Abnormal Gain Account.

SECTION – C (5X8=40 Marks)
Answer ALL questions choosing either (a) or (b) in 600 words.

16. a) Distinguish between financial accounting and cost accounting.

(OR)

b) Following information has been obtained from the records of a Manufacturing Company:

	1.1.2019	31.12.2019
	Rs.	Rs.
Stock of Raw Materials	40,000	50,000
Stock of Finished Goods	1,00,000	1,50,000
Stock of work-in-Progress	10,000	14,000

Transactions during the year:

	Rs.		Rs.
Indirect Labour	50,000	Administration expenses	1,00,000
Lubricants	10,000	Power	30,000
Insurance on plant	3,000	Direct Labour	3,00,000
Purchase of Raw Materials	4,00,000	Depreciation on Machinery	50,000
Sale commission	60,000	Factory Rent	60,000
Salaries of salesmen	1,00,000	Property tax on factory building	11,000
Carriage outward	20,000	Sales	12,00,000

Prepare a Statement of Cost showing the components of total cost and profit.

17. a) Discuss the various techniques of material control.

(OR)

b) Show the Stores Ledger entries as they would appear when using a) LIFO method and b) weighted average method of pricing issues, in connection with the following transactions:

		Unit	Price (Rs.)
May 1	Purchase	300	3.00
May 4	Purchase	600	4.00
May 6	Issue	400	
May 10	Purchase	600	4.00
May 15	Issue	1000	
May 20	Purchase	400	5.00
May 23	Issue	200	

18. a) Discuss the causes of labour turnover and its effect on cost of production.

(OR)

b) The standard hours of Job X is 100 hours. The job has been completed by Amar in 60 hours, Akbar in 70 hours and Anthony in 95 hours.

The bonus system applicable to the job is as follows:

Percentage of time saved to time allowed	Bonus
Saving upto 10%	10% of time saved
From 11% to 20%	15% of time saved
From 21% to 40%	20% of time saved
From 41% to 100%	25% of time saved

The rate of pay is Re.1 per hour. Calculate the total earnings of each worker and also the rate of earnings per hour.

19. a) Describe the various methods of absorption of factory overheads. Which of these methods do you consider most scientific and why?

(OR)

b) S.V.Construction Ltd. have obtained a contract for the construction of a bridge. The value of the contract is Rs.12 Lacs and the work commenced on 1st October, 2018. The following details are shown in their books for the year ended 30th September, 2019:

Plant purchased Rs.60,000; Wages paid Rs.3,40,000; Materials issued to site Rs.3,36,000; Direct expenses Rs.8,000; General overhead apportioned Rs.32,000; Wages accrued as on 30.09.2019 Rs.2,800; Materials at site as on 30.09.2019 Rs. 4,000; Direct expenses accrued as on 30.09.2019 Rs.1,200; Work not yet certified at cost Rs.14,000; Cash received being 80% of work certified Rs.6,00,000. Life of plant purchased is 5 years and scrap value is nil.

   i) Prepare the contract account for the year ended 30th September, 2019.

   ii) Show the amount of profit which you consider might be fairly taken on the contract and how you have calculated it.

20. a) Explain normal loss, abnormal loss and abnormal gain and state how they should be dealt with in process cost accounts.

(OR)

b) A transport Service Company is running 4 buses between two towns which are 50 kms. apart. Seating capacity of each bus is 40 passengers. The following particulars were obtained from their books for April, 2019:

Wages of drivers, conductors and cleaners Rs.2,400; Salaries of office and Supervisory staff Rs. 1,000; Diesel oil and other oils Rs.4,000; Repair and maintenance Rs.800; Taxation, Insurance, etc. Rs.1,600; Depreciation Rs.2,600; Interest and other charges Rs.2,000.

Actual passengers carried were 75% of the seating capacity. All the four buses ran on all the days of the month. Each bus made one round trip per day. Find out cost per passenger km.

****

Reg. No. : ....

Code No. : 32052   **Sub. Code : JNTL 3A/**
SNTL 3A

U.G. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

Third Semester

தமிழ்

Non-Major Elective

அறிமுகத் தமிழ் — தாள் I

(For those who joined in July 2016 onwards)

Time : Three hours   Maximum : 75 marks

பகுதி அ — (10 × 1 = 10 மதிப்பெண்கள்)

அனைத்து வினாக்களுக்கும் விடை தருக.

சரியான விடையைத் தேர்ந்து எழுதுக.

1.   இடையின மெய்கள் எத்தனை?

   (அ) 7   (ஆ) 18

   (இ) 6   (ஈ) 5

2.   உயிரெழுத்துகள் எத்தனை?

