

**(DENG21)**

**Assignment- 1**  
**B.A./B.Com./B.Sc./B.B.M./B.B.A./B.H.M DEGREE**  
**EXAMINATION, MAY - 2018**  
**Second Year**  
**ENGLISH (Paper - II)**  
**Maximum marks-30**  
**Answer ALL Questions**

**Q1)** a) Read the following passage and answer the questions that follow.

Soapy was unsuccessful at getting himself arrested. As a homeless, jobless drifter, he wondered how he would survive the harsh winter. He knew he would get food and shelter in jail, if only he could manage to get caught while committing a petty crime.

Suddenly he noticed a well-dressed man lighting a cigar at a cigar store. His silk umbrella had been set by the door on entering. Soapy stepped inside the store, took the umbrella and sauntered off with it slowly. The man asked for his umbrella but Soapy asked him to call a cop-who was standing at the corner.

- i) What had Soapy been unsuccessful at?
- ii) Why did Soapy want to get arrested?
- iii) What was the well-dressed man doing?
- iv) Where did the man put the umbrella?
- v) Soapy drew the attention of the umbrella owner to a police man because  
.....
  - 1) he wanted to run away.
  - 2) he wanted to keep the umbrella.
  - 3) he wanted to get arrested.

**Q2)** Answer the following in not more than 100 words each.

- a) Why did Gandhi feel that he had to simplify his life?
- b) How does 'Man's Peril' bring out Russell's thinking about nuclear weapons?

**Q3)** Answer the following in about 200 words.

- a) How according to Kalam can a knowledge society be built?

- Q4)** a) Answer in not more than 100 words.
- i) Bring out the theme of love in 'The Last Ride Together'.
  - ii) Discuss Shelley's ideas as expressed in 'Ode to the West Wind'.
- b) Explain of the following:

He is all pine and I am apple orchard.

- Q5)** Answer the following in about 200 words.  
Discuss the theme of relationship in 'Mending Wall'.

- Q6)** Answer the following in about 200 words.

- a) Discuss 'The Lottery Ticket' as a study of human psychology?
- b) Consider 'Subha' as a dramatization of the basic need for love and friendship.

- Q7)** Read the following passage and summarize it.

Freedom has given us a new status and new opportunities. But it also implies that we should discard selfishness, laziness and narrowness of outlook. Our freedom suggests toil and creation of new values. We should so discipline ourselves as to be able to discharge our new responsibilities. We should put into action our full capacity. Work unceasing work should be our watch-word. Work is wealth and service is happiness. The greatest crime in India today is idleness. Each one should work honestly, this is the fundamental law of progress. Next to honest work is the habit of respecting other people's feelings. The law of love is a practical code of life.

- Q8)** Answer the following:

Write a report on 'The Republic Day' programme in your college.

- Q9)** Use these idioms and phrases in sentences of your own.

- a) look up to
- b) bed of roses
- c) crocodile tears
- d) hand in glove

- Q10)** Answer f the following:

- a) Write a dialogue between two friends on the problem of unemployment.

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**Assignment- 2**  
**B.A./B.Com./B.Sc./B.B.M./B.B.A./B.H.M DEGREE**  
**EXAMINATION, MAY - 2018**  
**Second Year**  
**ENGLISH (Paper - II)**  
**Maximum marks-30**  
**Answer ALL Questions**

**Q1)** Read the passage and answer the questions.

Knowledge has always been the prime mover of prosperity and power. The acquisition of knowledge has therefore been the thrust area throughout the world. Additionally in India, there has been a culture of sharing it, not only through the tradition of guru-competencies but these are scattered in isolated pockets and the awareness of these is inadequate.

- i) From which lesson is this passage taken?
- ii) Who is the author of this?
- iii) What is the main mover of prosperity?
- iv) How is knowledge shared in India?
- v) What is the problem with India's advantages and competencies?

**Q2)** Answer the following in not more than 100 words each.

- a) What are the good qualities of writing according to L.A. Hill?
- b) Bring out the central theme of 'The Drunkard'.

**Q3)** Answer the following in about 200 words.

- a) Comment on Orwel's 'Shooting an elephant'.
- b) What are the main ideas expressed in 'Pecuniary Independence'.

**Q4)** a) Answer in not more than 100 words.

Justify the title 'Mending Wall'.

b) Explain the following:

He is all pine and I am apple orchard.

