

**PART — A**

1. Read the passage and answer the questions: (5 × 1 = 5)
- Personal tragedies can now and then give birth to public welfare programmes. An outstanding example of this statement is Shyam Sundar Paliwal of a tiny Rajastani village Pilpalantri. The death of his dear daughter at a tender age was first a rude shock to him. But soon, it prompted him to launch a 'save the girl and save the environment' mission. With the co-operation of the villagers, he made it a custom to commemorate the birth of a girl child by planting III fruit trees in the neighbourhood. The villagers also raise 21,000/- for each new born girl – child and deposit it in a bank in her name to guarantee her education. It is also compulsory for the parents to execute an affidavit stating that they will educate the girl and will not force her into marriage till she attains the legally marriageable age. A single man's vision has now resulted in abundant greenery all around with about a quarter million trees being grown and more importantly the laughter of the girls reverberating through the entire village.
- (a) How are public welfare programmes inspired at times?  
 (b) Name the person who set an example of public service.  
 (c) How does the village of 'Pilpalantri' celebrate a girl child's birth?  
 (d) What movement was started by Paliwal?  
 (e) What are the two conditions laid down in the affidavit?

**PART — B**

2. (a) Fill in the blanks with suitable words: (20 × 1 = 20)
- (i) The noun form of responsible is \_\_\_\_\_.  
 (ii) The verb form of survival is \_\_\_\_\_.  
 (iii) The noun form of brilliant is \_\_\_\_\_.  
 (iv) The adverb of complete is \_\_\_\_\_.  
 (v) The verb form of apology \_\_\_\_\_.  
 (vi) The adjective form of beauty \_\_\_\_\_.  
 (vii) The adverb of slow is \_\_\_\_\_.  
 (viii) The noun form of strengthen is \_\_\_\_\_.  
 (ix) The adjective form of glory is \_\_\_\_\_.  
 (x) The noun form of happy is \_\_\_\_\_.
- (b) One word substitutes:
- (i) One who is all powerful \_\_\_\_\_.  
 (ii) One who is charitable or helpful \_\_\_\_\_.  
 (iii) One who speaks less \_\_\_\_\_.  
 (iv) A person who believes in God \_\_\_\_\_.  
 (v) One who loves books \_\_\_\_\_.  
 (vi) A grass eating animal is \_\_\_\_\_.  
 (vii) People who work together are called \_\_\_\_\_.  
 (viii) A group of stars are called \_\_\_\_\_.  
 (ix) The study of birds is \_\_\_\_\_.  
 (x) One who looks at the bright side of everything \_\_\_\_\_.

**PART — C**

3. Write any ONE of the following: (1 × 10 = 10)
- (a) Write a letter to your friend about your recent trip to Kashmir.
- Or
- (b) Write a letter to the Municipal commissioner requesting road repairs in your locality.
4. Expand any TWO of the following: (2 × 5 = 10)
- (a) All that glitters is not gold.  
 (b) So you sow, so you reap.  
 (c) Empty vessels make more noise.

(d) Honesty is the best policy.

PART — D

5. Answer any TWO: (2 × 5 = 10)
- (a) Explain skimming and scanning.
  - (b) What are the suggestions that Russell gives to avoid foolish opinions?
  - (c) Bring out the symbolism of the lamp in 'The Doll's House'.
  - (d) Why did the astrologer run away from the village?

6. Answer any TWO: (2 × 5 = 10)
- (a) What is note making and its advantages?
  - (b) Who is Florence Nightingale?
  - (c) What is Tagore's philosophy is Upagupta?
  - (d) What message does Sarojini Naidu give in 'Coromandel Fishers'?

PART — E

7. Match the following: (5 × 1 = 5)
- |               |                            |
|---------------|----------------------------|
| (a) Fish      | (i) Group of pretty girls  |
| (b) Zoology   | (ii) Collection of poems   |
| (c) Bevy      | (iii) Number of cars/ships |
| (d) Fleet     | (iv) Aquarium              |
| (e) Anthology | (v) Study of animals       |
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(202TEL21)

B.A./B.Com./B.B.A. DEGREE EXAMINATION, FEBRUARY 2024.

