

**ASSIGNMENT - 1**

B.A/B.Com./B.B.A .DEGREE EXAMINATION, JULY 2023.

Second Semester

Part I–English

A COURSE IN READING AND WRITING SKILLS

**MAXIMUM MARKS: 30**

**ANSWER ALL QUESTIONS**

1. Read the following passage and answer the questions below:

Animal and Plant species have begun dying or changing because of global warming. There are trends of animal population moving northward if they can, of species adapting slightly because of climatic change, of plants blooming earlier, and of an increase in pests and parasites. The most noticeable changes in plants and animals have to do with the earlier onset of spring. The best example can be seen in earlier cheery blossoms and grape harvests and in 65 British bird species that are laying their first eggs nearly nine days earlier than thirty five years ago. Cold-adapted species are rapidly declining in numbers. Emperor penguins have dropped from 300 breeding pairs to just nine in the western Antarctic Peninsula. Polar bears are dropping in numbers and weight in the Arctic; two-thirds of a certain frog species which lives on mountain tops have died. Population of animals that adapt better to warmth or can move and live farther north are adapting better than other populations of the same species.

Questions

- (a) Which phenomenon is causing changes in animal and plant species?
  - (b) How are bird species affected by the early onset of spring?
  - (c) How have polar bears been affected?
  - (d) Which kind of animals are adapting better to climate changes?
  - (e) In this passage the author describes.. (Choose the best answer)
2. (a) Fill in the blanks with suitable words.
- (i) The noun form of 'strong' is \_\_\_\_\_
  - (ii) The adjective form of 'popularity' is \_\_\_\_\_
  - (iii) The verb form of 'appreciation' is \_\_\_\_\_
  - (iv) The noun form of 'perfect' is \_\_\_\_\_

- (v) The adverb form of 'bright' is \_\_\_\_\_
- (vi) The verb form of 'beauty' is \_\_\_\_\_
- (vii) The noun form of 'high' \_\_\_\_\_
- (viii) The verb form of 'leader' is \_\_\_\_\_
- (ix) The noun form of 'save' is \_\_\_\_\_
- (x) The adjective form of 'wisdom' is \_\_\_\_\_

(b) One Word substitutes

- (i) A book that gives information about all areas of knowledge is \_\_\_\_\_
- (ii) A person who leaves his country to live in another country is \_\_\_\_\_
- (iii) The one who has complete power over a country is \_\_\_\_\_
- (iv) The one who knows many languages is \_\_\_\_\_
- (v) The study of sounds is \_\_\_\_\_
- (vi) The one who travels to the holy place is \_\_\_\_\_
- (vii) The one who is all knowing \_\_\_\_\_
- (viii) A period of thousand years is \_\_\_\_\_
- (ix) The one who believes in fate is \_\_\_\_\_
- (x) The one who is very religious \_\_\_\_\_

3. Write any ONE of the following.

- (a) Write a letter to your friend about how you are preparing for exams and your future plans.
- (b) Write a letter to your friend describing the advantages and disadvantages of online classes.

**ASSIGNMENT - 2**

B.A/B.Com./B.B.A .DEGREE EXAMINATION, JULY 2023.

Second Semester -- Part I–English

A COURSE IN READING AND WRITING SKILLS

**MAXIMUM MARKS: 30**

**ANSWER ALL QUESTIONS**

1. Expand the following statements

- (a) Knowledge is power
- (b) Experience is the best teacher
- (c) No pain, No gain
- (d) A rolling stone gathers no moss

2. Answer the following:

- (a) What are the difficulties you face in reading English?
- (b) What is the importance of pronunciation in reading?
- (c) How skimming is different form scanning?
- (d) What is extensive and intensive reading?

3. Answer the following

- (a) What are the problems that you face in developing writing skill?
- (b) What are the characteristic of good hand writing?
- (c) What are the advantages of Note taking?
- (d) Write a short note on Note making as a skill?

4. Match the following.

- | A             | B             |
|---------------|---------------|
| 1. Media      | a. journey    |
| 2. Thugs      | b. fatigue    |
| 3. Bureaucrat | c. official   |
| 4. Exhaust    | d. Rats       |
| 5. Expedition | e. criminals  |
|               | f. journalism |
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(202TEL21)

**ASSIGNMENT - 1**

B.A./B.Com./B.B.A. DEGREE EXAMINATIONS, JULY 2023.

