

SECTION A

1. (a) Read the following passage carefully and answer the questions that follow. (5)

As soon as possible after reaching the grounds of Hampton institution. I presented myself before the head teacher for assignment to a class having been so long without proper food, a bath and change of clothing. I did not ofcourse make a very favourable impression upon her. I could see at once that there were doubts in her mind about the wisdom of admitting me as a student. For sometime, she did not refuse to admit me, neither did she decide in my favour. I continued to linger about her, and to impress her in all ways I could with my worthiness. In the meantime, I saw her admitting other students, and that added greatly to my discomfort. I felt, deep down in my heart, that I could do as well as they, if I could only get a chance to show what was in me.

- (i) Why did he look unimpressive?
- (ii) What was the purpose of the author appearing before the head teacher?
- (iii) What did the head teacher do?
- (iv) What was the action that added to the authors discomfort?
- (v) What did the author himself do?

- (b) Read the following passage and answer the questions that follow, choosing the right answer. (5)

The old man lifted his head slowly. When he saw the silver he would not put out his hand. He said 'Sir, I did not beg of you. Sir, we have good land and we have never been starving like this before, having such good land'. But this year the river rose and men starve even on good land at such times. Sir, we have no food and no seed left even. We have eaten our seed. I told them, we cannot eat our seed. But they were young and hungry and they ate it.

- (i) The old man lifted his head slowly as
  - (1) he was having a pain in his head
  - (2) was frightened
  - (3) could not decide what to do
  - (4) none of these
- (ii) He would not put out his hand because
  - (1) he did not ask for the silver
  - (2) he wanted seed
  - (3) he was a man of self respect
  - (4) he wanted only food.
- (iii) They had never starved earlier as
  - (1) they were very rich
  - (2) they had good food
  - (3) they had never had such floods
  - (4) they always had good seed

- (iv) Their seed was exhausted because of
- (1) floods
  - (2) migration
  - (3) extreme poverty
  - (4) consumption.
- (v) The statement, 'we have no seed left, even' reveals
- (1) a sense of deep disgust
  - (2) a sense of anger
  - (3) a feeling of utter helplessness
  - (4) a state of divine bliss.
2. Answer any TWO of the following in not more than 100 words each. (2 × 5 = 10)
- (a) How do books enrich Keller's life?
  - (b) How is wisdom defined in Kalam's lesson "The Knowledge Society"?
  - (c) Why does Hill suggest that writers should keep a note book?
  - (d) What is the truth that Russell wants people on both sides of the "Iron Curtain" to realize once for all?
3. Answer any ONE of the following in about 200 words. (10)
- (a) Compare and contrast the personalities of lawyer Gibbs and Edward Middleton.
  - (b) Summarize the message that Helen Keller conveys to men and women regarding the use of their 'senses'?
  - (c) Enumerate the factors that constitute a knowledge society according to Abdul Kalam.

#### SECTION B

##### (Poetry)

4. (a) Answer any ONE of the following in not more than 100 words each. (5)
- (i) Why does the poet say that the church is blackening?
  - (ii) What is the poet's prayer to the west wind?
  - (iii) What does the nightingale symbolise for the poet?
- (b) Answer any ONE of the following : (5)
- (i) Where beauty cannot keep her lustrous eyes  
Or new lone pine at them beyond tomorrow - Explain.
  - (ii) Explain - 'I am a part of all that I have met'
  - (iii) Explain - 'So, one day more am I defied who knows but the world may end tonight'
5. Answer any ONE of the following in 200 words : (10)
- (a) Write an appreciation of the poem "Because I could not stop for Death".
  - (b) Frost said : A poem begins in delight and ends in wisdom, substantiate this with special reference to "Mending wall".
  - (c) Bring out the grief of Mother India over the loss of her children as presented in the poem 'The Gift of India'

## SECTION C

(Short Stories)

6. Answer any ONE of the following in about 200 words. (10)
- (a) Describe Scoresby's sudden rise to success.
  - (b) Comment on Arun Joshi's handling of the American dream of success.
  - (c) Attempt an evaluation of the grain merchant's character.