Second Semester

Telugu

SECOND LANGUAGE – TELUGU–AADHUNIKA TELUGU SAHITYAM

Time : Three hours

Maximum : 70 marks

విభాగము ఆ - (5 × 4 = 20 మార్కులు)

- I. ఈ క్రింది వానిలో ఐదింటికి సంగ్రహ సమాధానాలు వ్రాయండి.
1. ఆధునిక కవిత్వం - లక్షణాలు
  2. తెలుగు నాటకం
  3. రెంటాల నాగేశ్వర రావు
  4. కేశవ వర్మ
  5. మరియుమ్మ
  6. కొండవీడు
  7. పారమ్మ
  8. శేషయ్య

విభాగము ఆ - (5 × 10 = 50 మార్కులు)

- II. క్రింది వానికి వ్యాసరూప సమాధానాలు రాయండి.
9. (a) ఆధునిక కవిత్వ ఆవిర్భావ వికాసాలను వివరించండి.  
లేదా  
(b) “తాతకో నూలు పోగు”లో ప్రసాదమూర్తి చెప్పిన భావాలేవి?
10. (a) తెలుగు కథానికీ వికాసాన్ని విశదీకరించండి.  
లేదా  
(b) ‘భయం’ కథ ద్వారా రచయిత సమాజానికీచ్చిన సందేశం ఏమిటో తెల్పండి.
11. (a) సాహిత్య ప్రక్రియగా నవల స్థానాన్ని నిర్ణయించండి.  
లేదా  
(b) ‘రథ చక్రాలు’ నవలపై సమీక్షా వ్యాసం వ్రాయండి.
12. (a) తెలుగు నాటక రంగ వికాసాన్ని వివరించండి.  
లేదా  
(b) ‘యక్ష గానం’ ఇతివృత్తాన్ని వ్రాయండి.
13. (a) ‘విమర్శ’ అంటే ఏమిటో తెల్పి, విమర్శ ప్రయోజనాలను తెల్పండి.  
లేదా  
(b) విమర్శ - భేదాలను తెల్పండి.

(202SAN21)

B.A./B.Com./B.B.A. DEGREE EXAMINATION, FEBRUARY 2024.

Second Semester

Sanskrit

SECOND LANGUAGE – SANSKRIT - PROSE, POETRY AND GRAMMAR

Time : Three hours

Maximum : 70 marks

सूचना - द्वितीय, तृतीय, चतुर्थी, पञ्चम, नवम प्रश्नाः संस्कृते एवं समाधेयाः।

Q. No. 2, 3, 4, 5, 9 should be answered only in Sanskrit.

प्रथमो भागः (25 marks)

1. श्लोकं पूरयित्वा भावं च लिखत। (1 × 4 = 4)  
(a) इक्ष्वाकुवंश्यः \_\_\_\_\_ कोसलेन्दः॥  
(b) शरीरेण \_\_\_\_\_ कथ्यते॥
2. द्वयोः शब्दयोः सर्वाविभक्तिषु रूपाणि लिखत। (2 × 3 = 6)  
(a) नदी (b) वधू  
(c) वनम् (d) मधु
3. द्वयोः तत् सर्वाणि लकार रूपाणि लिखत। (2 × 2½ = 5)  
(a) लिखेत् (b) इच्छतु  
(c) चोरयेत् (d) युध्यते
4. 'पञ्च' नामनिर्देशपूर्वकं सन्धत्त। (5 × 1 = 5)  
(a) विद्वान् + लिखति (b) सुप् + अन्तः  
(c) सुगुण् + ईशः (d) प्रत्यङ् + आत्मा  
(e) शिव + अहम् (f) नराः + गच्छन्ति  
(g) पितुः + इच्छा (h) हरिः + चरति  
(i) रामः + टीकते (j) हरिः + त्रायते
5. पञ्चानां नामनिर्देशपूर्वकं विग्रहवाक्यानि लिखत। (5 × 1 = 5)  
(a) अधिहरि (b) निर्मक्षिकम्  
(c) अतिहिमम् (d) प्रत्यक्षम्  
(e) यथाशक्ति (f) साग्नि  
(g) चक्रपाणिः (h) दण्डादण्डि  
(i) दक्षिणपूर्वा (j) सपुत्रः

