

C-5668

Sub. Code

11F

B.Sc./B.B.A. DEGREE EXAMINATION, APRIL 2022

First Year – First Semester

Part – I – LANGUAGE FRENCH

(Common for all UG)

(2016/2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Comment allez-vous traduire en Français :
 - (a) English
 - (b) French
2. Comment allez-vous traduire en anglais :
 - (a) Grammaire
 - (b) Nom
3. Qu'est-ce que le Français?
4. Quelle est la différence entre l'anglais et le Français
5. Deux types de lettre commerciale?
6. Qu'est-ce qu'une lettre?
7. définir la communication?

8. Type de communication?
9. Ecrivez en Français.
- (a) 100
 - (b) 200
10. Ecrivez en anglais :
- (a) Quarante
 - (b) Cinquante

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Présentez votre famille en Français.
- Ou
- (b) Parler de vos loisirs en Français.
12. (a) Écrire des jours dans une semaine en Français.
- Ou
- (b) D'écrire votre ville natale.
13. (a) Traduire les articles indéfinis en anglais :
- (i) un garçon
 - (ii) des garçons
 - (iii) une fille
 - (iv) un homme
 - (v) une femme

Ou

(b) Traduire les articles définis en anglais :

- (i) Le père
- (ii) le Frère
- (iii) la mère
- (iv) l'homme
- (v) l'oiseau

14. Remplir les banques avec le, la, l'et les :

- (a) (i) _____ hommes
- (ii) _____ oreille
- (iii) _____ femme
- (iv) _____ filles
- (v) _____ garçon.

Ou

- (b) (i) _____ sœur
- (ii) _____ père
- (iii) _____ mère
- (iv) _____ frères
- (v) _____ horloge

15. Lister les signes en français :

- (a) (i) . →
- (ii) , →
- (iii) ; →
- (iv) : →
- (v) ? →

Ou

- (b) (i) - →
- (ii) - →
- (iii) “ ” →
- (iv) () →
- (v) ! →

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) D'écrivez l'autre fête que vous savez.

Ou

- (b) D'écrivez votre journée

17. (a) Formater une lettre de congé

Ou

- (b) rédiger une lettre d'excuse.

18. (a) Écrire l'alphabet en français.

Ou

- (b) Écrire les nombres de 1 à 20 en Français

C-5669

Sub. Code

11H

B.Sc./B.B.A. DEGREE EXAMINATION, APRIL 2022

First Year – First Semester

Part I – Hindi

STORY, NOVEL, GRAMMAR AND TRANSLATION

(Common for all U.G. Degree Courses)

(2016 to 2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

खंड - क

(10 × 2 = 20)

सभी प्रश्नों के उत्तर संक्षेप में लिखिए।

1. प्रेमचन्द के उपन्यासों में किन्हीं चार का नाम लिखिए।
2. लहनासिंह ने बोधासिंह को कैसे बचाया?
3. मोहनलालजी महता 'वियोगी' का संक्षिप्त परिचय दीजिए।
4. कौन किस के लिये क्या प्रायश्चित्त करता है?
5. उदयभानुलाल को किसने मार डाला और क्यों?
6. भुवनमोहन सिन्हा का संक्षिप्त परिचय दीजिए।
7. कृष्णा का संक्षिप्त परिचय दीजिए।
8. भालचन्द्र सिन्हा का संक्षिप्त परिचय दीजिए।

9. लिंग किसे कहते हैं? उनके कितने प्रकार हैं?
10. वचन कैसे कहते हैं? उनके कितने प्रकार हैं?

खंड - ख

(5 × 5 = 25)

सभी प्रश्नों के उत्तर दीजिए। उत्तर संक्षेप में हो।

11. (a) लाल बिहारी का संक्षिप्त परिचय दीजिए।
(या)
(b) 'प्रायश्चित्त' कहानी की शीर्षक की सार्थकता पर विचार कीजिए।
12. (a) 'उसने कहा था' इस कहानी में कौन किससे क्या कहा था?
(या)
(b) पाँच मिनट की मुलाकात में गोपाल ने बाबूजी से क्या कहा?
13. (a) तोताराम के साथ निर्मला की शादी किस हालत में हुई?
(या)
(b) जियाराम ने आत्महत्या क्यों की?
14. (a) सियाराम किसके साथ भाग गया और क्यों?
(या)
(b) कल्याणी और उदयभानुलाल के बीच में झगडा क्यों हुआ?
15. (a) 'कारक' किसे कहते हैं? उनके भेदों को उदाहरण सहित समझाइए।
(या)
(b) संज्ञा किसे कहते हैं? उनके भेदों को उदाहरण सहित समझाइए।

किन्हीं तीन प्रश्नों के उत्तर दीजिए। उत्तर विस्तार से हो।

16. (a) कहानी कला के तत्वों के आधार पर 'उसने कहा था' कहानी का सारांश लिखिए।

(या)

- (b) 'निर्मला' का चरित्र-चित्रण कीजिए।

17. (a) 'निर्मला' उपन्यास में चित्रित सामाजिक समस्याओं पर विचार कीजिए।

(या)

- (b) सर्वनाम किसे कहते हैं? उनके भेदों को उदाहरण सहित समझाइए।

18. (a) अंग्रेज़ी में अनुवाद कीजिए।

अक्सर लड़के अपने से बड़ों की नकल करते हैं। बचपन में लड़के अधिक समय माता-पिता के पास रहते हैं। इसलिए वे उनकी अच्छाइयों और बुराइयों का अनुकरण करने लगते हैं। यह मानी हुई बात है कि अच्छाई की अपेक्षा बुराई का अनुकरण लोग आसानी से करते हैं। जो बात बचपन से लड़के सीख लेते हैं, आगे चलकर वही आदत बन जाती है। इसलिए जो अपने बाल-बच्चों का चरित्र बिगाड़ना नहीं चाहते, उनको चाहिए कि वे खुद भी अच्छा आचरण करें। शिक्षा का असली उद्देश्य चरित्र का निर्माण ही है।

(या)

- (b) कृष्णा का चरित्र-चित्रण कीजिए।

C-5672

Sub. Code

21F

B.Sc./B.B.A. DEGREE EXAMINATION, APRIL 2022

Second Year — Second Semester

Part 1 — FRENCH

(Common for all UG Degree courses)

(2016 to 2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Que savez-vous du français ?
2. Trouvez les réponses :
 - (a) Comment tu t'appelles ? _____
 - (b) Comment allez-vous ? _____
3. Dites les nombres :
 - (a) les filles dans la classe : _____
 - (b) les garçons dans la classe : _____
4. C'est quoi les accents ?
5. Quels sont les trois types d'accents ?
6. C'est quoi les articles ?
7. Types d'articles ?

8. Types de pronoms.
9. La monnaie de la France est :
10. Le drapeau français est :

Part B

(5 × 5 = 25)

Answer **all** questions.