## SECTION D

(Language work)

7. Read the following passage and summarise it. (8)
- Kangaroos are found in Australia, Tasmania and New Guinea. Although there are over 40 species of Kangaroos the largest and the most common ones are grey Kangaroos and red Kangaroos. They can weigh upto 90 Kilograms and are 2 meters tall. The Kangaroos can hop at the speed of 60 Kilometers per hour, the female can hop faster than the male. On average, they jump about 1.5-3 metre at a time, but they can jump over fences 3 metres high. They live in Grasslands and open forests. The young Kangaroos 'Joey' lives in its mother's pouch for about six months, and slowly becomes independent of her. the average lifespan of the Kangaroos is 15 years; if they live to the maximum age, around 20, or even 30, they probably die of starvation, because their teeth eventually fall out or wear out.
8. Write an essay on any ONE of the following : (8)
- (a) Trees and Environment.
  - (b) Education system in India
  - (c) Brain drain.
9. Answer any ONE of the following. (8)
- (a) Write a report to the editor of newspaper on the present system of education and examinations which is defective and needs reforming.
  - (b) Write a report on how you intend to spend your summer vacation.
10. Use FOUR of the following idioms and phrases in your own sentences. (8)
- (a) up to the mark.
  - (b) grease someone's palm.
  - (c) a fish out of water
  - (d) a feather in one's cap.
  - (e) be all ears.
  - (f) more heaven and earth.
  - (g) put one's foot down.
  - (h) flesh and blood.
11. Answer any ONE of the following : (8)
- (a) Write a dialogue between you and the Bank Manager that you have to open an account in the bank.
  - (b) Write an imaginary interview for which you are a candidate. The authorities interview you on your skills.
  - (c) Write a letter congratulating a friend on his success in the interview for a job.
  - (d) Write a letter on behalf of the class representative to the principal for requirement of drinking water in the class room.
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1. దిగువ పద్యాలలో ఒకదానికి ప్రతిపదార్థ తాత్పర్యాలు వ్రాయండి : (8)

(a) ఎల్ల శరీరధారులకు నిల్లను చీకటి నూతి లోపలం  
ద్రెళ్ళక వీరునేమను మతి భ్రమణంబున భిన్ను లై ప్రవ  
ర్తిల్లక సర్వమున్నతని దివ్య కళామయ మంచు విష్ణునం  
దుల్లముఁ జేర్చి తారడవినుండుట మేలు నిశాచరాగ్రణీ!

(b) ప్రారంభించిన వేద పాఠమునకున్ బ్రత్యూహమానంచునో  
యేరా! తమ్ముడ! నిన్ను జూడ జనుదేవెన్నాళ్ళ నోయండి చ  
క్షూరాజీవ యుగంబు వాచె నినుగన్గో కున్కి; మీ బావయున్  
సీరాకల్ మది గోరు చంద్రు పాడుపున్ సీరాకరంబుంబలెన్

2. క్రింది వానిలో ప్రతి భాగం నుంచి రెండింటికి సందర్భ సహిత వ్యాఖ్యలు వ్రాయండి : (4 × 3 = 12)

అ - భాగం

- (a) చదువులలో మర్మమెల్లఁ జదివితీఁ దండ్రీ  
(b) దుమ్ము దలంప గలనేల యచ్చటన్  
(c) ఈ గుణం బేల? నీకు?  
(d) అభిమానముఁ గూర్మియు నెందు బోయెనో!

ఆ - భాగం

- (a) ఘర్మ జలానికి ఖరీదు లేదోయ్!  
(b) ఈ సిగ్గులేని ముఖాన్ని చూపించలేను.  
(c) ఎవరయ్యా ప్రగాఢ సాహిత్య మూర్తి  
(d) నా బ్రతుకొక సున్నా కానీ నడుస్తున్నా

3. క్రింది వానిలో ప్రతి భాగం నుంచి ఒకదానికి సమాధానం వ్రాయండి : (2 × 10 = 20)

అ - భాగం

- (a) ప్రహ్లాద - హిరణ్యకశిపుల సంవాదమును వివరించునది.  
(b) కోప గృహమున సత్యభామ స్థితిని వివరించండి.