   (அ) 5   (ஆ) 12

   (இ) 7   (ஈ) 18

3. ஓடு — என்பது எவ்வகைச் சொல் ?

    (அ) வினைச்சொல்   (ஆ) இடைச்சொல்

    (இ) உரிச்சொல்   (ஈ) பெயர்ச்சொல்

4. நெடில் எழுத்தினை முதலாகக் கொண்ட சொல் எது ?

    (அ) கல்வி   (ஆ) உயிர்

    (இ) காதல்   (ஈ) மரம்

5. 'கூவும்' பறவை எது ?

    (அ) ஆந்தை   (ஆ) மயில்

    (இ) காகம்   (ஈ) குயில்

6. 300 — என்ற எண்ணின் தமிழ் உச்சரிப்பு

    (அ) முன்நூறு   (ஆ) முன்னூறு

    (இ) முந்நூறு   (ஈ) முண்ணூறு

7. ஓர் ஆண்டிற்கு எத்தனை மாதங்கள் ?

    (அ) 8   (ஆ) 10

    (இ) 14   (ஈ) 12

8. பறவை இனம் எது ?

    (அ) பலா   (ஆ) புறா

    (இ) சுறா   (ஈ) மிளா

9. மலரின் பெயர் எது ?

    (அ) அல்லி   (ஆ) கள்ளி

    (இ) நெல்லி   (ஈ) மல்லி

10. வீட்டு விலங்கு எது?

(அ) நரி   (ஆ) சிங்கம்

(இ) புலி   (ஈ) பசு

பகுதி ஆ — (30 மதிப்பெண்கள்)

அனைத்து வினாக்களுக்கும் விடை தருக.

11. பொருத்துக.   (10 × 1 = 10)

(அ) வகுப்பறை — கடிகாரம்

(ஆ) மரம் — பணம்

(இ) நீதி — ஆசிரியர்

(ஈ) வங்கி — கடல்

(உ) இடி — மன்றம்

(ஊ) உப்பு — பறவை

(எ) நேரம் — துடுப்பு

(ஏ) முக்கு — மின்னல்

(ஐ) கூடு — நிழல்

(ஒ) ஓடம் — மணம்

12. பிழை நீக்கி எழுதுக.   (10 × 1 = 10)

(அ) பன்பு

(ஆ) அளைபேசி

(இ) குழம்

(ஈ) மானவர்

(உ) கழ்வி

(ஊ) செழ்வம்

(எ) உளகம்

(ஏ) கப்பள்

(ஐ) நன்பன்

(ஒ) முன்நூறு

13. விடுபட்ட எழுத்துக்களை எழுதுக. $(10 \times 1 = 10)$

(அ) அறிவி_ல்

(ஆ) த_ழ்

(இ) நா_ரிகம்

(ஈ) பய_ம்

(உ) அமி_தம்

(ஊ) விடு_லை

(எ) உய_வு

(ஏ) இலக்_யம்

(ஐ) தமிழ்_டு

(ஒ) ஒழு_கம்

14. பொருள் மாறுபடாமல் வாக்கியம் அமைக்க. (20 × 1 = 20)

   (1) பொன் அடக்கம் தரும் ஆயிரம்

   (2) காரியம் பதறாத சிதறாது

   (3) கடிப்பதில்லை நாய் குறைக்கும்

   (4) சிறப்பு சென்ற கற்றோருக்கு இடமெல்லாம்

   (5) குறைவற்ற வாழ்வே செல்வம் நோயற்ற

   (6) தூற்றிக்கொள் போதே காற்றுள்ள

   (7) உண்டு ஒன்றுபட்டால் வாழ்வு

   (8) காத்த இலவு கிளி

   (9) முளைத்த செந்தாமரை சேற்றில்

   (10) திறந்த வெள்ளம் மடை

   (11) கணக்கு நிதி பொது

   (12) வந்தவர் வாக்குரிமை வயது

   (13) உறுப்பினர் மன்ற நகர்

   (14) பட்டியல் வரிசைப் அகர

   (15) நிலைஆண்டு நிதி

   (16) சட்டம் வருவாய் நில

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(17) நாடு பழம் பெரும் பாரத

(18) செலுத்தும் வங்கி பணம்

(19) தெரிவது நிலா இரவில்

(20) சமைத்தாள் கமலி உணவு

15. இனமில்லாதவற்றை எடுத்து எழுதுக.   (10 × 1 = 10)