11. Donnez les mots français :

- (a) (i) Hello :
- (ii) Good Morning :
- (iii) Good Evening :
- (iv) Fine Thank You :
- (v) How are you ? :

Ou

- (b) (i) See You Tomorrow :
- (ii) What is Your Name :
- (iii) Good Afternoon :
- (iv) Excuse Me :
- (v) Madam :

12. Ecrivez les nombres suivants en chiffres :

(a) (i) seize :

(ii) dix-neuf :

(iii) douze :

(iv) neuf :

(v) treize :

Ou

(b) (i) cinq :

(ii) quinze :

(iii) vingt :

(iv) onze :

(v) quatre :

13. Ecrivez les nombres en lettres :

(a) (i) 39 -

(ii) 46 -

(iii) 41 -

(iv) 64 -

(v) 25 -

Ou

- (b) (i) 62 -
- (ii) 70 -
- (iii) 53 -
- (iv) 48 -
- (v) 37 -

14. Ecrivez le nom des couleurs en français :

- (a) (i) Black :
- (ii) White :
- (iii) Rose :
- (iv) Blue :
- (v) Grey :

Ou

- (b) (i) Green
- (ii) Yellow
- (iii) Violet
- (iv) Purple
- (v) Orange.

15. (a) Décrivez votre mère en 5-6 lignes.

Ou

(b) Décrivez votre famille.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. Give the French Equivalent for the following countries.

- (a) (i) England →
- (ii) Africa →
- (iii) America →
- (iv) China →
- (v) Egypt →
- (vi) Iran →
- (vii) India →
- (viii) France →
- (ix) Italy →
- (x) Rome

Or

- (b) (i) Dubai →
- (ii) Muscut →
- (iii) Norway →
- (iv) Switzerland →
- (v) Mascow →
- (vi) Singapore →
- (vii) Spain →
- (viii) London →
- (ix) Paris →
- (x) Japan →

17. (a) Ecrivez dix noms de Legumes en Français.

Ou

(b) Ecrivez n'importe quel nom de dix fruits en Français.

18. (a) Presentez - vous en français.

Ou

(b) Décrire une station de montagne en français.

C-5673

Sub. Code

21H

U.G. DEGREE EXAMINATION, APRIL 2022

Second Year – Second Semester

Part I – Hindi

HINDI II – PROSE, GRAMMAR AND TRANSLATION – II

(Common for all UG Degree courses)

(2016/2018 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

सभी प्रश्नों के उत्तर संक्षेप में लिखिए।

1. वैज्ञानिक युग में भारत का दायित्व क्या है?
2. घृणा और भय में क्या सम्बन्ध है?
3. रजिया ने लेखक को पहली मुलाकात में क्यों प्रभावित किया?
4. मक्रील के वातावरण पर प्रकाश डालिए।
5. भ्रमण के लिए नक्शे से क्या मदद मिलती है?
6. राष्ट्रपिता महात्मा गाँधी पाठ का लेखक कौन है और यह पाठ किस विधा की रचना है?
7. किसी विदेशी को भारत अनेक देशों का समूह क्यों प्रतीत होता है?
8. घृणा का समाज में क्या महत्व है?

9. लेखक ने रजिया को अन्तिम बार किस रूप में देखा?
10. 'बहता पानी निर्मला पाठ का निष्कर्ष क्या है'?

Part B

(5 × 5 = 25)

सभी प्रश्नों के उत्तर दीजिए।

संदर्भ सहित व्याख्या कीजिए।

11. (a) हमारी सामूहिक चेतना ऐसे नैतिक आधार पर ठहरी हुई है, जो पहादों से भी मजबूत, समुद्रों से भी गहरी और आकाश से भी अधिक व्यापक है।

(या)

- (b) जिस वस्तु का जीवन में इतना मूल्य है, उसे शिथिल होने देना, अपने पाँव में कुल्हाड़ी मारना है।

12. (a) फिर जरा-सा रुककर बोली-सुना था, आप यहीं रहते हैं। कहाँ रहते हैं मालिक? मैं तो अकसर आया करती हूँ।

(या)

- (b) मेरे सुख को बाँटनेवाला कोई नहीं, इसलिए वह विकास न या, तीव्र दाह बन जाता है।

13. (a) "जनाब, अपना बोरिया-विस्तर समेटिए और जरा चलते-फिरते नजर आइये"। यह आपका अपमान नहीं है।

(या)

- (b) जहाँ स्त्रियों को वही अधिकार है जो पुरुषों को, यह मेरे स्वप्नों का भारत है।

व्याकरण :

14. (a) 'ने' विधि का प्रयोग समझाइए।
(या)
(b) वर्तमानकाल के भेदों को उदाहरण सहित समझाइए।
15. (a) भूतकाल के भेदों को उदाहरण सहित समझाइए।
(या)
(b) भविष्यत्काल के भेदों को उदाहरण सहित समझाइए।

Part C

(3 × 10 = 30)

किन्हीं तीन प्रश्नों का उत्तर दीजिए।

उत्तर विस्तार से हो।

16. (a) 'भारतीय संस्कृति' पाठ का सारांश लिखिए।
(या)
(b) 'बहता पानी निर्मला' पाठ का सारांश लिखिए।
17. (a) क्रिया विशेषण किस कहते हैं? अर्थ के अनुसार इसके कितने भेद हैं?
उदाहरण सहित समझाइए।
(या)
(b) कारक किसे कहते हैं? उनके भेदों को उदाहरण सहित समझाइए।

18. (a) हिन्दी में अनुवाद कीजिए।

One day Prince Siddhartha was playing in the palace-garden. He saw some wild swans flying in the sky. He loved these fine birds very much. Suddenly one of the swans dropped down from the sky and fell at his feet. There was an arrow in its side. Blood was coming out of its body. The prince felt very unhappy. He took the arrow out of the bird gently. He put some green leaves on the wounded part.

(या)

(b) King Dasaratha had three queens, Kausalya, Kaikeyi and Sumithra. Rama was the son of the eldest queen Kausalya, Bharata was the son of Kaikeyi; while Sumitra had two sons, Lakshmana and Sathrughna. Lakshmana was devoted to Rama and was always in his company; while Sathrughna was specially devoted to Bharatha. The four brothers lived in great friendship, and the three younger brothers worshipped their eldest brother Rama.

C-5831

Sub. Code

96111T/
96211T

**B.Com./B.B.A. DEGREE EXAMINATION,
APRIL 2022.**

First Semester

Part I – வணிகக் கடிதங்கள்

(Common for B.Com (BFS & I)/BBA (IB))

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

பகுதி அ

(10 × 2 = 20)

அனைத்து வினாக்களுக்கு விடையளி.

1. வணிக கடிதத்தின் முக்கிய பணிகள் யாவை?
2. மடற்செய்தி எவ்வாறு இருக்க வேண்டும்?
3. விண்ணப்பக் கடிதம் என்றால் என்ன?
4. விளம்பரப்படி என்றால் என்ன?
5. வசூல் கடிதம் (அ) தண்டல் மடல்கள் என்றால் என்ன?
6. ஆணையறுக்களின் பொருளடக்கம் யாவை?
7. முகவாண்மை தொடர்பான கடிதங்கள் என்றால் என்ன?
8. காப்பீட்டு கடிதங்கள் என்றால் என்ன?
9. நிறுமக் கூட்டம் என்றால் என்ன?
10. அங்காடி அறிக்கை என்றால் என்ன?