ఆ - భాగం

- (a) నా అక్షరాలు కన్నీటి జడులలో తడిచే దయాపారావతాలు తిలక్ ఆర్తగీతంలో సమన్వయించండి.  
(b) ప్రతిజ్ఞ కవితా ఖండికలో శ్రీశ్రీ వెలువరించిన అభ్యుదయ భావాలను ప్రకటించండి.

4. క్రింది వానిలో ప్రతి భాగం నుంచి ఒకదానికి సమాధానం వ్రాయండి : (2 × 10 = 20)

అ - భాగం

- (a) రాళ్ళవల్లి వివరించిన రాయల నాటి జీవన విధానాన్ని పరిశీలించండి.  
(b) పానుగంటి వారి సాహిత్య సేవను వివరించునది.

ఆ - భాగం

- (a) పెద్దన వర్ణనా వైచిత్రీని వివరించండి.  
(b) దేవులపల్లి కృష్ణశాస్త్రి గారి వచన రచనా శైలిని వివరింపుము.

5. క్రింది వానిలో రెండింటికి సమాధానాలు వ్రాయండి : (2 × 10 = 20)

- (a) పుణ్యమూర్తుల పురుషోత్తమ రావు  
(b) కమల  
(c) లింగరాజు లోభితనం  
(d) వరవిక్రయం - సంఘ సంస్కరణ.

6. క్రింది వానిలో ఒకదానిని గూర్చి వ్యాసం వ్రాయండి : (10)

- (a) కాలుష్యం - నివారణోపాయాలు  
(b) శాస్త్ర విజ్ఞానం - మానవాభ్యుదయం  
(c) స్వతంత్ర్య భారతం - సాధించిన ప్రగతి

7. (a) (i) క్రింది పద్య పాదానికి గణ విభజన చేసి, ఛందస్సును గుర్తించి, యతిని పేర్కొనండి : (5)

అంచిత భక్తితోడ దనుజాధిపు గేహ సమాపముంబ్రవే

లేదా

(ii) క్రింది వానిలో ఒకదానికి సోదాహరణంగా లక్షణాల్ని తెల్పండి :

(1) కందం

(2) చంపకమాల

(b) (i) క్రింది పద్యంలో అలంకారాన్ని తెల్పి లక్షణంతో సమన్వయించండి : (5)

ఇనుమయస్కాంత సన్నిధినెట్లు భ్రాంత

మగు హృషీకేశు సన్నిధి నా విధమున

గరగు చున్నది దైవయోగమున జేసి

బ్రాహ్మణోత్తమ చిత్తంబు భ్రాంతమగుచు.

లేదా

(ii) క్రింది అలంకారాలలో ఒకదానికి సోదాహరణంగా లక్షణం తెల్పండి :

(1) ఉత్పేక్ష

(2) అర్ధాంతరన్యాస

Time : Three hours

Maximum : 100 marks

1. निम्नलिखित पद्यांशों की सप्रसंग व्याख्या कीजिए। (24)
- (a) (i) निन्दक नियरे राखिये, आँगन कुटी छवाय।  
बिन पानी साबुन बिनु, निर्मल करै सुभाय।  
अथवा  
(ii) सोई ज्ञानी सोइ गुनी, जन सोइ दाता ध्यानि।  
तुलसी जाके चित्त भई, राग द्वेष की हानि।
- (b) (i) जो "रहीम" उत्तम प्रकृति, का करि सकत कुसंग।  
चन्दन बिष व्यापत नहीं, लपटे रहत भुजंग।  
अथवा  
(ii) कोऊ कोटिक संग्रहौ, कोऊ लाख हजार।  
मो सम्पति जदुपति सदा, बिपति-बिदारनहार।
- (c) (i) काम को आरम्भ करके यों नहीम जो छोडते।  
सामना करके नहीं जो भूलकर मुंह मोडते।  
जो गगन के फूल बातों से वृथा नहीं तोडते।  
सम्पदा मन से करोडो की नहीं जो जोडते।  
अथवा  
(ii) भगवान कहते हैं स्वयं ही, भेदभावों को तजे,  
है रूप मेरा ही, मुझे जो सर्वभूतों मेम भजे।  
जो जानता सबमें मुझे, सबको मुझी में जानता,  
है मानता मुझको वही, मै भी उसी को मानता।
2. किसी एक कविता का सारांश लिखिए। (10)
- (a) कर्मवीर  
(b) युगावतार बापू  
(c) हमारा प्यारा भारत वर्ष।