द्वितीयो भागः (45 marks)

6. (a) स्वयंवरागतम अजं सुनन्दा कथं वर्णयामास? (1 × 8 = 8)  
अथवा  
(b) 'शिष्येभ्योदीक्षाप्रदानम्' इत्यस्य पाठ्यभागस्य सारांशं विलिखत?
7. (a) अमर्त्यतरङ्गिणी कथं मर्त्यतरङ्गिणी बभूव? (1 × 7 = 7)  
अथवा  
(b) राजकुमार्याः सुनन्दायाः मोहः कथम् अयनीतः?
8. (a) दशकुमारचरिते पञ्चमाच्छ्वास कथासारं वर्णयत। (1 × 8 = 8)  
अथवा  
(b) चारुदत्तस्य चरितं लिखत।

9. पञ्चानां लघुसमाधानानि लिखत। (5 × 2 = 10)

- (a) कालिदासस्य जन्मस्थानं किमिति ज्ञायते?
- (b) भूमिपालः कथं विवर्णभावं गतः?
- (c) 'शिष्येभ्यो दीक्षाप्रदानम्' इति पाठ्यभागानुसारं गृहस्थः कः?
- (d) बुद्धेन शिष्येभ्यः अनुगृहीताः उपदेशाः के?
- (e) चम्पूरामायणस्य कर्ता कः?
- (f) गङ्गा कथं जाह्नवी अभवत्?
- (g) दण्डिनः कृतीः लिखत।
- (h) अवन्तिसुन्दर्या पिता कः?
- (i) चारुदत्तः कः?
- (j) निद्रावशेन केन सुवर्णभाण्डं दत्तम्?

10. चत्वारि ससन्दर्भं व्याख्यात। (4 × 3 = 12)

- (a) विवर्णभावं स स भूमिपालः।
- (b) रत्नं समागच्छतु काञ्चनेन।
- (c) सोऽयमापगामाप गामिव।
- (d) भगीरथः पुरीं प्राप परिपूर्णमनोरथः।
- (e) नूनमेषा पूर्वजन्मनि मे जाया यज्ञवती।
- (f) को भवान्? कस्यां विद्यायां निपुणः।
- (g) सपट्टेन शीर्षेण त्वां प्रसादयामि।
- (h) आर्यः शरणागतास्मि अलङ्कारनिमित्तं पापमामनुसरन्ति।

(202HIN21)

B.A./B.Com./B.B.A. DEGREE EXAMINATION, FEBRUARY 2024.