அனைத்து வினாக்களுக்கு விடையளி.

11. (அ) வணிக கடிதத்தின் வகைகள் பற்றி விளக்குக.
(அல்லது)
(ஆ) வணிக கடிதங்களின் நோக்கம் பற்றி விளக்குக.
12. (அ) விண்ணப்பக் கடிதத்தின் பொருளடக்கம் பற்றி விளக்குக.
(அல்லது)
(ஆ) விளம்பரபடி தயாரிக்கும் முறை பற்றி விளக்குக.
13. (அ) சில்லறை விற்பனையாளருக்கான முனைவு கடிதம் பற்றி விளக்குக.
(அல்லது)
(ஆ) சரக்கை பெறுவதில் புகார்களும், சரிகட்டலும் பற்றி விளக்குக.
14. (அ) அலுவலக செயலர் கடிதம் வரையும் போது தவிர்க்கப்பட வேண்டியவை பற்றி விளக்குக.
(அல்லது)
(ஆ) தனது வங்கி கணக்கில் வங்கியர் இழைத்திருக்கும் பிழையை சுட்டிக் காட்டி புகார் கடிதம் வரைக.
15. (அ) அறிக்கை தயாரிப்பதால் ஏற்படும் நன்மைகள் பற்றி விளக்குக.
(அல்லது)
(ஆ) அங்காடி அறிக்கை பற்றி விளக்குக.

பகுதி இ

(3 × 10 = 30)

அனைத்து வினாக்களுக்கும் விடையளி.

16. (அ) தகவல் தொடர்பின் பிரச்சினைகள் அல்லது தடைகள் பற்றி விவரி.

(அல்லது)

- (ஆ) விற்பனையாளர் கருத்துரைஞரிடம் விவரம் கேட்டு எழுதும் மடல் வரைக.

17. (அ) நாணய மாற்றுக் கடிதம் மற்றும் பணம் செலுத்துவதற்கான நிபந்தனைகளைப் பற்றி விற்பனையாளர் வாங்குபவருக்கு எழுதும் மடல் வரைக.

(அல்லது)

- (ஆ) சுற்றறிக்கை கடிதங்கள் அனுப்பப்படும் சூழ்நிலைகள் பற்றி விவரி.

18. (அ) தீக்காப்பீடு செய்யுமாறு கேட்டு மடல் வரைக.

(அல்லது)

- (ஆ) கம்பெனி செயரின் அறிக்கை தயாரித்தல் மாதிரி வரைக.

C-5832

Sub. Code

96112/96212

B.Com./ B.B.A. DEGREE EXAMINATION, APRIL 2022

First Semester

Banking Finance Service and Insurance

Part II – PROSE AND COMMUNICATION SKILLS

(Common for B.Com. (BFS & I)/BBA (IB))

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** the questions.

1. What are the three visions for India?
2. Why do we call bad manners as infections?
3. What are the advantages of money mentioned in My Financial Career?
4. How does Huxley regard time?
5. What did Kali buy for the little children?
6. What are the diseases to which the drug user is susceptible?
7. Fill in the blanks with appropriate tense:
 - (a) My mother _____ for Delhi tomorrow (leave)
 - (b) Sumitra is _____ chess now (play).
8. What is passive voice?
9. What are auxiliary verbs?
10. What are definite articles?

Part B

(5 × 5 = 25)

Answer **all** the questions.

11. (a) How does Dr.Kalam comment on the evasive nature of Indians?

Or

- (b) What are the ill effects of war on our every day civilities?

12. (a) Write a paragraph on the moral effect that Leacock conveys through *My Financial Career*.

Or

- (b) What are the main theme of the essay *On Saying Please*.

13. (a) Describe the circumstances leading to Kali's disillusionment with children.

Or

- (b) Write a note on drug abuse.

14. (a) Elucidate the uses of present continuous tense with examples.

Or

- (b) Explain the simple past and present perfect.

15. (a) Write a brief note on the two types of articles.

Or

- (b) How are shall and will used?

Part C

(3 × 10 = 30)

Answer **all** the questions.

16. (a) What are the three visions of Dr.Kalam? Explain.

Or

- (b) Write an essay on Gardiner's view on the need civility in everyday life.

17. (a) Write an essay on Huxley's Time and the Machine.

Or

- (b) Explain the different drugs and its effect to the human body mentioned by Hardin.

18. (a) Fill in the correct form of the verb:

- (i) Next month I _____ (meet her)
- (ii) Singaram _____ (come) to his house everyday
- (iii) My sister _____ (clean) her room just now
- (iv) I don't know why he _____ (kill) her yesterday
- (v) Mani _____ (read) this book for the past three hours.
- (vi) We _____ (discuss) the matter already in detail
- (vii) By the time he is thirty, he _____ (spend) all his money
- (viii) If she _____ (play) well, she _____ (win)
- (ix) My father _____ (consult) the principal.
- (x) She usually _____ (go) to school at 9'o clock.

Or

- (b) Change the following sentences as directed:
- (i) I lost _____ one rupee note yesterday.(use article)
 - (ii) London is on _____ Thames(use article)
 - (iii) I cooked the meal for the family.(identify the verb)
 - (iv) The committee suggested that Saturdays should be holidays (identify the verb)
 - (v) You were blamed by her.(change in to active)
 - (vi) Cakes have been eaten by them.(change in to active)
 - (vii) The rat was killed by the cat. (change in to active)
 - (viii) They can run a race.(change in to passive)
 - (ix) He had posted the letter. (change in to passive)
 - (x) Mother Teresa cared for the sick and the poor. (change in to passive)
-

C-5837

Sub. Code
96121T/96221T

B.Com/B.B.A. DEGREE EXAMINATION, APRIL 2022.

Second Semester

Tamil

அலுவலக மேலாண்மை

(Common for B.Com (BFS & I)/BBA (IB))

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

பகுதி அ

(10 × 2 = 20)

அனைத்து வினாக்களுக்கும் விடையளி

1. அலுவலகம் - வரையறு.
2. அலுவலக இடவசதி பற்றி சிறுகுறிப்பு வரைக.
3. உள்வரும் மற்றும் வெளித் தகவல் தொடர்புகளை கையாளும் நடைமுறைகளை குறிப்பிடுக.
4. மையப்படுத்தப்பட்ட அஞ்சல் பணி - வரைவிலக்கணம் தருக.
5. தொடர் எழுது பொருள் என்றால் என்ன?
6. பரவலாக்கப்பட்ட கோப்பீட்டு முறை என்றால் என்ன?
7. அலுவலகத்தில் பயன்படுத்தப்படும் நவீன இயந்திரங்கள் யாவை?
8. கணிப்பொறியின் நன்மைகள் யாவை?
9. சுட்டகராதி என்றால் என்ன?
10. அறிக்கையின் வடிவமைப்பு பற்றி சிறு குறிப்பு வரைக.