   (அ) பள்ளி, மாணவர், புத்தகம், கருப்பட்டி, பேனா

   (ஆ) தாய், தந்தை, கொல்லன், அண்ணன், தங்கை

   (இ) சித்திரை, சனி, ஆனி, ஆவணி, புரட்டாசி

   (ஈ) அரிசி, பருப்பு, காய், கனி, திறவுகோல்

   (உ) மாம்பழம், பலாப்பழம், வாழைப்பழம், மாதுளைப்பழம், தக்காளிப்பழம்

   (ஊ) நிலா, விண்மீன், வானம், கோள்கள், கடல்

   (எ) நிலம், நீர், காற்று, ஆகாயம், மீன்

   (ஏ) செம்பு, வெள்ளி, ஈயம், பித்தளை, கப்பல்

   (ஐ) வேர், தண்டு, இலை, காய், குரங்கு

   (ஒ) கண், காது, செவி, வாய், எலும்பு

16. உன்னைப் பற்றிய தன்விவரக் குறிப்பை எழுதுக.   (5)

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SYLLABUS

MANONMANIAM SUNDARANAR UNIVERISTY, TIRUNELVELI-12

UG COURSES – AFFILIATED COLLEGES

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)

(Choice Based Credit System)
(with effect from the academic year 2021-2022 onwards)

Semester-I				
Part	**Subject Status**	**Subject Title**	**Subject Code**	**Credit**
I	Language	Tamil / Other Language	C1TL11 /C1MY51	4
II	Language	Communicative English	C2EN11	4
III	Core-1	Professional English for Commerce and Management-I	CPCM11	4
	Core-2	Principles of Management	CMBA11	4
	Allied-1	Business Statistics	CABA11	4
IV	Common	Environmental Studies	CEVS11	2

Total Marks: 100   Internal Exam: 25 marks + External Exam: 75 marks

A. **Scheme for internal Assessment**:
Maximum marks for written test: **20 marks**
 3 internal tests, each of **I hour** duration shall be conducted every semester.
To the average of the **best two** written examinations must be added the marks scored in. The **assignment** for 5 marks.

The break up for internal assessment shall be:
Written test- 20 marks; Assignment -5 marks   Total - 25 marks

B. **Scheme of External Examination**
3 hrs. examination at the end of the semester
A – Part : 1 mark question two - from each unit
B – Part : 5 marks question one - from each unit
C – Part : 8 marks question one - from each unit

➤ **Conversion of Marks into Grade Points and Letter Grades**

S.No	Marks	Letter Grade	Grade point (GP)	Performance
1	90-100	O	10	Outstanding
2	80-89	A+	9	Excellent
3	70-79	A	8	Very Good
4	60-69	B+	7	Good
5	50-59	B	6	Above Average
6	40-49	C	5	Pass
7	0-39	RA	-	Reappear
8	0	AA	-	Absent

➤ **Cumulative Grade Point Average (CGPA)**

$$CGPA = \frac{\Sigma\,(GP \times C)}{\Sigma C}$$

- **GP** = Grade point, **C** = Credit
- CGPA is calculated only for Part-III courses
- CGPA for a semester is awarded on cumulative basis

➤ **Classification**
   a) First Class with Distinction   : CGPA ≥ 7.5**
   b) First Class   : CGPA ≥ 6.0
   c) Second Class   : CGPA ≥ 5.0 and < 6.0
   d) Third Class   :   CGPA< 5.0

முதலாம் பருவம்

பாடத்திட்டப்பதிப்பு -2021-2022

பகுதி – ஒன்று – பொதுத்தமிழ் - முதல் தாள்

Unit:1

செய்யுள்

தமிழ்த்தாய் வாழ்த்து முதல் நாட்டுப்புறப்பாடல்கள் வரை
பல்கலைக்கழக வெளியிடு,
அனுசித்ரா பப்ளிகேஷன்ஸ், சென்னை-33.
தொலைபேசிஎண் : 044-24743719,
Email : anuchitrapublications@gmail.com

Unit:2

இலக்கணம் : எழுத்து இலக்கணம்

1. எழுத்தின் விளக்கம்
2. எழுத்தின் வகைகள் - முதல் எழுத்துக்கள், சார்பு எழுத்துக்கள்
3. வினா எழுத்துக்கள், சுட்டெழுத்துக்கள்
4. வல்லினம் மிகும் இடங்கள், வல்லினம் மிகா இடங்கள்
5. ஒலிப்பு மாறுபாடுகளும் பொருள் வேறுபாடுகளும

Unit:3

உரைநடை

இலக்கியச்சாரல் - தொகுப்பாசிரியர் முனைவர் ச.அருள்மணி
பிரிசாட் பப்ளிகேஷன்ஸ், சென்னை – 3