**Q5)** Answer the following in about 200 words.

- a) Discuss the theme of relationship in 'Mending Wall'.
- b) Bring out Keats' love for nature.

**Q6)** Answer the following in about 200 words.

Discuss 'The Lottery Ticket' as a study of human psychology?

**Q7)** Write an essay on the following:

- a) My ambition.
- b) Women empowerment.
- c) Education.

**Q8)** Answer of the following:

Write a report on a musical concert held in your city.

**Q9)** Use these idioms and phrases in sentences of your own.

- a) hand to mouth
- b) at arm's length
- c) close-fisted
- d) in a nutshell

**Q10)** Answer the following:

- a) Write a letter to your friend congratulating him for topping his college.
- b) Write a letter to the commissioner about the problem of bad roads.



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**B.A./B.Com./B.Sc./B.B.M./B.B.A./B.H.M DEGREE**  
**EXAMINATION, MAY - 2018**  
**Second Year**  
**TELUGU (Paper - II)**  
**Maximum marks-30**  
**Answer ALL Questions**

**Q1)** క్రింది పద్యానికి ప్రతి పదార్థ తాత్పర్యాలు వ్రాయండి.

ఎల్ల శరీర ధారులకు నిల్లను చీకటి నూతి లోపలం  
దైళ్ళక వీరు నే మను మతిభ్రమణంబున భిన్నులై ప్రవ  
ర్తిల్లక సర్వమున్నతని దివ్య కళామయ మంచు విష్ణునం  
దుల్లము(జేల్లి తా రడవినుండుట మేలు నిశాచరాగ్రణి?

**Q2)** కింది వానికి సందర్భ సహిత వ్యాఖ్యలు వ్రాయండి.

- చదువులలో మర్కమెల్ల జదివితీ తండ్రి.
- కలకంఠ వధూ కలకాకలీ ధ్వనిన్.
- భారత సంహిత నిల్లు చాడ్పనన్.
- అభిమానము( గూర్జాయునెందు( బోయెనో!

**Q3)** క్రింది వానికి సమాధానం వ్రాయండి.

- ప్రహ్లాదుడు తండ్రి ఎదుట హరిభక్తిని ప్రకటించిన విధము వివరించునది.
- కోప గృహమున సత్యభామ స్థితిని వివరించండి.

**Q4)** క్రింది వానికి సమాధానం వ్రాయండి.

- మాతృభాషాభిమానం పెరగడానికి పానుగంటి వారు చేసిన సూచనలు వివరించండి.
- రాయల కాలం నాటి గృహ, స్నాన, అన్నపాన, భోగాదులను గురించి వ్రాయండి.

**Q5)** క్రింది వానికి సమాధానాలు వ్రాయండి.

- కమల.
- పురుషోత్తమరావు.

**Q6)** క్రింది వానిని గూర్చి వ్యాసం వ్రాయండి.

- a) నైతిక విలువల బోధనలో భాషల పాత్ర.  
b) నిరుద్యోగిత.

**Q7)**

- i) క్రింది పద్యంలో అలంకారాన్ని తెల్పి లక్షణం తెల్పి సమన్వయించండి.  
అన విని వ్రేటు వడ్డ యురగాంగనయుంబలె
- ii) క్రింది అలంకారాలలో ఒక దానికి సోదాహరణంగా లక్షణం తెల్పండి.  
1) రూపకం.  
2) స్వభావోక్తి.



(DTEL21)

**Assignment- 2**  
**B.A./B.Com./B.Sc./B.B.M./B.B.A./B.H.M DEGREE**  
**EXAMINATION, MAY - 2018**  
**Second Year**  
**TELUGU (Paper - II)**  
**Maximum marks-30**  
**Answer ALL Questions**

**Q1)** క్రింది వానికి ప్రతి పదార్థ తాత్పర్యాలు వ్రాయండి.

అతుల మహాను భావమని యప్పిలి(దా నొక పెద్దసేసి య  
చ్యుతనకు నిచ్చకం బొదవ సూడిద యిచ్చిన నిచ్చె(గాక తా  
నత(డు ప్రియంబు గల్గునెడ కర్ణ సేసిన( జేసె(గాక, యా  
మతకలి వేలుపుం దపసి మమ్ము( దలంప(గ నేల యచ్చటన్?