அனைத்து வினாக்களுக்கும் விடையளி

11. (அ) அலுவலகத்தின் முக்கியத்துவத்தை சுருக்கமாக குறிப்பிடுக.
(அல்லது)
(ஆ) அலுவலக மனைத்துனைப் பொருட்களை மதிப்பிடுதலிலுள்ள செயல்முறைகளை விளக்கவும்.
12. (அ) அலுவலகத்தில் அஞ்சல் துறை அமைத்தலின் முதன்மை நோக்கங்களை விளக்குக.
(அல்லது)
(ஆ) வாய்மொழித் தகவல் தொடர்புகளை கையாளும் நடைமுறைகளை விளக்கவும்.
13. (அ) வகைப்படுத்தலுக்கும் வரிசைப்படுத்தலுக்கும் உள்ள வேறுபாடுகள் யாவை.
(அல்லது)
(ஆ) நவீன அலுவலகத்தின் எழுத்துப் பணிகளை விளக்கவும்.
14. (அ) நவீன அலுவலகத்தில் பல்வேறு சாதனங்களின் தேவைகளை விளக்கவும்.
(அல்லது)
(ஆ) கணிப்பொறி மற்றும் புள்ளி விபரங்களைத் தொகுத்தளிக்கும் இயந்திரத்தின் செயல்பாடுகளை விளக்கவும்.
15. (அ) அறிக்கைகளின் வகைகளை விவரிக்கவும்.
(அல்லது)
(ஆ) சுட்டகராதியின் நோக்கங்களை விவரிக்கவும்.

அனைத்து வினாக்களுக்கும் விடையளி

16. (அ) பணிக்கேற்ற சூழ்நிலையை உருவாக்குதல் மற்றும் பணியை எளிதாக்குதலின் முதன்மை நோக்கங்களை விளக்கவும்.

(அல்லது)

- (ஆ) அதிகாரத்தை பரவலாக்குதலிலுள்ள நன்மைகள் மற்றும் தீமைகளை விளக்கவும்.

17. (அ) கோப்பீட்டு முறைகளை விவரிக்கவும்.

(அல்லது)

- (ஆ) பிழைதிருத்தப் பிரதிதிருத்துதலின் நோக்கங்கள் மற்றும் செயல்முறைகளை விளக்கவும்.

18. (அ) அலுவலக இயந்திரங்களை தேர்ந்தெடுக்கும் போது கருத்தில் கொள்ள வேண்டிய காரணிகள் யாவை? விளக்கவும்.

(அல்லது)

- (ஆ) அறிக்கைகளின் அமைப்புகள் மற்றும் அதன் செயலாக்கத்தினை தெளிவாக விவரிக்கவும்.

C-5838

Sub. Code

96122/96222

B.Com. (B.B.A.) DEGREE EXAMINATION, APRIL 2022.

Second Semester

Part – II

**PROSE, EXTENSIVE READING AND COMMUNICATION
SKILLS**

(Common for B.Com. (BFS & I)/B.B.A. (IB))

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Where and when did Olympic games was held?
2. What is the commonest form of forgetfulness?
3. Write the message of “Tree Speaks”.
4. What is the greatest danger according to Nehru?
5. Why did the bear man want to take revenge?
6. How does Edgar Allen Poe’s life connect to “The Tell-Tale Heart”?
7. (a) No other boy is as tall as James. (Change into superlative degree)
(b) A train is faster than a car. (Change into positive degree)
8. He said, “I will do it now or never”. (Change into indirect speech)
9. What are the rules of concord?
10. Define Preposition.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What is considered as the greatest olympic prize by Jesse Owens? Why?

Or

- (b) What did A.J. Cronin overcome by “When you Dread Failure”?

12. (a) What did the author depicts in “Tree speaks”?

Or

- (b) How does “A Glory has Departed” by Nehru glow with devotion to the departed leader, Gandhi?

13. (a) Why do the courtiers call the prince “The Happy Prince”? Is he really happy?

Or

- (b) Why did Formalyn dislike Pyecraft?

14. (a) What are the three degrees of comparison? Illustrate with examples.

Or

- (b) How do you change positive degree into other degrees? Give examples.

15. (a) What is Concord? Explain with examples.

Or

- (b) What are the rules to be followed in correcting errors in English?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the different varieties of forgetfulness given by Lynd.

Or

- (b) Write an essay on “The Fifth of Language”.

17. (a) What is the truth about Pyecraft? Explain in detail.

Or

- (b) How do you convert direct speech to indirect speech speech? Write its rules.

18. (a) What are the (10)ten prepositions? Illustrate with examples.

Or

- (b) Write an essay on the main rules of concord.

C-5893

Sub. Code

96223

B.B.A. DEGREE EXAMINATION, APRIL 2022

Second Semester

International Business

APPLIED MACRO ECONOMICS

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is mean by Budget?
2. Define macro economics.
3. What do you mean by income?
4. What you mean by public expenditure?
5. Define Tax.
6. What is PCY?
7. What is GDP?
8. What is Environment?
9. Define Mark Price.
10. What do you mean by cost?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Bring out relationship that exists between micro economics and macro economics.

Or

- (b) What are stock and flow concepts in macro economics?

12. (a) Explain the Keynes consumption function.

Or

- (b) Clearly differentiate between G.D.P. and N.D.P.

13. (a) Supply creates its own demand – Discuss.

Or

- (b) Write short note any TWO:

(i) Business Cycles

(ii) Monetary Policy

(iii) Fiscal Policy

14. (a) Explain the role of a money supply in credit creation process.

Or

- (b) What do you mean by circular flow of income? Explain its importance in economics growth of the country.

15. (a) Write a detailed note on Indian's Monetary Policy.

Or

(b) Explain the impact of investment.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Discuss the value of multiplier is the reciprocal of marginal propensity.

Or

(b) Critically explain fisher's quantity theory of money.

17. (a) What is inflation? Explain its effect on various sectors of economy.

Or

(b) Explain various phases of business cycle.

18. (a) Explain the M1 and M3.

Or

(b) Write note on Keynes's red balance equation.

C-5894

Sub. Code

96224

B.B.A. DEGREE EXAMINATION, APRIL 2022

Second Semester

International Business

ACCOUNTING – II

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is super profit method?
2. What do you mean by buy-back of securities?
3. What is dissolution of partnership?
4. What is purchase consideration?
5. What is securities premium?
6. What do you mean by 'Firm underwriting'?
7. What do you mean by 'Alteration of share capital'?
8. What is goodwill?
9. What is insolvency?
10. What is liquidation?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the types of amalgamation.

Or

- (b) A firm earned net profits during the last three years as follows:

	Rs.
I Year	36,000
II Year	40,000
III Year	44,000

The capital investment of the firm is Rs. 1,20,000. A fair return on the capital having regard to the risk involved is 10%. Calculate the value of goodwill on the basis of 3 years purchase of super profits.