3. किसी एक कवि का परिचय दीजिए। (10)

- (a) जयशंकर प्रसाद
- (b) रामधारी सिंह दिनकर
- (c) मैथिलीशरण गुप्त।

4. किसी एक विषय पर निबन्ध लिखिए। (20)

- (a) दूरदर्शन
- (b) पुस्तकालय
- (c) बेरोजगारी समस्या
- (d) टेशाटन
- (e) विद्यार्थी और राजनीति।

5. किसी एक साहित्यिक विषय पर निबन्ध लिखिए: (20)

- (a) वीरगाथा काल और चंदबरदायी
- (b) तुलसीदास की रामभक्ति शाखा पर प्रकाश डालिए
- (c) राम-काव्य और कृष्ण-काव्य का अन्तर
- (d) उपन्यास और प्रेमचन्द्र
- (e) रीतिकाल की विशेषताएँ।

6. हिन्दी में अनुवाद कीजिए:- (16)

One of the most interesting aspect of the study of geography is the relationship between man and his environment. Man must adjust with his environment and learn how to control the effects of his environment. The important geographical fact in the history of a country is its location. The four earliest civilizations of the world were all located in or near large rivers.

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Time : Three hours

Maximum : 100 marks

1. Answer any TWO questions. (2 × 15 = 30)
  - (a) Describe the story of the first act of Nagananda.  
नागानन्दप्रथमाङ्कस्य कथासार विशदयत।
  - (b) Prove the skillness of Bhasa in writing the dramas with suitable examples.  
भासस्य रूपककल पाटवं सप्रमाणं निरूपयत।
  - (c) Explain the friendship between Srikrishna and Sudama.  
श्रीकृष्णसुदाम्नोः मैत्री विवृणुत।
  - (d) Explain the skill of characterisation of Harshavardhana according to Nagananda.  
नागानन्दे हर्षवर्धनस्य चरित्र चित्रण चातुरीं निरूपयत।
2. (a) Write the story of Vishwamitra Brahmarshitvam. (10)  
विश्वामित्रस्य ब्रह्मर्षित्व प्राप्ति कथां लिखत।

Or

  - (b) Explain briefly about Acharya Sriramachandrakavi.  
आचार्य श्रीरामचन्द्रकविः परिचयं कुरुत।
3. Explain any FOUR with reference to context. (4 × 5 = 20)
  - (a) सर्वस्याभ्यागतो गुरुः।
  - (b) आयासः खलुराज्य मुञ्जितगुरोः।
  - (c) तारागणं पतितमुह्वहतीव भूमिः।
  - (d) विभ्रान्तवायसश्रगणं गगनं करोति।
  - (e) अत्र सर्वे महाराजस्य मित्राणि एव।
  - (f) अहमत्र भि श्रुकूपेणा गतोऽस्मि।
  - (g) ब्रह्मदण्डेन निरुन्धन्नरुन्धती जानिश्चतस्थे।
  - (h) सर्वदापि स्वदुखचिन्तैव युष्याकम्।