Second Semester

Second Language

TELUGU : ADHUNIKA TELUGU SAHITYAM

**MAXIMUM MARKS: 30**

**ANSWER ALL QUESTIONS**

I. క్రింది వానికి సమాధానములు వ్రాయుము :

1. దువ్వూరి రామిరెడ్డి
2. కాళీపట్నం రామారావు
3. తెలుగు నవల
4. తెలుగు నాటక ఆవిర్భావం
5. రథచక్రాలు - నామసార్థక్యం
6. లింక మాలపల్లి
7. సింహాద్రి దొర
8. సత్తెయ్య

II. క్రింది వానికి వ్యాసరూప సమాధానాలు వ్రాయుము :

9. (a) ఆధునిక కవిత్వ నేపథ్యాన్ని తెల్పి, ఆధునిక కవిత్వ లక్షణాలు తెల్పుము.

(b) అనిసెట్టి సుబ్బారావు “మాతృ సంగీతాన్ని” తెల్పండి.

(202TEL21)

**ASSIGNMENT - 2**

B.A./B.Com./B.B.A. DEGREE EXAMINATIONS, JULY 2023.

Second Semester

Second Language

TELUGU : ADHUNIKA TELUGU SAHITYAM

**MAXIMUM MARKS: 30**

**ANSWER ALL QUESTIONS**

క్రింది వానికి వ్యాసరూప సమాధానాలు వ్రాయుము :

1. (a) తెలుగు కథానికను పరిచయం చేసి, కథానిక లక్షణాలను తెల్పండి.  
(b) 'స్వీదం ఖరీదు?' ఇతివృత్తాన్ని తెల్పండి.
2. (a) నవలను నిర్వచించి, ఆవిర్భావ వికాసాలను తెల్పండి.  
(b) రథ చక్రాలు నవలలో ప్రధానమైన కథను తెల్పండి.
3. (a) తెలుగు నాటక పరిణామాన్ని గూర్చి వ్రాయండి.  
(b) 'యక్షగానం' ద్వారా రచయిత ఇచ్చిన సందేశాన్ని తెల్పండి.
4. (a) విమర్శను నిర్వచించి, ఉత్తమ విమర్శకుని లక్షణాలు తెల్పుము.  
(b) విమర్శలోని వివిధ భేదాలను వివరించండి.

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(202TEL21)

(202SAN21)

**ASSIGNMENT - 1**

B.A./B.Com./B.B.A. DEGREE EXAMINATION, JULY 2023.

Second Semester - Second Language

Sanskrit : POETRY, PROSE AND GRAMMAR

**MAXIMUM MARKS: 30**

**ANSWER ALL QUESTIONS**

1. श्लोकं पूरयित्वा भावं च लिखत।
  - (a) संचारिणी ..... भूमिपालः॥
  - (b) लिप्तं क्षारेण ..... विरज्जिताः॥
2. शब्दयोः सर्वविभक्तिषु रूपाणि लिखत।
  - (a) तनु
  - (b) मातृ
  - (c) वारि
  - (d) मधु
3. सर्वाणि लकार रूपाणि लिखत।
  - (a) एषिष्यति
  - (b) चोरयेत्
  - (c) करोति
  - (d) वन्दे
4. नामनिर्देशपूर्वकं सन्धत्त।
  - (a) तत् + लयः
  - (b) विराट् + शति
  - (c) कुर्वन् + एव
  - (d) उमाम् + स्तौमि
  - (e) नृपः + जयति
  - (f) नराः + शमे
  - (g) हरेः + द्रव्यम्
  - (h) कः + चित्
  - (i) जनाः + तिष्ठन्ति
  - (j) वाक + ईश
5. नामनिर्देशपूर्वकं विग्रहवाक्यानि लिखत।
  - (a) समक्षम्
  - (b) सुमद्रम्
  - (c) निष्कण्टकम्
  - (d) इति हरि
  - (e) अनुरूपम्
  - (f) साग्नि
  - (g) चित्रगुः
  - (h) महाबलः
  - (i) सकृष्णः
  - (j) केशाकेशि

(202SAN21)

**ASSIGNMENT - 2**

B.A./B.Com./B.B.A. DEGREE EXAMINATION, JULY 2023.