12. (a) A and B are in equal partnership. Their balance sheet stood as follow:

Liabilities	Rs.	Assets	Rs.
Capital A	600	Plant and Machinery	1,475
Sundry creditors	3,900	Furniture	400
		Debtors	500
		Stock	625
		Bank	300
		B's capital	1,200
	<hr/>		<hr/>
	4,500		4,500
	<hr/>		<hr/>

The assets were realised as follows:

Stock Rs. 350, Furniture Rs.200, Debtors Rs.500 and plant and machinery Rs.700. The cost of collecting and distributing the estate amounted to Rs.150.

A's private estate is not sufficient even to pay his private liabilities, where as in B's private estate, there is a surplus of R.50.

Prepare realisation a/c, cash a/c, capital a/c and the deficiency a/c of the partners.

Or

(b) Explain the steps of pre-incorporation profit.

13. (a) Shipping limited make on issue of 10,000 equity shares of Rs.25 each payable Rs.5 on application Rs.10 on allotment and Rs.10. On first and final call. All the shares are subscribed and amount duly received. Pass Journal entries.

Or

(b) What are the features of debenture?

14. (a) A company has authorised capital of Rs.50,00,000 divided into 1,00,000 shares of Rs.50 each. The company issued for subscription 50,000 shares at a premium of Rs.10 each. The entire issue was underwritten as follows:

X – 30,000 shares [Firm underwriting – 5,000 shares]

Y – 15,000 shares [Firm underwriting – 2,000 shares]

Z – 5,000 shares [Firm underwriting – 1,000 shares]

Out of the total issue 45,000 shares including firm underwriting were subscribed. The following were the marked forms:

X – 16,000 shares, Y – 10,000 shares, Z – 4,000 shares. Calculate the liability of each underwriter.

Or

- (b) A company issued 10,000 9% debentures of Rs.100 each at a premium of Rs.5 payable as follows:

On application Rs.40 (including premium)

On allotment Rs.65

All the debentures were subscribed for and the money was duly received.

Pass necessary journal entries.

15. (a) The net profit of a company, after providing for taxation. For the past five years are Rs. 42,000, Rs.47,000, Rs.45,000, Rs.39,000 and Rs.47,000. the capital employed in the business is Rs. 4,00,000 on which a reasonable rate of return of 10% is expected. Calculate the goodwill under
- (i) Capitalisation of average profit method
- (ii) Capitalisation of super profit method.

Or

- (b) What are the various methods of winding up a company?

Part C**(3 × 10 = 30)**Answer **all** questions.

16. (a) Ramu and Gopu are partners sharing profit in the ratio of 2:1 following is the balance sheet of the firm as on 31.3.2011

Liabilities	Rs.	Asset	Rs.
Wages due	5,000	Cash in hand	22,000
Sundry creditors	48,000	Cash at bank	2,000
Capital a/c		Debtors	30,000
Ramu	60,000	(-) provision	2,000
Gopu	35,000	Bills receivable	12,000
		Stock	18,000
		Investments	12,000
		Furniture	4,000
		Building	50,000
	<hr/>		<hr/>
	1,48,000		1,48,000

On 1.4.2011 Somu was admitted as a partner. Somu brings in Rs.25,000 as capital for $\frac{1}{4}$ th shares in profit.

- (i) Provision for doubtful debts be increased to Rs.3,500
- (ii) Furniture be reduced to Rs.3,500
- (iii) Building be increased by Rs.10,000
- (iv) An investment of Rs.1,500 not recorded in the books, now brought into account.

- (v) A contingent liability of Rs.800 has become a certain liability. It has been agreed among the partners that assets and liabilities are to be shown at old values.

Prepare memorandum revaluation a/c and balance sheet after admission.

Or

- (b) The balance sheet of P, Q, R who are sharing profits and losses in the ratio of 2:2 respectively was as follows on 31.12.93.

Liabilities	Rs.	Assets	Rs.
Bills payable	3,200	Cash	12,825
Creditors	6,250	Bills receivable	2,700
Capital account		Debtors	8,900
P	20,000	Stock	11,150
Q	12,500	Furniture	1,750
R	10,000	Machinery	4,875
Profit & loss a/c	2,250	Building	12,000
	<u>54,200</u>		<u>54,200</u>

P-retires from the business from 1.1.94 and his share in the firm is to be ascertained on a revaluation of the assets as follows:

Stock Rs.10,000, Furniture 1,500, Machinery Rs.4,500, buildings Rs.10,000 and Rs.425 is to be provided for doubtful debts. The goodwill of the firm is to be valued at Rs.3,000. 'P' is to be paid Rs.5,525 in cash on retirement and balance in 3 equal instalments with interest at 5% p.a. Pass Journal entries and show the necessary ledger accounts and new balance sheet of Q and R and P loan's for three years.

17. (a) X ltd issued on 1st February 50,000 equity shares of Rs.10 each, payable as to :

Rs. 3 on application

Rs.4 on allotment

and the balance on 1st May

When the subscription list was closed on 10th February, applications for 70,000 shares had been received of the cash received Rs.24,000 was returned and the remaining applicants were allotted the 50,000 shares on pro-rata basis. The excess amount on application was applied to the amount due on allotment, the balance of which was paid on 16th February. All share holders paid the calls due on 1st May with the exception of one allotted of 500 shares.

Or

- (b) What is different between calls – in arrears and calls in advance?
18. (a) From the following adjusted trial balance. Prepared after trading and profit and loss accounts are drafted. Prepare balance sheet of Ramagopalan as 31st Dec 1996. Under :
- (i) Permanency order
- (ii) Liquidity order.

	Dr.	Cr.
Capital	–	1,00,000
Closing Capital	40,000	–
Fixed assets less depreciation Rs.16,000	72,000	–
Sundry debtors	1,00,000	–
Provison for bad debts	–	5,000

P & L a/c	–	42,000
Liabilities for expenses	–	11,000
Drawings	6,000	–
Sundry creditors	–	80,000
Cash and Bank	20,000	
	<u>2,38,000</u>	<u>2,38,000</u>

Or

- (b) Explain the theory of forfeiture share.
-

C-5895

Sub. Code

96225

B.B.A. DEGREE EXAMINATION, APRIL 2022.

Second Semester

International Business

ORGANIZATIONAL BEHAVIOUR

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define organizational Behaviour.
2. “All managers are leaders” – Comment.
3. What is organizational culture?
4. Define communication.
5. What is group decision making?
6. List the different types of leadership styles.
7. Give two advantages and disadvantages of a Team.
8. What is individual behaviour?
9. How do you define organization Goals?
10. State the meaning of perception.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the nature and scope of organizational behaviour.

Or

- (b) Discuss the supportive model of organizational behaviour.

12. (a) Explain the various stages of group formation with examples.

Or

- (b) Discuss the prevailing leadership styles in Indian organizations.

13. (a) Describe about X and Y theory of motivation.

Or

- (b) Explain about hygiene theory.

14. (a) Briefly discuss the three stage models of successful changes.