4. Write short notes on any TWO. (2 × 5 = 10)
- (a) माघः (b)जयदेवः  
(c) श्रीहर्षः (d) भट्टनारायणः
5. Define and illustrate any TWO Alankaras. (2 × 5 = 10)
- द्वौ अलङ्कारौ सोदाहरणं विवृणुत।
- (a) अनन्वयः (b)दीपकम्  
(c) उल्लेखः (d) स्वभावोक्ति
6. Write the forms of any THREE cases of the following. (3 × 2 = 6)
- त्रयाणां तत्तत् प्रत्ययं योजयित्वा रूपाणि लिखत।
- (a) वाकू-तृतीया (b)भगवत्-प्रथमा  
(c) पचत्-सप्तमी (d) राजन्-षष्ठी  
(e) मनस्-चतुर्थी (f) युष्मद्-सप्तमी
7. Write any FOUR forms of the following adding the given terminations. (4 × 1 = 4)
- चत्वारि तत्प्रत्ययं योपयित्वा रूपाणि लिखत
- (a) स्तु+क्त (b)नी+क्तकु  
(c) स्था+अत् (d) कृ+शानच्  
(e) दा+तव्यत् (f) स्मृ+अत्।
8. Translate any FIVE sentences into English or Telugu. (5 × 2 = 10)
- पञ्च वाक्यानि आग्लभाषायां अथवा तेलुगु भाषायां अनुवाद कुरुत।
- (a) विद्याधनं सर्वधन प्रधानम्।  
(b) नास्ति विद्यासमं चक्षुनीस्ति सत्यसमं तपः।  
(c) सत्यम् ब्रूयात्।  
(d) परोपकाराय सतां विभूति।  
(e) परोपकारार्थमिदं शरीरम्।  
(f) विद्वान् सर्वत्र पूज्यते।  
(g) विद्या दशति विनयम्।  
(h) शरीरमाद्य खलु धर्मसाधनम्।  
(i) वृक्षो रक्षति रक्षितः।  
(j) न बन्धुमध्ये घनहीन जीवनम्।
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B.A./B.Com./B.Sc. DEGREE EXAMINATION, DECEMBER 2012.

(Examination at the end of Second Year)

Paper II — ENVIRONMENTAL STUDIES

Time : Three hours

Maximum : 100 marks

SECTION A – (4 × 10 = 40 marks)

Answer any FOUR questions.

Each question carries 10 marks.

1. State the components of environment.  
పర్యావరణ (పరిసరాల) అంశములను తెల్పుము.
2. Classify natural resources.  
సహజ వనరుల వర్గీకరణను వ్రాయుము.
3. Explain the structure of biodiversity.  
జీవ వైవిధ్యము యొక్క ఆకృతిని వివరింపుము.
4. Enumerate the effects of air pollution.  
గాలి కాలుష్యము యొక్క ప్రభావములను వివరించుము.
5. What are the threats to biodiversity?  
జీవవైవిధ్యమునకు గల భయానకములను వ్రాయుము.
6. State the techniques of solid waste management.  
ఘన వ్యర్థ పదార్థముల నిర్వహణలో గల పద్ధతులను తెల్పుము.
7. Explain the concept of sustainable development.  
నిరంతర అభివృద్ధి పై భావనను తెల్పుము.
8. What are the causes for ozone layer depletion?  
ఓజోన్ లేయరు(పొర) క్షీణతకు గల కారణములను వ్రాయుము.

SECTION B – (3 × 20 = 60 marks)

Answer any THREE questions.

Each question carries 20 marks.

9. Explain the scope and importance of environmental studies.  
వాతావరణ శాస్త్రము యొక్క పరిధిని మరియు ప్రాముఖ్యతను వివరింపుము.

10. How do you assess the impact of human activities on forest and mineral resources?  
అడవులు మరియు ఖనిజ వనరులమీద మానవ కార్యకలాపముల ప్రభావమును ఎట్లు నిర్ధారించెదరు?
  11. State the contribution of international institutions to the conservation of bio-diversity.  
జీవ వైవిధ్యమును సంరక్షించుటలో అంతర్జాతీయ సంస్థల యొక్క వంతును వివరింపుము.
  12. What is the effect of nuclear, noise and soil pollutions?  
రేడియో ధార్మికత, శబ్ద మరియు మృత్తికా (మట్టి) కాలుష్య ప్రభావములను వివరింపుము.
  13. Elucidate the environmental problems at the global level.  
ప్రపంచ స్థాయిలో గల పర్యావరణ సమస్యలను విశదీకరింపుము.
  14. Explain the problems of rapid urbanisation and growth of population.  
శీఘ్ర నగరీకరణము మరియు జనాభా వృద్ధిలో గల సమస్యలను వివరింపుము.
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(DBME 21)