Unit:4

சிறுகதை

நவரத்தினக்கதைகள் - தொகுப்பாசிரியர் முனைவர் சு.நயினார்
அறிவுப்பதிப்பகம்(பி)லிட்., சென்னை –14, தொலைபேசி எண் : 044-28482441

Unit:5

இலக்கிய வரலாறு

1. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும்
2. சிறுகதையின் தோற்றமும் வளர்ச்சியும்
3. நாவலின் தோற்றமும் வளர்ச்சியும்
4. நாடகத்தின் தோற்றமும் வளர்ச்சியும்
5. நாட்டுப்புறப்பாடல்களின் தோற்றமும் வளர்ச்சியும்

PART-1 MALAYALAM

For B.Com., BCA, B.Sc. Computer Science, B.Sc. Electronics, BBA and other Job Oriented Courses, Part-1 Language will be in the first two semesters only. In that case they are supposed to study Paper-III & Paper-IV only. Other B.A. & B.Sc. Degree Course Students should study all four papers. Each paper shall divide into five units having one or two poems / prose works / parts / chapters etc for detailed study. In addition to these lessons, the teachers should brief about the Origin and History of the Literary Movements, Disciplines, Theories of Classical and Modern Theatre, Print & Visual Media.

The present Board of Studies in Malayalam is strictly adhered to the directions put forwarded by UGC & TANSCHE Govt. of Tamilnadu. Presently the language learning is closely associated with Print and Visual Media. The learner must be aware about the practicality of the language in the present scenario. That is why in the last semester media literature and art of advertising is included. The new curriculum is designed on par with the Part-1 Malayalam Syllabus of other major Universities in Kerala. The Course Structure is 75% equal in compared with other Universities

OBJECTIVE OF THE STUDY

The study of early days of Malayalam poetry, origin from Pattu movement to contemporary poetry should be introduced. The aim is to develop general knowledge about Malayalam poetry. To Develop ability to appreciate poetry and critical analysis. By understanding the history of poetry and its growth over time, one can understand the various levels associated with poetical studies and criticism.

THIRD SEMESTER
PAPER - III
A1MY31 - ദൃശ്യകലാസാഹിത്യം (Drusyakalasahithyam)- Classical and Modern Theatre / Cinema Literature

OBJECTIVE OF THE STUDY

In the present scenario Visual arts especially, Cinema is influenced a lot. It gives lot of job opportunity also. Inclusion of Drama and Cinema in this semester will create interest among the students to opt for future endevours.It helps to know more about the visual arts sensitivities and enable them to appreciate the art forms very well. To achieve these it is necessary to create a general awareness among the students to Visual Arts and their literary Genres. We need to convince the students about the specific factors of art forms that are changing from time to time and their relevance. To enable them to understand the general nature of a Film Script, Screen Play and the transition of a story/short-story/Novel/an idea into a film.

UNIT - 1- Thullal- A Satirical Classical Visual Art Form

തുള്ളൽ

തുള്ളൽപ്രസ്ഥാനം - ചരിത്രം - സാമൂഹ്യമാറ്റങ്ങൾ - ആക്ഷേപഹാസ്യം - ജനകീയത - പ്രധാനപ്പെട്ട തുള്ളലുകൾ - ഇവയുടെ പരിചയം

FOR DETAILED STUDY

1. കുഞ്ചൻ നമ്പ്യാർ - ഘോഷയാത്ര
(ദൈവതതസുഖസികന്മായ്...
...പണ്ടക്കാൽ പല വിക്രമപൗരുഷമുണ്ടിപ്പോൾ മമ കൗരവവീരാ)

UNIT - 2-KADHAKALI- A Classical Visual Art Form

കഥകളി

ചരിത്രം - കാക്കാരിശ്ശി നാടകം - പൊറാട്ട് നാടകം - ചവിട്ട നാടകം - തെയ്യം - എന്നിവയെ പരിചയപ്പെടുത്തുക - സംസ്കാരം - സാമൂഹ്യപ്രാധാന്യം - പുതിയ കാലത്തെ മാറ്റങ്ങൾ - സാങ്കേതിക കാര്യങ്ങൾ - അഭിനയരീതികൾ - വേഷം

FOR DETAILED STUDY

2. നളചരിതം ആട്ടക്കഥ നാലാം ദിവസം (എ. ആർ. രാജരാജവർമ്മയുടെ കാന്താരതാരകം) ഉണ്ണായിവാരിയർ
ആദ്യത്തെ ആറു രംഗങ്ങൾ

UNIT - 3- Translation of a Sanskrit Drama

നാടകം (സംസ്കൃത നാടക വിവർത്തനം)