Or

- (b) Discuss the Johari window.

15. (a) Explain the types of Group structures.

Or

- (b) Describe about recent advances in organizational Behaviour.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the Impact of Global and cultural diversity of organizational behaviour.

Or

- (b) Bring out the concept of motivation with its process, its importance and its types in detail.

17. (a) Explain any 'two' theories of Leadership in detail.

Or

- (b) Explain the different stages of organizational Development.

18. (a) What are the reasons for organizational politics? Explain how organizational politics are managed.

Or

- (b) Explain the Approaches to managing organizational change.

C-5896

Sub. Code

96227

B.B.A. DEGREE EXAMINATION, APRIL 2022

Second Semester

International Business

BUSINESS COMMUNICATION – II

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer the following questions.

1. What do you mean by Encoding?
2. What do you mean by Sales Presentation?
3. What is Nonverbal Communication?
4. List any two factors affecting listening exercise.
5. What is Diagonal Communication?
6. Informal networks are spontaneously created. Comment.
7. Write note on FAX.
8. What do you mean by Interview?
9. What do you mean by Conference?
10. Write short note on business report.

Part B

(5 × 5 = 25)

Answer the following questions.

11. (a) Distinguish between Horizontal and Vertical Communication.

Or

- (b) Discuss the various factors affecting sales presentation.

12. (a) Describe the role of feedback in Communication.

Or

- (b) What presentation does a candidate have to make for a selection interview?

13. (a) Explain Downward Communication.

Or

- (b) Write short note on role of body language while appearing for interview.

14. (a) Explain the role of Email in Communication.

Or

- (b) Explain the merits of Video Conferencing.

15. (a) Language plays a vital role in communication. Discuss.

Or

- (b) Discuss the need and objectives of communication in business.

Part C

(3 × 10 = 30)

Answer the following questions.

16. (a) Discuss in detail about report writing.

Or

- (b) Describe in detail about skills required for an effective presentation.

17. (a) Describe in detail about Verbal and Non Verbal Communication.

Or

- (b) Describe the format of a resume.

18. (a) What is listening? Explain the process and importance of listening.

Or

- (b) What is Business letter? Explain in detail the layout or structure of business letter.

C-5903

Sub. Code

96241

B.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

International Business

EXIM PROCEDURES AND DOCUMENTATION

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is Shipping Bill?
2. What do you mean by pre-shipment?
3. Define Exim policy.
4. What is called Pre-Shipment Inspection?
5. What is called Trade operations?
6. What is called Ad Valorem Duty?
7. What is meant by credit risk management?
8. What is called documentary collection?
9. What is called trade operation?
10. What is meant by Consular Invoice?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) What are Export documentation and its features?

Or

- (b) Explain Export Trade Control.

12. (a) State the objectives of EXIM policy.

Or

- (b) What are the types of Foreign exchange?

13. (a) What are the objectives of Indian's foreign trade policy?

Or

- (b) What are the types of excise duties?

14. (a) Explain the major features of payment terms.

Or

- (b) What are the features of Payment Terms?

15. (a) Elaborate the trade operations and documentation.

Or

- (b) Explain the nature of EXIM documents.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain different methods of Export trade control.

Or

- (b) Enumerate the objectives and functions of Exim Policy in India.

17. (a) Discuss the features and characterise of EDI.

Or

- (b) Briefly explain the legal framework of Export and Import.

18. (a) Describe the Overview of Recent Foreign Trade policy.

Or

- (b) What are the types of Letter of Credit?
-

C-5904

Sub. Code

96242

B.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

International Business

SERVICES MANAGEMENT

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define - services management.
2. Draw - the guest cycle.
3. What are the concept of service?
4. Write short notes on customer perception.
5. What is management of Hotel industry?
6. Give any two development of Hospital Service.
7. What do you mean by evaluation of customer relationship?
8. Give the meaning of "personnel".
9. What is market research?
10. What do you understand by service blue print?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain in detail GAP model of service quality.

Or

- (b) Discuss the role of services in the growth of economy.

12. (a) List out the functions of a travel agent.

Or

- (b) Describe the service process.

13. (a) Explain the characteristics and economic significance of tourism.

Or

- (b) Explain different types of services.

14. (a) Discuss the leadership measurement system.

Or

- (b) Describe the “Hard” and “Soft” standards.

15. (a) Explain key reasons for GAP-2 service leadership.

Or

- (b) Discuss the market segmentation in Tourism.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is meant by marketing segmentation? How do we segment for services? What are various factors influencing it?

Or

- (b) Give short notes on the better services strategies for the following areas.
- (i) Hospital
 - (ii) Tourism.

17. (a) Give an essay about GAP model.

Or

- (b) How would you classify the services and explain about any two of them?

18. (a) Why most of the corporate prefer integrated service marketing communication? Discuss.

Or

- (b) Explain the using marketing research to understand customer expectation.

C-5905

Sub. Code

96243

B.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

International Business

INTERNATIONAL BUSINESS ENVIRONMENT

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Business environment.
2. What is demographic environment?
3. What is meant by Foreign Exchange Market?
4. What do you mean by cross-border integration?
5. What is SAARC?
6. What is WTO?
7. Define Exchange rate.
8. What is call option?
9. What is meant by ecological concerns?
10. What is meant by demographic shifts?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the nature of international business environment.

Or

- (b) Explain the social cultural and Technological environment.

12. (a) Explain the Functions of European Union.

Or

- (b) Discuss the elements of multinational enterprise strategy.

13. (a) Explain the role of NAFTA in regional economic group.

Or

- (b) Describe the functions of WTO.

14. (a) Differentiate between fixed and floating exchange rates.

Or

- (b) What are the features of hedging?

15. (a) What are the emerging trends in International Business?

Or

- (b) Explain the-growth predicated to be largely in emerging markets?

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Elaborate the Heckscher-Ohlin's theory of international trade.

Or

- (b) Discuss the role and importance of Multi-national Corporation in international business.

17. (a) Describe the role and function of SAARC.

Or

- (b) Briefly explain the management of foreign exchange with special reference to India.

18. (a) Describe – international marketing through internet.

Or

- (b) Describe the Recent trends in International Business.

C-5906

Sub. Code

96244

B.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

International Business

BUSINESS RESEARCH METHODS

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define research.
2. What is hypothesis?
3. Mention any two objectives of research.
4. What is observational research?
5. What is scale?
6. What do you mean by a sampling?
7. What is a coding?
8. What is research report?
9. What do you mean by consumer insight groups?
10. Define product development.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain in nature and characteristic of research.

Or

- (b) Explain the components of research problem.

12. (a) Explain the role of hypothesis.

Or

- (b) Explain the various types of research.

13. (a) Write a short notes on :

(i) Nominal scale

(ii) Ordinal scale

(iii) Interval scale

(iv) Ratio scale.

Or

- (b) Explain the non-probability sampling.

14. (a) What is tabulation? Discuss the importance of tabulation in data analysis.

Or

- (b) Discuss the importance of coding in research.

15. (a) What is role of product development?