**B. B. M. DEGREE EXAMINATION, DEC. - 2012**  
**(Examination at the end of Second Year)**

**Part - II - Business Management**

**Paper - I : MACRO ECONOMICS**

**Time : 03 Hours**

**Maximum Marks : 100**

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*Answer any Five questions*

*All questions carry equal marks*

- 1) Discuss how the changes in the size and pattern of distribution of national income effect economic welfare.
  - 2) What is meant by macro economics? State its scope and importance.
  - 3) Explain the quantity theory of money.
  - 4) Explain the Keynes' theory of income and output.
  - 5) State and explain the liquidity theory of money.
  - 6) Saving and investment are always equal. Saving and investment are equal to equilibrium. Explain these statements.
  - 7) Define business cycle. Discuss the different theories of business cycle in brief.
  - 8) Explain the purpose and methods of selective credit control.
  - 9) "Keynesian theory of effective demand is the heart of the modern macro economic analysis." Discuss.
  - 10) What are the different sources of the funds of a commercial bank?
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Total No. of Questions : 10]

[Total No. of Pages : 01

**B.B.M. DEGREE EXAMINATION, DEC. - 2012****(Examination at the end of Second Year)****(Part II) - Business Management****(Paper - II) : BUSINESS STATISTICS****Time : 03 Hours****Maximum Marks : 100***Answer any Five questions**All questions carry equal marks*

- Q1)** Define Primary and Secondary data. Explain their role in surveys with suitable examples.
- Q2)** Define uses or merits or importance of graphs and diagrams.
- Q3)** Define probability and explain the importance of this concept in Statistics.
- Q4)** What is t-distribution? Explain some of its applications?
- Q5)** What is meant by interpolation? What are the assumptions on which methods of interpolation are based?
- Q6)** From the following data of weight of 122 persons determine the modal weight.
- | Weight (in lbs) | No. of persons | Weight (in lbs) | No. of Persons |
|-----------------|----------------|-----------------|----------------|
| 100 - 110       | 4              | 140 - 150       | 33             |
| 110 - 120       | 6              | 150 - 160       | 17             |
| 120 - 130       | 20             | 160 - 170       | 8              |
| 130 - 140       | 32             | 170 - 180       | 2              |
- Q7)** Calculate Mean and Standard deviation of the following frequency.
- | Marks   | No. of Students | Marks   | No. of Students |
|---------|-----------------|---------|-----------------|
| 0 - 10  | 5               | 40 - 50 | 50              |
| 10 - 20 | 12              | 50 - 60 | 37              |
| 20 - 30 | 30              | 60 - 70 | 21              |
| 30 - 40 | 45              |         |                 |
- Q8)** Calculate Pearson's coefficient of correlation from the following data using 44 and 26 as the origin of  $x$  and  $y$  respectively.
- |       |    |    |    |    |    |    |    |    |    |    |    |    |
|-------|----|----|----|----|----|----|----|----|----|----|----|----|
| $x$ : | 43 | 44 | 46 | 40 | 44 | 42 | 45 | 42 | 38 | 40 | 42 | 57 |
| $y$ : | 29 | 31 | 19 | 18 | 19 | 27 | 27 | 29 | 41 | 30 | 26 | 10 |
- Q9)** The sale of a company for the last eight years are given below.
- |                 |   |      |      |      |      |      |      |      |      |
|-----------------|---|------|------|------|------|------|------|------|------|
| Year            | : | 1990 | 1991 | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 |
| Sales (Rs.'000) | : | 82   | 45   | 98   | 92   | 110  | 185  | 175  | 220  |
- Estimate sales figure for 1998 using an equation of the form  $y = abx$  where  $x$  = years and  $y$  = sales.
- Q10)** The following data give the demand ( $x$ ) and supply ( $y$ ) in a market on 11 days.
- Obtain regression of  $y$  on  $x$ ; and
  - Calculate the correlation coefficient
- |       |    |    |    |    |    |    |    |    |    |    |
|-------|----|----|----|----|----|----|----|----|----|----|
| $x$ : | 61 | 72 | 73 | 63 | 84 | 80 | 66 | 76 | 74 | 72 |
| $y$ : | 40 | 52 | 59 | 61 | 58 | 56 | 42 | 58 | 50 | 50 |