നാടകവുമായി ബന്ധപ്പെട്ട വിവർത്തനചരിത്രം - ആദ്യകാലത്തെ വിവർത്തനങ്ങളുടെ പ്രത്യേകതകൾ - സംസ്കൃതനാടകവുമായി ബന്ധപ്പെട്ട സങ്കേതങ്ങൾ - നാടകാസ്വാദനവുമായി ബന്ധപ്പെട്ട ചുറ്റുപാടുകൾ - സാമൂഹ്യാവസ്ഥ - പ്രാധാന്യം

FOR DETAILED STUDY

3. മലയാളശാകുന്തളം - നാലാമങ്കം - വിവർത്തനം എ. ആർ. രാജരാജവർമ്മ

UNIT - 4- A Modern Drama in Malayalam

നാടകം (മലയാള നാടകം)

മലയാളനാടകചരിത്രം - പ്രധാനപ്പെട്ട നാടകാചാര്യന്മാർ - ആദ്യകാലത്തെ പ്രവർത്തനങ്ങൾ - അരങ്ങും നാടകസാഹിത്യവും -പ്രധാനപ്പെട്ട നാടകങ്ങൾ - സാമൂഹ്യ മാറ്റങ്ങൾ - രാഷ്ട്രീയചരിത്രം - പ്രവർത്തനങ്ങൾ - നാടകത്തിന്റെ സമകാലികാവസ്ഥ - റേഡിയോ തുടങ്ങിയ മാധ്യമങ്ങൾ - പ്രൊഫഷണൽ നാടകങ്ങൾ - അമേച്വർ നാടകങ്ങൾ

FOR DETAILED STUDY

4. സി. എൻ. ശ്രീകണ്ഠൻനായർ - കാഞ്ചനസീത
ആദ്യത്തെ രണ്ട് രംഗം

UNIT - 5- Cinema

സിനിമ

സിനിമയുടെ ചരിത്രം - ആദ്യകാലം - ഓരോ ഘട്ടത്തിലെയും വികാസം - സിനിമാ പഠനം - സിദ്ധാന്തങ്ങൾ - മലയാള സിനിമ - ആദ്യകാലത്തെ സിനിമ - ശബ്ദചിത്രം - നിശ്ശബ്ദചിത്രം - ദൃശ്യഭാഷ - സംവിധാനം - തിരക്കഥയിൽ നിന്ന് സിനിമയിലേക്കുള്ള വികാസം

FOR DETAILED STUDY

5. അടൂർ ഗോപാലകൃഷ്ണൻ - മതിലുകൾ

REFERENCE BOOKS

കൈരളിയുടെ കഥ - പ്രൊഫ. എൻ. കൃഷ്ണപിള്ള
നളചരിതം ആട്ടക്കഥ - കാന്താരതാരകം - എ. ആർ. രാജരാജവർമ്മ
ഉയരുന്ന യവനിക - സി. ജെ. തോമസ്
മലയാളനാടകസാഹിത്യചരിത്രം - ഡോ. വയലാ വാസുദേവൻ പിള്ള
മലയാളനാടകസാഹിത്യചരിത്രം - ജി. ശങ്കരപ്പിള്ള

സിനിമയുടെ വ്യാകരണം - ഡോ. ടി. ജിതേഷ്

തിരക്കഥാരചന - കലയും സിദ്ധാന്തവും - ജോസ് കെ. മാനുവൽ

കഥയും തിരക്കഥയും - ആർ. വി. എം. ദിവാകരൻ

നാടോടി വിജ്ഞാനീയം - എം. വി. വിഷ്ണുനമ്പൂതിരി

മലയാള സംഗീതനാടകചരിത്രം - കെ. ശ്രീകുമാർ

ചവിട്ടുനാടകം - സെബീനാറാഫി

കേരളത്തിലെ നാടോടി നാടകങ്ങൾ - ഡോ. എസ്. കെ. നായർ

ഫോക്ലോർ - രാഘവൻ പയ്യനാട്

നാട്ടരങ്ങ് - ജി. ഭാർഗ്ഗവൻ പിള്ള

കുഞ്ചൻനമ്പ്യാരും അദ്ദേഹത്തിന്റെ കൃതികളും - വി. എസ്. ശർമ്മ

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PART II ENGLISH

Unit I

1. Listening and Speaking
   a. Introducing self and others
   b. Listening for specific information
   c. Pronunciation (without phonetic symbols)
      i. Essentials of pronunciation
      ii. American and British
      iii. pronunciation