Or

(b) Explain the trends in marketing research.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the different types of research design.

Or

(b) Describe about the different scales.

17. (a) Explain the various technique of sampling methods in business research.

Or

(b) Distinguish between questionnaire and interview schedule.

18. (a) Define the various steps involved in drafting a research report.

Or

(b) Enumerate and explain about ethics in research and ethical behaviour of research.

C-5907

Sub. Code

96251

B.B.A. DEGREE EXAMINATION, APRIL 2022

Fifth Semester

International Business

PERSUASION AND SALESMANSHIP

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define persuasion.
2. State that benefits of persuasion.
3. Persuasion Tactics – Meaning.
4. Who is called a Salesman?
5. What is mean by Experimental Marketing?
6. Define product.
7. What is CRM?
8. What is meant by Add-On sales idea?
9. What is mean by Right media?
10. What is creativity?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the framework of persuasion advertising.

Or

- (b) Discuss the principles of persuasion strategy.

12. (a) What are Factors to be considered for Experimental Marketing?

Or

- (b) Describe the Role of Relationship Marketing in Salesmanship.

13. (a) Discuss the four parameters of judging a product idea.

Or

- (b) Explain the introduction of “Evolution of new products”.

14. (a) Explain the strategies to build a strong customer relationship.

Or

- (b) Explain the “Foot in the Door technique”.

15. (a) Discuss the need of integrated marketing communications.

Or

- (b) Differentiate between creative and non-creative advertising ideas.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What are the Persuasion Techniques?

Or

(b) Elucidate the various steps in persuasion techniques advertising.

17. (a) What are the Steps involved in Personal Selling?

Or

(b) What are the Stages of New Product Development?

18. (a) Explain the Concept of “The Big Idea in Advertising” and why Creative ideas are Important in Advertising.

Or

(b) Explain the type of Advertising.

C-5908

Sub. Code

96252

B.B.A. DEGREE EXAMINATION, APRIL 2022

Fifth Semester

International Business

CREATIVE COMMUNICATION

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by Verb?
2. What is called Conjunctions?
3. What is oral communication?
4. List four requisites of good communication.
5. What is Noun?
6. What is called interpersonal communication?
7. Define – Negotiation.
8. What is lead?
9. What is Poetry?
10. What is Interjection?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Describe the Principles of Effective Communication.

Or

- (b) Write an essay on Verb and its types.

12. (a) Write notes on tone of voice.

Or

- (b) Discuss on the Principle of Effective writing.

13. (a) What are importance's of effective writing?

Or

- (b) Write an essay on Noun and its types.

14. (a) Discuss the fundamentals of effective persuasion.

Or

- (b) Write a short note on Clustering.

15. (a) Describe the steps involved in writing a letter.

Or

- (b) Discuss the differences between Grammar and Syntax.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) What is copywriting? Discuss the elements of a print ad.

Or

- (b) Write a letter to the editor of times of India suggesting inclusion of students / campus news in their newspaper on an every day basis.

17. (a) It is inevitable to be a good translator to survive in contemporary media atmosphere. Discuss

Or

(b) Describe the nature of writing.

18. (a) Write a short essay on various models of communication?

Or

(b) What are the guidelines for report writing?

C-5909

Sub. Code

96254

B.B.A. DEGREE EXAMINATION, APRIL 2022

Fifth Semester

International Business

BUSINESS LAW

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What do you meant by contract law?
2. What is quasi contract?
3. Define company law.
4. What is amendment?
5. What is partnership?
6. What is a designated partner?
7. What do you meant by warranties?
8. Who is called unpaid seller?
9. What is electronic governance?
10. What is appellate tribunal?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the elements of contract law.

Or

(b) What are the different types of breach of contract?

12. (a) Distinguish between memorandum and articles.

Or

(b) Explain the feature of doctrine of indoor management.

13. (a) Explain the salient features of LLP.

Or

(b) Explain the natures of LLP.

14. (a) Distinguish between sale and agreement to sale.

Or

(b) Detail the different types of Partnership.

15. (a) What is company? What are the various types of companies?

Or

(b) Describe the importance of digital signatures certificates

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the characteristics and scope of the contract law.

Or

- (b) Briefly explain the function of Company Law of its advantages.

17. (a) Explain the process of the registration of partnership firm.

Or

- (b) Discuss the Performance of contract of sale.

18. (a) Explain the different between the provisions of companies Act, 1956 and Companies Amendment Act, 2013.

Or

- (b) Discuss about the feature and important of information technology Act in 2000.

C-5910

Sub. Code

96255

B.B.A. DEGREE EXAMINATION, APRIL 2022

Fifth Semester

International Business

ENTERPRISE RESOURCE PLANNING

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is SAP?
2. What is database?
3. What is report design with wizard?
4. Enumerate the popular ERP packages.
5. What are the issues in implementation of ERP?
6. Define – MIS.
7. What is conceptual and physical system?
8. What is system analysis?
9. What is reusability of software?
10. Define cohesion.

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Why the business intelligences are important?

Or

(b) What are the advantages of data warehouse?

12. (a) Why it is important to select the right-implementation strategy?

Or

(b) State the different types of requirement.

13. (a) Describe the reasons of growth of ERP Market.

Or

(b) Describe the role of ERP in Small Business.

14. (a) What are the features of Supply Chain Management?

Or

(b) Explain the impact of internet and World Wide Web on the ERP products.

15. (a) Describe the Jurisdiction of ERP in India.

Or

(b) Write the Evolution of ERP in India.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Describe the different phases of Business Process Reengineering (BPR).

Or

- (b) Why ERP is important to get the requirements from all the stakeholders of the project?

17. (a) Explain the business strategies followed in SSA at the Global.

Or

- (b) What are the reasons that organization should measure the performance of the ERP system at regular intervals after implementation? Explain.

18. (a) Explain the Plant Maintenance Module with its importance.

Or

- (b) Briefly explain the differences between EIS and DSS.
-

C-5911

Sub. Code

96262

B.B.A. DEGREE EXAMINATION, APRIL 2022

Sixth Semester

International Business

DIGITAL BRANDING

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by digital branding?
2. What is Digital Advertising?
3. What is content strategy?
4. Write short note on content auditing.
5. What is meant by insights on consumer generated content?
6. What is product development?
7. What is meant by gamification?
8. What is called Social Network?
9. List out the distribution channels of media.
10. What is Fragmentation?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the benefits of digital display.

Or

- (b) Discuss the running-effective ads.

12. (a) Explain the feature of identifying prospects.

Or

- (b) Describe the important of content auditing.

13. (a) Explain the types of product development.

Or

- (b) Explain the four elements of building blocks of co-creation.

14. (a) Describe the Growth in Digital Advertising.

Or

- (b) Explain the five elements of gamification in a branding strategy.

15. (a) Explain the strategic framework of the future of media.

Or

- (b) Distinguish between consumer and creator archetype.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the Advantages and importance's of Writing Messages.

Or

- (b) Name any three popular social media sites and their importance?