**Q2)** కింది వానికి సందర్భ సహిత వ్యాఖ్యలు వ్రాయండి.

- జగత్తుకంతా చవులిస్తానోయ్!
- నా యెడద మ్రోడైన దుస్థితి.
- ఎవరయ్యా ప్రగాఢ సాహిత్యమూర్తి.
- దేశమొకదెస నీవు ఒక దెస.

**Q3)** క్రింది వానికి సమాధానం వ్రాయండి.

- లకుమలో సాగిన అంతర్వధనాన్ని వివరించండి.
- శ్రీశ్రీ కవితా ప్రతిజ్ఞను వివరించండి.

**Q4)** క్రింది వానికి సమాధానం వ్రాయండి.

- బహుకాల దర్శనంలోని శ్రీరాములు స్వభావం చిత్రీకరించండి.
- మను చరిత్రలోని కథను గూర్చి వ్రాయండి.

**Q5)** క్రింది వానికి సమాధానాలు వ్రాయండి.

- లింగరాజు.
- సుభద్ర.

**Q6)** క్రింది వానిలో ఒకదానిని గూర్చి వ్యాసం వ్రాయండి.

అవినీతి నిర్మూలనలో పెద్దనోట్ల పాత్ర.

**Q7)** i) క్రింది పద్య పాదానికి గణ విభజన చేసి, ఛందస్సును గుర్తించి యతిని పేర్కొనండి.

అజ్ఞుల్ గొందఱు మేముదా మనుచు మాయంజెంది సర్వాత్మకుం

ii) క్రింది వానిలో ఒకదానికి సోదాహరణంగా లక్షణాల్ని తెల్పండి.

1) కందం.

2) తేటగీతి.





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**Assignment- 1**  
**B.A./B.Com./B.Sc./B.B.M./B.B.A./B.H.M DEGREE**  
**EXAMINATION, MAY - 2018**  
**Second Year**  
**Sanskrit Paper – II (NR) (Part - I)**  
**Maximum marks-30**  
**Answer ALL Questions**

**Q1) Answer questions:**

उत्तरं लिखत ।

- a) Write the brief story of Nagananda.  
नागानन्द प्रथमाकथां लिखत ।
- b) Explain the dramatic skill of Bhasa with illustrations  
भासस्य रूपकलापाटवं सप्रमाणं निरूपयत ।

**Q2) a) How did viswamitra become Brahmarshi?**

विश्वामित्रः कथं ब्रह्मर्षिः बभूव ?

**Q3) Explain the following with refer to context.**

ससन्दर्भं आख्यात ।

- a) निर्दोष दर्शना हि कन्यका भवन्ति ।
- b) सर्वस्याभ्यागतो गुरुः ।
- c) स्वं देहमर्धोपरतं वहामि ।
- d) क्व सूर्यः क च खद्योतः ।

**Q4) Write short notes on the following**

लघुटीकां लिखत ।

- a) भारविः ।
- b) पञ्चतन्त्रम्

**Q5) Define and illustrate alankaras**

अलंकारयोः लक्षणोदाहरणे लिखत ।

- a) दृष्टान्तः
- b) उल्लेखः

**Q6) Write the forms of the following sabdas.**

निर्दिष्टविभक्तिषु रूपाणि लिखत ।

- a) मरूत् (षष्ठी)
- b) विद्वस् (द्वितीया)
- c) तद् - स्त्री (तृतीया)
- d) गुणिन् - (सप्तमी)

**Q7)** Write the forms of the following adding the given termination's  
चतुर्णां तत्तत्प्रत्ययान् योजयित्वा लिखत ।

- a) स्मृ (क्तवत्)
- b) दा (शानच्)
- c) नी (क्तवत्)
- d) ज्ञा (शत्)

**Q8)** Translate in to Telugu or English.

आन्ध्रभाषायां लिखत ।

- a) दूरतः पर्वताः रम्याः ।
- b) यथा राजा तथा प्रजा ।
- c) धनमूलमिदं जगत्
- d) सत्यमेव जयते ।



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**Assignment- 2**  
**B.A./B.Com./B.Sc./B.B.M./B.B.A./B.H.M DEGREE**  
**EXAMINATION, MAY - 2018**  
**Second Year**  
**Sanskrit Paper – II (NR) (Part - I)**  
**Maximum marks-30**  
**Answer ALL Questions**