Second Semester - Second Language

Sanskrit : POETRY, PROSE AND GRAMMAR

**MAXIMUM MARKS: 30**

**ANSWER ALL QUESTIONS**

1. (a) "इन्दुमतीस्वयंवरम्" इति पाठ्यभागस्य सारांशं लिखत।  
(b) बुद्धोपदेशान् विवृणुत।
2. (a) गङ्गासरितः वैशिष्ट्यम् उपवर्णयत।  
(b) मोहापनोदः पाठस्य सारांशं लिखत।
3. (a) ऐन्द्रजालिक वृत्तान्तं वर्णयत।  
(b) वसन्तसेनाचारुदत्तयोः समावेशं विवृणुत।
4. लघुसमाधानानि लिखत।
  - (a) कालिदास्य कृतीः लिखत ?
  - (b) भूमिपालः कथं विवर्णभावं गतः ?
  - (c) वनस्थः कः ?
  - (d) बुद्धेन शिष्येभ्यः अनुग्रहीताः उपदेशाः के ?
  - (e) निश्चितार्थात् के न विरमन्ति ?
  - (f) गङ्गा कथं जाह्नवी अभवत् ?
  - (g) दण्डिनः पितरौ कौ ?
  - (h) ऐन्द्रजालिकस्य नाम किम् ?
  - (i) चारुदत्तचरितम् केन विरचितम् ?
  - (j) चारुदत्तः किमर्थं दरिद्रः जातः ?
5. ससन्दर्भं व्याख्यात ?
  - (a) वृक्षान्तरं काङ्क्षति षट्पदाली।
  - (b) रत्नं समागच्छतु काञ्चनेन।
  - (c) पुत्रशोकाद् दिवंगतः।
  - (d) भगीरथः पुरीं प्राप परिपूर्णमनोरथः।
  - (e) निःशङ्कमित आगम्यताम् इति।
  - (f) को भवान् ? कस्यां विद्यायां निपुणः।
  - (g) समुदितं भाग्यत्रयं सन्तापोच्छित्तये बभूव।
  - (h) आर्यः शरणागतास्मि अलङ्कारनिमित्तं पापमामनुसरन्ति।

(202HIN21)

**ASSIGNMENT - 1**

B.A./B.Com./B.B.A. DEGREE EXAMINATION, JULY 2023.

Second Semester

Second Language - Hindi : PROSE

**MAXIMUM MARKS: 30**

**ANSWER ALL QUESTIONS**

1. निम्नलिखित गद्यांशों में से किन्हीं की संदर्भ सहित व्याख्या कीजिए।
  - (a) आदमी क्यों मोटा होता है? परसाई ने उसे किससे जोड़ा है?
  - (b) भारत की भाषा भेद की समस्या का परिचय दीजिए।
  - (c) मध्यवर्ग के लोग कपड़े कैसे सिलवाते हैं?
  - (d) इन रोगों के लिए समाज में नियमित और आवश्यक रूप से जागरूकता अभियान चलाने की आवश्यकता है।
2. किसी गद्य पाठ का सारांश लिखिए।
  - (a) बेईमानी की परत।
  - (b) एच.आई.वी./ एड्स (AIDS)
3. (a) किसी कहानी का सारांश लिखिए।
  - (i) वापसी
  - (ii) भूख हड़ताल(b) निम्नलिखित में से किसी प्रश्न का उत्तर लिखिए।
  - (i) "परमात्मा का कुत्ता" कहानी में सामाजिक अंश का उल्लेख कीजिए।
  - (ii) "गजाधर बाबू" का चरित्र चित्रण कीजिए।

(202HIN21)

**ASSIGNMENT - 2**

B.A./B.Com./B.B.A. DEGREE EXAMINATION, JULY 2023.

Second Semester

Second Language - Hindi : PROSE

**MAXIMUM MARKS: 30**

**ANSWER ALL QUESTIONS**

1. (a) निम्नलिखित शब्दों के समानार्थक हिन्दी शब्द लिखिए।

- (i) Post office
- (ii) Head office
- (iii) Branch Manager
- (iv) Auditor
- (v) Order
- (vi) Treasure
- (vii) Document
- (viii) Voter
- (ix) Governor
- (x) Principal

(b) निम्नलिखित शब्दों के समानार्थक अंग्रेजी शब्द लिखिए।

- (i) प्रशासन
- (ii) राजदूत
- (iii) राज्यपाल
- (iv) आदेश
- (v) थाना
- (vi) सचिव
- (vii) पारपत्र
- (viii) नगर निगम
- (ix) विदेश
- (x) सूचना