17. (a) Explain the Marketing of Advantage and Disadvantage of Digital Advertising.

Or

- (b) Briefly explain the various types of link building block of creation, explain with examples?

18. (a) Discuss the function and Classification of Marketing Planning.

Or

- (b) What is a blog and explain the importance of blogging?
-

C-5912

Sub. Code

96263

B.B.A. DEGREE EXAMINATION, APRIL 2022

Sixth Semester

International Business

INTERNATIONAL MARKETING

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. What is meant by International market?
2. What is Marketing?
3. Define – Export.
4. What are the marketing Research?
5. What do you mean by Export Documentation?
6. What is meant by collection?
7. Who is Quality control?
8. What do you mean by marketing strategy?
9. What is a market pricing?
10. What are the foreign exchanges?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Discuss the Reasons of entry in International marketing.

Or

- (b) What are the types of International marketing?

12. (a) Discuss the role of India's trade representative abroad in export promotion.

Or

- (b) Explain the legal Dimension in International marketing.

13. (a) What are the preparing Export Document shipping and customer clearance of goods.

Or

- (b) Explain Excise clearance.

14. (a) Discuss the preliminaries required for starting Export Business.

Or

- (b) What are the Export Business? How do a types of Export Business?

15. (a) Explain the marketing budget and resource allocation.

Or

- (b) Explain pricing simulation and its Impact on profitability.

Part C

(3 × 10 = 30)

Answer **all** question.

16. (a) Write the nature, advantages and disadvantages of International marketing.

Or

- (b) Explain the marketing budget and resource allocation.

17. (a) Discuss the Appointing overseas Agents obtaining a license (Export license)

Or

- (b) Explain the uniform pricing Vs market by market pricing.

18. (a) Explain the Registration of Exporters and sending.

Or

- (b) What are the marketing strategy? How to a International Market Segment?

C-5913

Sub. Code

96264

B.B.A. DEGREE EXAMINATION, APRIL 2022

Sixth Semester

International Business

CONSUMER PSYCHOLOGY

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define the term "Consumer behaviour".
2. Who is a "Customer"?
3. What do you mean by 'values'?
4. Write short note on 'group influence'.
5. What is reference group?
6. Write a note on 'customer loyalty'.
7. What is 'customer retention'?
8. Write a note on 'brand loyalty'.
9. What do you mean by 'customer affinity'?
10. What is meant by 'cognitive loyalty'?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Explain the objectives and importance of Consumer Learning.

Or

- (b) What are the different models in consumer behaviour? Explain.

12. (a) Explain the significance of Consumer Decision Making.

Or

- (b) Discuss the Rural Consumer Behaviour and its importance.

13. (a) Explain the influence of culture on consumer behaviours.

Or

- (b) What are the cultural aspects of emerging markets? Explain.

14. (a) Explain the significance of customer loyalty.

Or

- (b) What are the factors affecting customer loyalty formation? Explain.

15. (a) What are the significance of customer loyalty for marketers? Explain.

Or

- (b) Explain Attitudinal Loyalty and Cognitive Loyalty.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Explain the impact of values lifestyles on buying behaviour.

Or

- (b) What are the effects of reference groups on consumer decision making? Explain.

17. (a) Explain the customer Loyalty and its relationship with customer satisfaction.

Or

- (b) Explain Rai Srivastava model of customer loyalty formation.

18. (a) Discuss the importance of characteristic futures of Behavioural Loyalty.

Or

- (b) Explain the influence of Service quality on customer loyalty.
-

C-5914

Sub. Code

96265

B.B.A. DEGREE EXAMINATION, APRIL 2022

Sixth Semester

International Business

BUSINESS NEGOTIATION

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer the following.

1. Define the term 'Business Negotiation'.
2. Write short note on 'Culture'?
3. What do you mean Culture Shock?
4. Write short note on concessions.
5. What is position of strength?
6. Write short note on conflict ethics.
7. What is decision making?
8. Write a note on trust building.
9. What do you mean by creativity?
10. Write short note on Decision Traps.

Part B

(5 × 5 = 25)

Answer the following.

11. (a) Explain the influence of cultural factors on different aspects of business.

Or

- (b) How would you prepare and planning for the business negotiation? Explain.

12. (a) Explain the rules of effective persuasion.

Or

- (b) Discuss the process of Negotiation and its importance.

13. (a) Explain the Decision making process in business negotiations.

Or

- (b) What is the role of disruptive strategy in business negotiation? Explain.

14. (a) How would you develop various negotiation styles? Explain.

Or

- (b) Discuss the essentials of Negotiation and its importance.

15. (a) Discuss the problem of culture in negotiation and conflict resolution.

Or

- (b) Explain the objectives Inter-group conflict resolution.

Part C

(3 × 10 = 30)

Answer the following.

16. (a) Explain the objectives of International negotiations and its importance.

Or

- (b) Explain the negotiation planning and integrative strategy.

17. (a) How would you manage conflict ethics in international negotiations?

Or

- (b) Explain the environmental context of international business negotiations.

18. (a) How would you establish Trust-Building Relationship?

Or

- (b) Explain the influence of national and cultural variations in decision-making.

C-5666

Sub. Code

**17/18/19/24/25
/26/27/28**

**Common for all UG B.Sc./B.B.A
DEGREE EXAMINATION, APRIL 2022**

First Year/ Second Semester

ENVIRONMENTAL STUDIES

(2016 onwards)

Duration : 3 Hours

Maximum : 75 Marks

Part A

(10 × 2 = 20)

Answer **all** questions.

1. Define Nature.
2. Name any two non - renewable energy resources.
3. What is conflicts?
4. Define overgrazing.
5. Write a note on sustainable life style.
6. What is Mega Diversity?
7. Define Hot spot.
8. What is Eutrophication'?
9. Make a note on noise pollution.
10. What is pollution?

Part B

(5 × 5 = 25)

Answer **all** questions.

11. (a) Give an account on the importance of environmental studies.

Or

- (b) How do you make public awareness on environmental issues? Explain.

12. (a) Write about the future problems upon over utilization of ground water.

Or

- (b) How the modern agriculture practices affects the quality of food resources? Explain.

13. (a) Give a detailed account on the problems in using fertilizer and pesticides on environment.

Or

- (b) Write a note on the concepts of ecosystem.

14. (a) Explain the energy flow in a forest ecosystem.

Or

- (b) Briefly explain the value of Biodiversity.

15. (a) What are the major threats to the Biodiversity? Explain.

Or

- (b) How do you document an environmental issue during the field visit? Explain.

Part C

(3 × 10 = 30)

Answer **all** questions.

16. (a) Give an account on utilization of renewable and non renewable energy resources.

Or

- (b) Discuss on the use of alternate energy resources for the future of the nation.

17. (a) Describe the in-situ and ex-situ method of Conservation of biodiversity.

Or

- (b) Give a detailed account on the status of Biodiversity at National and Global levels.

18. (a) Explain the control measures of Water pollution.

Or

- (b) Write in detail about hazards of radiation raised from Nuclear wastes.