(DBBF 21)

**B. B. M. DEGREE EXAMINATION, DEC. - 2012**  
**(Examination at the end of Second Year)**

**Part - II - Business Management**

**Paper - III : BASIC BUSINESS FINANCE**

**Time : 03 Hours**

**Maximum Marks : 100**

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*Answer any Five questions*

*All questions carry equal marks*

- 1) Examine the scope of finance. What role should the financial manager play in a modern enterprise?
  - 2) What is an ordinary share? How does it differ from a preference share and a debenture?
  - 3) Critically examine the recent trends in primary market in India.
  - 4) Explain the significance of cost of capital in financial decision making.
  - 5) Explain the concept of financial leverage. Show the impact of financial leverage on the earnings per share.
  - 6) Describe the traditional view on the optimum capital structure.
  - 7) State the causes and consequences of under capitalisation.
  - 8) What is the concept of working capital cycle? Why is it important in working capital management?
  - 9) Explain the nature of the factors which influence the dividend policy of a firm.
  - 10) Explain the concept of horizontal, vertical and Conglomerate merger with examples.
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(DBFM 21)

**B. B. M. DEGREE EXAMINATION, DEC. - 2012**  
**(Examination at the end of Second Year)**

**Part - II : Business Management**

**Paper - IV : FUNDAMENTALS OF MARKETING**

**Time : 03 Hours**

**Maximum Marks : 100**

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*Answer any Five questions*

*All questions carry equal marks*

- 1) Define the term 'marketing'. Discuss the role and limitations of marketing.
  - 2) What role do you expect from marketing and marketing management in uprooting the dangers of underdevelopment?
  - 3) What are uncontrollable forces of marketing environment? Discuss them at length.
  - 4) Differentiate between "Consumer behaviour" and "Consumption behaviour".
  - 5) What is market segmentation? What benefits a marketing unit gets by market segmentation?
  - 6) What is a "Product life cycle"? Discuss different Stages of the product life cycle.
  - 7) What is brand identification? How brands are classified?
  - 8) Discuss the cost based method of pricing with relative merits and demerits.
  - 9) What is personal selling? Under what marketing conditions it is most relevant?
  - 10) What is a "channel of distribution"? Explain its significance in the scheme of marketing.
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(DBPPM 21)

**B. B. M. DEGREE EXAMINATION, DEC. - 2012**  
**(Examination at the end of Second Year)**

**Part - II - Business Management**

**Paper - V : PRINCIPLES OF PERSONNEL MANAGEMENT**

**Time : 03 Hours**

**Maximum Marks : 100**

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*Answer any **Five** questions*

*All questions carry equal marks*

- 1) Describe in brief the nature and scope for personnel function in an organisation.
  - 2) “Personnel administration is a line responsibility but a staff function”. Discuss.
  - 3) What do you understand by manpower planning? How would you draw-up a manpower plan for an organisation?
  - 4) Describe in detail the process of performance appraisal.
  - 5) What are the requirements of an ideal system of wage payments?
  - 6) Explain different techniques of job evaluation. What are the advantages of each technique?
  - 7) What is grievance? What are the characteristics of grievances?
  - 8) Assess the success of the collective bargaining in India.
  - 9) Explain the necessary conditions for the maintenance of sound industrial relations.
  - 10) Define the term workers participation in management. Explain the objectives of workers participation in management.
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