2. Reading and Writing
   a. Reading short articles – newspaper reports / fact based articles
      I. Skimming and scanning
      II. Diction and tone
      III. Identifying topic sentences
   b. Reading aloud: Reading an article/report
   c. Journal (Diary) Writing
3. Study Skills - 1
   a. Using dictionaries, encyclopaedias, Thesaurus
4. Grammar in Context:
   Naming and Describing
   • Nouns & Pronouns
   • Adjectives

Unit II

1. Listening and Speaking
   a. Listening with a Purpose
   b. Effective Listening
   c. Tonal Variation
   d. Listening for Information
   e. Asking for Information
   f. Giving Information
2. Reading and Writing
   1. a. Strategies of Reading:
         Skimming and Scanning

      b. Types of Reading :
         Extensive and Intensive Reading
      c. Reading a prose passage
      d. Reading a poem
      e. Reading a short story
   2. Paragraphs: Structure and Types
      a. What is a Paragraph?
      b. Paragraph structure
      c. Topic Sentence

   d. Unity
   e. Coherence
   f. Connections between Ideas: Using Transitional words and
      expressions
   g. Types of Paragraphs
3. Study Skills II**:**
Using the Internet as a Resource
   a. Online search
   b. Know the keyword
   c. Refine your search
   d. Guidelines for using the Resources
   e. e-learning resources of Government of India
   f. Terms to know
4. Grammar in Context
   Involving Action-I
   a. Verbs
   b. Concord

Unit III
1. Listening and Speaking
   a. Giving and following instructions
   b. Asking for and giving directions
   c. Continuing discussions with connecting ideas
2. Reading and writing
   a. Reading feature articles (from newspapers and magazines)
   b. Reading to identify point of view and perspective (opinion pieces,
      editorials etc.)
   c. Descriptive writing – writing a short descriptive essay of two to
      three paragraphs.
3. Grammar in Context:
   Involving Action – II
   a.   Verbals - Gerund, Participle, Infinitive
   b.   Modals

Unit IV
1. Listening and Speaking
   a. Giving and responding to opinions

2. Reading and writing
   a. Note taking
   b. Narrative writing – writing narrative essays of two to three
      paragraphs
3. Grammar in Context:
   Tense
   a.   Present
   b.   Past
   c.   Future

Unit V

    1. Listening and Speaking

        a. Participating in a Group Discussion

    2. Reading and writing

        a. Reading diagrammatic information – interpretations maps, graphs and pie charts

        b. Writing short essays using the language of comparison and contrast

    3. Grammar in Context:

        Voice (showing the relationship between Tense and Voice)

PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMNT– I

Course objective:

   To develop the language skills of students by offering adequate practice in professional contexts and to focus on developing student's knowledge of domain specific registers and the required language skills

UNIT I-
COMMUNICATION

Listening   : Listening to audio text and answering questions - Listening to
         Instructions
Speaking   : Pair work and small group work.
Reading   : Comprehension passages –Differentiate between facts and opinion
Writing   : Developing a story with pictures.
Vocabulary   : Register specific - Incorporated into the LSRW tasks

UNIT II –
DESCRIPTION

Listening   : Listening to process description.-Drawing a flow chart.
Speaking   : Role play (formal context)
Reading   : Skimming/Scanning- Reading passages on products, equipment and gadgets.
Writing   : Process Description –Compare and Contrast Paragraph-Sentence
         Definition and Extended definition- Free Writing.
Vocabulary   : Register specific -Incorporated into the LSRW tasks.

UNIT III-
NEGOTIATION STRATEGIES

Listening   : Listening to interviews of specialists / Inventors in fields
         (Subject specific)
Speaking   : Brainstorming. (Mind mapping). Small group discussions
         (Subject- Specific)
 Reading   : Longer Reading text.
Writing   : Essay writing (250 words)
Vocabulary   : Register specific - Incorporated into the LSRW tasks

UNIT IV-

PRESENTATION SKILLS

Listening   : Listening to lectures.

Speaking   : Short talks.

Reading   : Reading Comprehension passages

Writing   : Writing Recommendations Interpreting Visuals inputs

Vocabulary : Register specific - Incorporated into the LSRW tasks

UNIT - V
CRITICAL THINKING SKILLS

Listening   : Listening comprehension- Listening for information.

Speaking   : Making presentations (with PPT- practice).

Reading   : Comprehension passages –Note making. Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills

Writing   : Problem and Solution essay– Creative writing –Summary writing

Vocabulary : Register specific - Incorporated into the LSRW tasks

References:

1. Shiv Khera – You Can Win
2. Robin Sharma – The Monk Who Sold His Ferrari
3. A.P.J.AbdulKalam – Ignited Minds - Wings of Fire
4. Richard Back – Jonathan Livingston Seagull
5. Med Serif – How to Manage Yourself

PRINCIPLES OF MANAGEMENT

Course Objectives:

To acquaint students with the fundamentals of management and the basic functions of modern management.