Second Semester

Hindi

SECOND LANGUAGE — HINDI – PROSE

Time : Three hours

Maximum : 70 marks

1. निम्नलिखित गद्यांशों में से किन्हीं दो की संदर्भ सहित व्याख्या कीजिए। (2 × 6 = 12)
  - (a) प्राकृतिक विभिन्नता के अतिरिक्त हमारे देश में अनेक प्रकार की भाषाएँ बोली जाती हैं।
  - (b) आज समाज में बेईमानी की हद हो गई है।
  - (c) एक अधेड़ आदमी अपनी भीभी और बच्चों के साथ दफ्तर के परिसर में प्रवेश करता है।
  - (d) एच. आई. वी. एड्स बीमारी की विशेषताओं को समझाइए।
2. किसी एक गद्य पाठ का सारांश लिखिए। (1 × 14 = 14)
  - (a) भारत एक है
  - (b) बेईमानी की परत
3. (a) किसी एक कहानी का सारांश लिखिए। (1 × 12 = 12)
  - (i) परमात्मा का कुत्ता
  - (ii) वापसी(b) निम्नलिखित में से किसी एक प्रश्न का उत्तर लिखिए। (1 × 7 = 7)
  - (i) नारायण पात्र की ईमानदारी को स्पष्ट कीजिए।
  - (ii) 'परमात्मा का कुत्ता' कहानी के केंद्रीय भाव को समझाइए।
4. (a) निम्नलिखित पाँच शब्दों के समानार्थक हिन्दी शब्द लिखिए। (5 × 1 = 5)
  - (i) Affidavit
  - (ii) Treasurer
  - (iii) Confidential
  - (iv) Chief Justice
  - (v) Head Quarters
  - (vi) Ambassador

(vii) Implementation

(viii) Deputy Director

(ix) Auditor

(x) Incharge

(b) निम्नलिखित पाँच शब्दों की समानार्थक अंग्रेजी शब्द लिखिए। (5 × 1 = 5)

(i) राज्यपाल (ii) परिपत्र

(iii) गोपनीय (iv) गृहसचिव

(v) पावती (vi) कुलपति

(vii) ज्ञापन (viii) शिक्षा अधिकारी

(ix) जाली दस्तावेज (x) वित्त सलाहकार

(c) किन्हीं पाँच शब्दों का अपने वाक्यों में प्रयोग कीजिए।

(5 × 1 = 5)

(i) समृद्ध (ii) उथल-पुथल

(iii) प्रायश्चित्त (iv) अज्ञानान्धकार

(v) स्थिर (vi) कोष

(vii) मूसलाधार (viii) लोकभाषा

(ix) कामयाबी (x) विरासत

(d) किन्हीं चार शब्दों के संधि-विच्छेद लिखिए। (4 × 1 = 4)

(i) मायाधीन (ii) सप्तर्षि

(iii) परोपकार (iv) पित्राज्ञा

(v) पवन (vi) कविद्र

(vii) कार्यालय (viii) स्वागत

5. किसी एक विषय पर पत्र लिखिए। (1 × 6 = 6)

(a) नगर पालिका के अधिकारी के नाम शिकायती पत्र लिखिए।

(b) पुस्तक विक्रेता के नाम पर पत्र लिखिए।

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(203LSB21)

B.A./B.Com./B.B.A. DEGREE EXAMINATION, FEBRUARY 2024.

Second Semester

LIFE SKILLS COURSE –  
INDIAN CULTURE AND SCIENCE

Time : One and half hours

Maximum : 50 marks

SECTION A – (4 × 5 = 20 marks)

Answer any FOUR questions.

Each answer carries 5 marks.

1. Unity.  
ఏకత్వము.
2. Diversity.  
భిన్నత్వము.
3. Sufi movement.  
సూఫీ ఉద్యమము.
4. Buddhism.  
బౌద్ధమతం.
5. Modern Society.  
ఆధునిక సమాజం.
6. Social Reforms.  
సామాజిక సంస్కరణలు.
7. Agriculture.  
వ్యవసాయం.
8. Science and Technology.  
శాస్త్రీయ మరియు సాంకేతిక విజ్ఞానాలు.



SECTION B – (3 × 10 = 30 marks)

Answer any THREE of the following.

Each answer carries 10 marks.

9. Give an account for the rise of Jainism and Buddhism.  
జైన మరియు బౌద్ధమతాల పెరుగుదలకు కారణమేమి?
10. Briefly write the influence of Islam on Hinduism.  
హిందూ మతంపై ఇస్లాం ప్రభావం గురించి క్లుప్తంగా వ్రాయుము.
11. Explain the role of Mahatma Gandhi in freedom movement.  
స్వాతంత్ర్య ఉద్యమంలో మహాత్మాగాంధీ పాత్రను వివరించుము.
12. Give an account of Renaissance in India.  
భారతదేశంలో పునరుజ్జీవనం గురించి వివరించుము.
13. Explain in detail about online education.  
ఆన్‌లైన్ విద్య గురించి వివరాలను వివరించుము.