(c) किन्ही शब्दों का अपने वाक्यों में प्रयोग कीजिए।

- (i) हवन।
- (ii) दुर्भिक्ष।
- (iii) चिरस्थायी।
- (iv) विरासत।
- (v) इकट्ठा करना।
- (vi) तिनके का सहारा।
- (vii) अज्ञानांधाकार।
- (viii) आलसी।
- (ix) सबूत।
- (x) आद्यंत।

- (d) किन्हीं शब्दों के संधी-विच्छेद लिखिए।
- |               |                   |
|---------------|-------------------|
| (i) स्वागत।   | (ii) नयन।         |
| (iii) तपोवन।  | (iv) संतोष।       |
| (v) महीन्द्र। | (vi) गिरीश।       |
| (vii) हरेक।   | (viii) सुरेन्द्र। |

2. किसी विषय पर पत्र लिखिए।

- (a) नौकरी माँगते हुए किसी कालेज के प्रिंसिपल के नाम पर पत्र लिखिए।
- (b) अनुवादक की नौकरी के लिए प्रबन्धक के नाम पर पत्र लिखिए।
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(206BBA21)

**ASSIGNMENT - 1**

B.B.A. DEGREE EXAMINATION, JULY 2023.

Second Semester

Part —II : ACCOUNTING FOR MANAGERS

**MAXIMUM MARKS: 30**

**ANSWER ALL QUESTIONS**

1. Objectives of accounting.
2. Types of cash books.
3. Overdraft and cast credit.
4. Methods of preparing Trial Balance.
5. Forfeiture of shares.
6. Classification of Assets.
7. Debit note and credit note.
8. Differences between shares and debentures.
9. (a) What do you mean by double entry book keeping system? Explain the advantages and double entry book keeping system.
  - (b) Journalize the following transactions.
    - (i) Mr. Shaumuck started business with cash Rs.63,000
    - (ii) Goods purchased from Mahesh Rs.42,000
    - (iii) Paid into bank Rs.2,500
    - (iv) Sold goods for cash Rs.58,000
    - (v) Purchased goods for cash Rs.13,000
    - (vi) Paid for stationery Rs.800
    - (vii) Returning from Mahash Rs.1200
    - (viii) Paid advertisement Rs.1,500
    - (ix) Withdrew cash for personal use Rs.1,500
    - (x) Paid salaries Rs.2,500

**ASSIGNMENT - 2**

B.B.A. DEGREE EXAMINATION, JULY 2023.

Second Semester

Part —II : ACCOUNTING FOR MANAGERS

**MAXIMUM MARKS: 30**

**ANSWER ALL QUESTIONS**

1. (a) Explain various types of subsidiary book with suitable example.

(b) Enter the following transactions in Three column cash book.

2022 May	1	Cash in hand Rs.1,000 cash at bank Rs.12,000
	3	Purchased goods for Rs.2000 and paid by cheque
	5	Sold goods to Murali Rs.4,500
	8	Received cash from Murali Rs.2,500 and cheque for the balance allowing him a discount of Rs.200
	10	Paid into bank Rs.2,800
	12	Bought goods from Krishna Rs.1,800
	14	Received cash from Krishna Rs.1750 in full settlement
	15	Krishna's cheque was sent to bank
	20	Paid office expenses Rs.490
	25	Bank charges and commission Rs.180
	29	Withdrew cash from bank for office use Rs.1,500
	30	Withdrew cash by proprietor for buying a bi-cycle for his son for Rs.2,200

2. (a) What do you mean by bank reconciliation statement? Why it is needed to prepare, with what objectives will we prepare bank reconciliation statement.

(b) Prepare bank reconciliation statement of Mr. Kumar as an 31<sup>st</sup> May 2022 . taking the following information. Kumar's cash book showed a bank balance of Rs.6,000

(i) Cheques issued for Rs.4,500 out of which cheques worth Rs.1,500 only not presented for payment.

(ii) Cheques deposited on 27<sup>th</sup> May for Rs.1,400 had not been entered and credited by the bank

(iii) A cheques from Murali for Rs.800 was paid on 29<sup>th</sup> May, but was dishonoured and the bankers advise was received on 3<sup>rd</sup> June of 2022

(iv) Pass book showed bank charges Rs.60 debited by the bank it also showed Rs.280 collected by the bank as interest

(v) Direct payment made by a customer in the bank account Rs.750

3. (a) Give the procedure for preparation of profit and loss account and balance sheet. Also state the need for preparing profit and loss account and balance sheet.