UNIT I
INTRODUCTION TO MANAGEMENT

Definition of Management – managerial roles and skills- Science or Art – Manager Vs Administrator – Evolution of Management – Scientific, human relations, system and contingency approaches (contributions of F.W Taylor, Henry Fayol, Elton Mayo, Glberth and Mcgregor) - Levels and Functions of Management.

UNIT II
PLANNING

Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Planning Tools and Techniques – Decision making steps and process.

UNIT III
ORGANISING

Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization —Span of Management- Job design- Recruitment, selection, Training and Compensation.

UNIT IV
DIRECTING

Foundations of individual and group behaviour – motivation – motivational techniques – job enlargement – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication.

UNIT V
CONTROLLING

System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting.

Reference books:

1. Principles of Management- T.RAMASAMY.
2. Principles and Practices of Management- L.M. PRASAD.
3. Essentials of Management – KOONTZ AND O‟DONNEL
4. Principles of Management – SHERLEKAR S. A.
5. Business Management – DINKAR PAGARE
6. Principles of Management – TRIPATHI AND REDDY

Allied-1
BUSINESS STATISTICS

Course Objective:

To familiarize the students with various statistical Data Analysis tools that can be used for effective decision making. Emphasis will be on the application of the concepts learned.

UNIT I
MEASURE OF CENTRAL TENDENCY

Measures of Central value- characteristics of an ideal measure- Measures of Central tendency –mean, median, mode – Application in Business decisions – Measures of Dispersion – absolute and relative measures of dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of Variation – Moments, Skew ness, Kurtosis - (Conceptual frame work only)

UNIT II
CORRELATINON ANALYSIS

Correlation analysis: Meaning and Significance – Correlation and Causation, Types of Correlation, Methods of studying Simple Correlation – Scatter diagram, Karl Pearson's Co efficient of Correlation, Spearman's Rank Correlation co-efficient.

UNIT III
REGRESSION ANALYSIS

Regression Analysis – Regression vs Correlation, Linear Regression, Regression lines, Standard error of estimates.

UNIT IV
TIME SERIES ANALYSIS

Time Series-Meaning and significance – utility, components of Time series-Measurement of Trend: Method of least squares, Parabolic Trend and Logarithmic trend.

UNIT V
INDEX NUMBERS

Meaning and significance, problems in construction of index numbers, methods of constructing index numbers – weighted and un weighted, test of adequacy of index numbers, chain index numbers, base shifting, splicing and deflating index numbers

Reference Books:

1) Business Statistics – R.S.N.PILLAI
2) Statistical Methods – S.P.GUPTA
3) Statistics – ELHANCE .

ENVIRONMENTAL STUDIES
PART IV-COMPULSORY PAPER

UNIT I:
THE MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

Definition, scope and importance Natural resources and associated problems:

a) Forest resources: Use and over-exploitation, deforestation, timber extraction, dams and their effects on forests and tribal people.

b) Water resources: Use and over-utilization of surface and ground water, floods, drought, dams-benefits and problems, water conservation and watershed management.

c) Mineral resources: Use and exploitation, environmental effects.

d) Food resources: World food problems, changes, effects of modern agriculture, fertilizer-pesticide problems.

e) Energy resources: Growing energy needs, renewables and non-renewable energy sources, alternate energy sources.

f) Land resources: Land as a resource, land degradation, man-induced landslides, soil erosion and desertification.

g) Role of an individual in conservation of natural resources.

h) Equitable use of resources for sustainable lifestyles.

UNIT II:
ECOSYSTEMS

a) Forest Ecosystem
b) Grassland Ecosystem
c) Desert ecosystem
d) Aquatic Ecosystem (Ponds rivers, oceans, estuaries)
   Food Chains, Food Webs and Ecological Pyramids Energy flow in the ecosystem
   Ecological succession

UNIT III :
BIODIVERSITY AND ITS CONSERVATION

Introduction Definition: Genetic, species and ecosystem diversity. Bio geographical classification of India Values of Biodiversity
Biodiversity at global, national and local levels India as a mega-diversity nation
Hot-Spots of biodiversity Threats to biodiversity
Endangered and endemic species of India
Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Nesamony Memorial Christian College, Marthandam

UNIT IV:
ENVIRONMENTAL POLLUTION
Definition- Causes, effects and control measures of:-

    a) Air Pollution
    b) Water Pollution
    c) Soil Pollution
    d) Marine Pollution
    e) Noise Pollution.
    f) Thermal Pollution
    Solid Waste Management
    Disaster Management: Floods, earthquake, cyclone and landslides.