(204SDB21)

B.A./B.Com./B.B.A. DEGREE EXAMINATIONS, FEBRUARY 2024.

Second Semester

SKILL DEVELOPMENT – PAPER – 1:  
BUSINESS COMMUNICATION (B.Com./B.B.A.)

Time : One and half hours

Maximum : 50 marks

SECTION A – (4 × 5 = 20 marks)

Answer any FOUR questions.

1. Concept of Communication.  
కమ్యూనికేషన్ యొక్క భావన.
2. Process of Communication.  
కమ్యూనికేషన్ యొక్క ప్రక్రియ.
3. Types of Business Communications.  
వ్యాపార కమ్యూనికేషన్ల యొక్క రకములు.
4. Writing Communications.  
కమ్యూనికేషన్లను వ్రాయుట.
5. Meeting Agenda.  
సమావేశ ఎజెండా.
6. Presentation of Communication.  
కమ్యూనికేషన్‌ను తెలియపరచుట.
7. Online Communication.  
ఆన్‌లైన్ కమ్యూనికేషన్.
8. Writing Minutes.  
మినిట్సును వ్రాయుట.

SECTION B – (3 × 10 = 30 marks)

Answer any THREE questions.

9. Define 'Communication'. Discuss the need and importance of communication.  
'కమ్యూనికేషన్'ను నిర్వచింపుము. కమ్యూనికేషన్ యొక్క అవశ్యకత మరియు ప్రాముఖ్యతల గురించి చర్చించండి.
10. What are the various levels of communication in an organisation?  
సంస్థలో గల వివిధ స్థాయిల కమ్యూనికేషన్ల గురించి తెలుపుము.
11. Outline the characteristics of a Good Business Communication.  
ఉత్తమ వ్యాపార కమ్యూనికేషన్ యొక్క లక్షణాలను తెలుపుము.
12. What is meant by Business Report? What are the contents of Business Reports?  
వ్యాపార నివేదిక అనగా అర్థమేమి? వ్యాపార నివేదికల నందలి అంశాలెవ్వి?
13. Describe the barriers of organisational communication.  
సంస్థ కమ్యూనికేషన్ యొక్క ప్రతిబంధకాలను వివరించండి.

(205SDC21)

B.A./B.Com./B.B.A. DEGREE EXAMINATIONS, FEBRUARY 2024.

Second Semester

SKILL DEVELOPMENT – PAPER 2:  
ADVERTISING (B.COM./B.B.A.)

Time : One and half hours

Maximum : 50 marks

SECTION A – (4 × 5 = 20 marks)

Answer any FOUR of the following questions.

1. Concept of Advertising.  
ప్రకటనల యొక్క భావన.
2. Creative Advertising.  
సృజనాత్మక ప్రకటనలు.
3. Role of AAI.  
AAI యొక్క పాత్ర.
4. Local Advertising.  
స్థానిక ప్రకటనలు.
5. Need for Feedback on Advertising.  
ప్రకటనల గురించి తెలుసుకొనుట.
6. Functions of Advertising.  
ప్రకటనల విధులు.
7. Need for Advertising.  
ప్రకటనల అవశ్యకత.
8. Advertising Cost.  
ప్రకటనల ఖర్చు.

SECTION B – (3 × 10 = 30 marks)

Answer any THREE questions.

9. What is meant by Advertising? What are its types?  
ప్రకటనలు అనగానేమి? దాని రకములెవ్వి?
10. What are the Responsibilities of Advertising Agencies?  
ప్రకటనల ఏజెన్సీల బాధ్యతలెవ్వి?
11. Outline the basic characteristics of Advertisement.  
ప్రకటన యొక్క ప్రధాన లక్షణాలను తెలుపుము.
12. Explain how Advertising is helpful for Business Promotion.  
వ్యాపార ప్రోత్సాహనానికి ప్రకటనలు ఎట్లు సహాయపడతాయో వివరించండి.
13. What are the ethical issues relating to Advertising?  
ప్రకటనలకు సంబంధించి నీతి నియమాలెవ్వి?