(b) Form the given Trial Balance of Balram prepare final accounts for the year ended 31<sup>st</sup> March 2022.

Stock (1-4-2021)	20,000	Sales	2,60,00
Purchases	1,20,000	Discount	250
Wages	6,000	Rent	12,000
Office expenses	2,500	R.B.D	1,200
Cash in hand	1,000		
Bank Balance	5,000		
Customs duty	750		
Buildings	50,000		
Furniture	15,000		
Good will	5,000		
Carriage	1,200		
Salaries	4,500		
Advertisement	2,500		
Debtors	40,000		
	<u>2,73,450</u>		<u>2,73,450</u>

Adjustments:

(i) Closing stock as on 31<sup>st</sup> March 2022 Rs.20,000

(ii) Outstanding wages Rs.1,500 and salaries Rs.750

(iii) Write off Rs.500 as bad debts and provide 5% provision for bad and doubtful debts

(iv) Depreciate building @ 10% and furniture @ 5%

4. (a) Define share? Explain equity and preference shares. Also state their differences.

(b) Describe various types of debentures in detail.

**(207BBA21)**

**ASSIGNMENT - 1**

B.B.A. DEGREE EXAMINATION, JULY 2023.

Second Semester

Part – II

Paper II —FUNDAMENTALS OF MARKETING

**MAXIMUM MARKS: 30**

**ANSWER ALL QUESTIONS**

1. Explain the features of Marketing.
2. Discuss in brief various concepts of Marketing.
3. What is the significance of assembling?
4. What is Sale promotion?
5. What are the different types of product?
6. What are the pricing objectives?
7. What are the functions of retailers?
8. What is natural advertising?
9. (a) Define the term Marketing. Discuss various approaches to Marketing.  
(b) What are the emerging concepts of Marketing? How they are different from the traditional concepts?

**(207BBA21)**

**ASSIGNMENT - 2**

B.B.A. DEGREE EXAMINATION, JULY 2023.

Second Semester

Part – II

Paper II —FUNDAMENTALS OF MARKETING

**MAXIMUM MARKS: 30**

**ANSWER ALL QUESTIONS**

1. (a) What do you understand by branding? Discuss the importance.  
(b) Discuss the elements of Marketing Mix in detail giving suitable examples.
  2. (a) What do you understand by product life cycle? What are the marketing strategies followed for various stages of the PLC?  
(b) Discuss the various types of pricing policies and strategies adopted by the firm.
  3. (a) Write a detailed note on channel conflict.  
(b) What do you mean by channel management? Discuss in detail the channel management issues?
  4. (a) Write a detailed not on Ethics in advertising.  
(b) What are the elements of promotion mix? Explain the importance of promotion mix?
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**(207BBA21)**

**(208BBA21)**

**ASSIGNMENT - 1**

B.B.A. DEGREE EXAMINATION, JULY 2023.

First Year — Second Semester

Paper II — E-COMMERCE

**MAXIMUM MARKS: 30**

**ANSWER ALL QUESTIONS**

1. Electronic Market.
2. Concept of e-business.
3. Electronic Logistics.
4. EDI Model.
5. e-security.
6. CRM Architecture.
7. XHTML
8. WWW
9. (a) What are the advantages of Electronic Commerce?
  - (b) “Online shopping plays a vital role in today’s business environment”. Discuss.

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**ASSIGNMENT - 2**

B.B.A. DEGREE EXAMINATION, JULY 2023.

First Year — Second Semester

Paper II — E-COMMERCE

**MAXIMUM MARKS: 30**

**ANSWER ALL QUESTIONS**

1. (a) What is Supply Chain Management? What are its functions?
    - (b) What is meant by EDI? Outline its benefits.
  2. (a) Briefly write about Traditional and Modern Electronic Payment Systems.
    - (b) Outline the steps involved in Electronic Payment Cash.
  3. (a) What is CRM? What are the components of CRM?
    - (b) Evaluate the need and importance of E-CRM.
  4. (a) Explain about basics and structure of HTML.
    - (b) What is the process involved in creating simple web pages? Explain with an example.
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