UNI TV:
SOCIAL ISSUES AND THE ENVIRONMENT

    Climatic change, global warming, acid rain, ozone depletion.
    Wasteland reclamation
    Consumerism and Waste products, use and through plastics
    Environment Protection Act
    Air (Prevention and Control of Pollution Act
    Water (Prevention and Control of Pollution) Act
    Wildlife Protection Act
    Forest Conservation Act
    Population Explosion — Family Welfare Programme
    Human Rights

REFERENCES:

1. Vijayalakshmi, G. S.|, A. G. Murugesan and N. Sukumaran.2006. Basics of Environmental Science, Manonmaniam Sundaranar University Publications, Tirunelveli, pp.160
2. Agarwal. K. C.2001.Environmental Biology, Nidi Publications Limited, Bikaner.
3. A.K. De.1999. Environmental Chemistry, Wiley Eastern Limited, India.
4. Jadhav, H. and Bhosale,V.M.1995. Environmental Protection and Laws, Himalaya Publishing House, Delhi. pp284.
5. Odum, E.P.1971. Fundamentals of Ecology, W.B.Saunders Co.,USA.pp.574.

Code No. : **20548 E**   Sub. Code : **SEBA 6 A**

CBCS) DEGREE EXAMINATION, APRIL 2022

Sixth Semester

Business Administration

Major Elective — ENTREPRENEURSHIP

'or those who joined in July 2017 onwards)

Three hours   Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

hoose the correct answer :

ntrepreneurship can best be described as ——————

ı) A process that requires setting up a business

)) Taking a significant risk in a business context

:) Having a strong vision

ł) A process involving innovation, new products or services, and value creation

2. Entrepreneurial development is the key to achieve all-round ———————— through acceleration of industrial and entrepreneurial activities.

(a) Economic development

(b) Increase in profits

(c) Shareholders values

(d) Business development

3. A ———————— is a professional money manager who makes risk investment from a pool of equity capital to obtain a high rate of return on investments.

(a) Venture capitalist   (b) Entrepreneur

(c) Businessman   (d) Buyer

4. A new venture's business plan is important because ————————

(a) It helps to persuade others to commit funding to the venture

(b) Can help demonstrate the viability of the venture

(c) Provides a guide for business activities by defining objectives

(d) All the above

To provide financial assistance to entrepreneurs the government has set up a number of ————————

(a) Financial advisors

(b) Financial intermediaries

(c) Industrial estates

(d) Financial institutions

The financial assistance to small business provided by the small business administration takes the form of

(a) Direct loans

(b) Guidance in locating lenders

(c) Loan guarantees

(d) Assistance in filling out paperwork

———————— is used to accomplish the project economically in the minimum available time with limited resources.

(a) Project scheduling   (b) Network analysis

(c) Budget analysis   (d) Critical planning

Which of the following is not a main element of the project management process?

(a) Estimation   (b) Schedule

(c) Monitor   (d) Systems design

9. ———————— is conducted to determine whether a proposed business has sufficient management expertise, organizational competence, and resources to successfully launch its business.

(a) A marketing plan

(b) Financial feasibility analysis

(c) Industry/market feasibility analysis

(d) Organizational feasibility analysis

10. ———————— is a favorable set of circumstances that creates a need for a new product, service, or business.

(a) A niche   (b) A venture

(c) A trend   (d) An opportunity

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) State the qualities of successful entrepreneur.

Or

(b) Why entrepreneurship is important for the development of economy?

12. (a) Explain the procedures to start a business.

Or

(b) What should be kept in mind while selecting precuts fro profit stability?

13. (a) Give a short note on DIC.

Or

(b) Give a short notes on SISI.

14. (a) Examine the importance of project report.

Or

(b) What is more important in sorting out for selecting profitable project?

15. (a) Explain the methods of project appraisal.

Or

(b) Describe the components of financial feasibility.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Discuss the characteristics of different style of entrepreneurs.

Or

(b) Examine the functions of a successful entrepreneur.

17. (a) Infrastructure plays vital role in smooth functioning of business – support the statement.

Or

(b) Elaborate the forms of Ownership.

18. (a) Explain the role of commercial banks in development of entrepreneurship.

Or

(b) Write short note on NSIC and SIDB.

19. (a) Elucidate the contents of project report.

Or

(b) Identify the stages of project formulation.

20. (a) Explain the purpose and components of economic feasibility.

Or

(b) Discuss the challenges faced by women entrepreneur.

————