**(206BBA21)**

B.B.A. DEGREE EXAMINATION, FEBRUARY 2024.

Second Semester

**ACCOUNTING FOR MANAGERS**

Time : Three hours

Maximum : 70 marks

**SECTION A — (5 × 4 = 20 marks)**

Answer any FIVE of the following short answer.

1. Accounting cycle
2. Petty cash book
3. Need for Bank reconciliation
4. Buy Back Shares
5. Errors of Trial balance
6. Contra entry
7. Accrual concept
8. Provision for doubtful debts.

**SECTION B — (5 × 10 = 50 marks)**

Answer the following questions.

Each questions carries 10 marks.

9. (a) What are accounting concepts and conventions? Name them and explain accounting concepts in detail.

Or

- (b) Journalise the following transactions in the books of Ganesh Prabu and balance the A/cs on 31<sup>st</sup> December 20.

- (i) Ganesh Prabu started business with a capital of Rs. 2,00,000.
- (ii) 3<sup>rd</sup> December Goods purchased for cash – Rs. 60,000.
- (iii) 3<sup>rd</sup> December furniture purchased for cash – Rs. 10,000.
- (iv) 7<sup>th</sup> December sold goods for cash – Rs. 20,000.
- (v) 9<sup>th</sup> December sold goods to Naresh Kumar – Rs. 16,000.
- (vi) 12<sup>th</sup> December Goods purchased from Vinod Kumar – Rs. 10,000.
- (vii) 16<sup>th</sup> December Goods sold to Anil and allowed him 10% trade Discount Rs. 12,000.
- (viii) 22<sup>nd</sup> December cash received from Naresh kumar in full settlement of his account – Rs. 15,200.
- (ix) 25<sup>th</sup> December cash paid to Vinod Kumar and he allowed discount – Rs. 3,800.
- (x) 28<sup>th</sup> December cash paid for purchase of stationery – Rs. 500.
- (xi) 31<sup>st</sup> December paid office rent – Rs. 1600.

(xii) 31<sup>st</sup> December Goods returned to Vinod Kumar – Rs. 1,000.

(xiii) 31<sup>st</sup> December paid salaries to staff – Rs. 1,800.

10. (a) Define cash Book. Explain the importance of a cash book and types of cash book.

Or

- (b) Prepare a Day (Sales) Book and an invoice (purchase) Book from the following particulars.

January–2018:

1 Brought from Giri and Co., 20 carpets at Rs. 40 each.

8 Sold to Krishna, 5 carpets at Rs. 45 each.

15 Purchases from Prasad Trading Co; 12 carpets at Rs. 70 each.

18 Bought from the Delhi Trading Co; 7 carpets at Rs. 25 each

20 Sold to 11 carpets at Rs. 50 each.

30 Bought for cash 3 carpets at Rs. 15 each.

31 Sold to Mercy Roy and co; 7 carpets at Rs. 55 each.

11. (a) What is the need for Bank Reconciliation statement? Explain features and objectives of BRS. Causes of differences in the pass book and cash book balance.

Or

- (b) From the following information prepare bank reconciliation statement of Sreenidhi as on 31<sup>st</sup> December 2007.

On 31<sup>st</sup> December 2007, the cash book of Sreenidhi showed a balance of Rs. 10, 500. On Comparing with the passbook, it was ascertained.

(i) Cheques issued prior to that date for Rs. 5,000/- not presented for payment during December.

(ii) Cheques sent for collection during December 2007, but were collected and credited in January 2008 Rs. 300.

- (iii) In the pass book there is a credit of Rs. 180 for interest on deposit and a debt of Rs. 180 for bank charges.
- (iv) A wrong debit of Rs. 2,000 found in pass book.
- (v) Insurance premium paid directly by bank under lending advice Rs. 660.

12. (a) Define Rectification of Errors. Explain briefly various types of errors.

Or

(b) From the following ledger balance, prepare Trading and P and L A/c and balance sheet for the year ended 31<sup>st</sup> December 2019.

Debit	Amount Rs.	Credit	Amount Rs.
Purchases	75,000	Capital	50,000
Returns	1,000	Sales	1,75,000
Carriage	1,200	Creditors	25,000
Rent and Rates	2,500	Returns	4,700
Stock 1.1.2018	15,000	Interest	500
Debtors	40,000	Provision for Bad doubtful debts	2,200
Salaries	22,500		
Wages	10,800		
Plant and machinery	50,000		
Furniture	10,000		
Cash at bank	29,400		
	<u>2,57,400</u>		<u>2,57,400</u>

Adjustments:

- (i) Closing stock Rs. 20,000
  - (ii) Depreciation P and M by 10% furniture by 15%.
  - (iii) Interest accrued Rs 1500
  - (iv) Provision for Bad, doubtful debts is to be maintained at 2%
  - (v) Out standing Rent Rs. 300
13. (a) What is a preference share? Describe the different types of preference shares.

Or

(b) Explain the term forfeiture of shares and give the accounts Treatment on forfeiture.



**(207BBA21)**

B.B.A. DEGREE EXAMINATION, FEBRUARY 2024.

Second Semester

FUNDAMENTALS OF MARKETING

Time : Three hours

Maximum : 70 marks

SECTION A — (5 × 4 = 20 marks)

Answer any FIVE of the following.

1. Features of consumer market
2. Product Life cycle.
3. Promotional Pricing.
4. Functions of wholesaler
5. Successful salesman.
6. Functions of Marketer
7. Price Discrimination.
8. Need for Advertising.

SECTION B — (5 × 10 = 50 marks)

Answer the following questions.

9. (a) Define 'marketing' what are the various concepts of Marketing?

Or

- (b) Discuss in detail about the factors which are influencing market segmentation.

10. (a) Define 'Product' Give a classification of Products.

Or

- (b) Outline the factors which are influencing Product line decisions.

11. (a) Define 'Pricing' Briefly explain about various methods of Pricing.

Or

(b) Do you support the concept of price discounts and allowances? Give reasons.

12. (a) What factors are influencing channel design decisions?

Or

(b) Outline the causes of channel conflicts. How are they resolved? Explain.

13. (a) Elucidate about various techniques of sales promotion.

Or

(b) What are the different objectives of personal selling?

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**(208BBA21)**

B.B.A. DEGREE EXAMINATION, FEBRUARY 2024

Second Semester

E-COMMERCE

Time : Three hours

Maximum : 70 marks

SECTION A — (5 × 4 = 20 marks)

Answer any FIVE of the following.

1. Concept of E-Business
2. Need for Online Shopping
3. Electronic logistics
4. Components of CRM
5. WWW
6. XHTML
7. Payment security
8. Characteristics of SCM

SECTION B — (5 × 10 = 50 marks)

Answer the following questions.

9. (a) What is meant by Supply chain management? What are the strategies of supply chain management?

Or

- (b) What do you understand by the concept of EDI? What are its limitations.
10. (a) What is meant by electronic market? Outline the three models of Electronic commerce.

Or

- (b) Describe the advantages and disadvantages of E-Commerce.
11. (a) Examine the various steps involved in Electronic payment.

Or

- (b) What is e-security? Discuss its need and importance.
12. (a) What do you understand by the concept of CRM? Give an architecture of CRM.

Or

- (b) What is E-CRM? Discuss its need in the present day environment.
13. (a) What is HTML? What are the basic concepts of HTML?

Or

- (b) Explain about the formatting text with HTML.
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