**Q1) Answer questions:**

उत्तरं लिखत ।

- a) Sketch the character of Baladeva.  
बलदेवस्य पात्रचित्रणं कुरुत ।
- b) Write the story of “Sri Krishnasya Mytri  
“श्रीकृष्णस्य मैत्री” इति पाठ्यभाग सारांशं लिखत ।

**Q2) Write an essay introducing “Acharya Sri Ramachandradi”**

आचार्य श्री रामचन्द्रकवेः परिचयात्मकं निबन्धमेकं लिखत ।

**Q3) Explain the following with refer to context.**

ससन्दर्भं आख्यात ।

- a) नरस्य भाग्यरेखा अपरिवर्तनीया ।
- b) विनाभिषेकं राजा त्वं विप्रोर्त्तेर्वचनैर्मम ।
- c) लेभे त्रिशर्गगने प्रतिष्ठाम् ।
- d) किं कर्तव्यतामूढाः ते ग्रामीणाः ।

**Q4) Write short notes on the following**

लघुटीकां लिखत ।

- a) शर्चाचार्यः
- b) जयदेवः

**Q5) Define and illustrate any two alankaras**

अलंकारयोः लक्षणोदाहरणे लिखत ।

- a) दीपकम्
- b) उपमा

**Q6) Write the forms of the following sabdas.**

निर्दिष्टविभक्तिषु रूपाणि लिखत ।

- a) राजन् - (पञ्चमी)
- b) अस्मद् - (प्रथमा)
- c) वाक् - (द्वितीया)
- d) भगवत् - (प्रथमा)

**Q7)** Write the forms of the following adding the given termination's  
तत्तत्प्रत्ययान् योजयित्वा लिखत ।

/

- a) वच् (शानच्)
- b) पठ् (तुमुन्)
- c) जि (ल्यप्)
- d) गम् (तुमुन्)

**Q8)** Translate in to Telugu or English.  
आन्ध्रभाषायां लिखत ।

- a) समुद्रे बहूनि रत्नानि सन्ति ।
- b) शीलेन शोभते विद्या ।
- c) धर्मो रक्षति रक्षितः।
- d) कदलीफलं मधुरं अस्ति ।



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**Assignment- 1**  
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**EXAMINATION, MAY - 2018**  
**Second Year**  
**HINDI (Paper – II (NR))**  
**Maximum marks-30**  
**Answer ALL Questions**

- Q1)** निम्नलिखित पद्यांश को सप्रसंग व्याख्या कीजिए ।
- a) i) एक भरोसा एक बल, एक आस विस्वास ।  
स्वाति सलिल रघुनाथ जस, चातक तुलसीदास ॥
- ii) “रहिमन देखि बडेन को, लघु न दीजिये डारि।  
जहाँ काम आवै सुई, कहा करे तरवारि ॥”
- b) जग हमें, लगे जगाने विश्व लोक में फैला फिर आलोक।  
व्योम-तम-पुंज हुआ तब नष्ट, अखिल संसृति हो उठी अशोक ।

**Q2)** किसी कविता का सारांश लिखिए ।  
भिक्षुक ।

**Q3)** किसी कवि का परिचय दीजिए ।

- a) तुलसीदास ।  
b) रामधारी सिंह दिनकर ।

**Q4)** किसी एक विषय पर निबंध लिखिए ।

- a) पुस्तकालय ।  
b) देशातन ।  
c) पर्यावरण-प्रदूषण ।

**Q5)** किसी एक साहित्य विषय पर निबंध लिखिए ।

- a) आदिकाल परिस्थितियों पर प्रकाश डालिए ।  
b) कृष्ण भक्ति और सूरदास जी का परिचय दीजिए ।

**Q6)** निम्नलिखित गद्य का हिन्दी में अनुवाद कीजिए ।

On the bank of river Penna, there was a village called Perur. In Perur, there lived a poor Brahmin. His wife was on Orthodox. They did not have any children. They lived in a small hut. There was a lime tree behind the hut. It bore many fruits. The couple sold and lived on the income. The tree was to them dear as a son.

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**EXAMINATION, MAY - 2018**  
**Second Year**  
**HINDI (Paper – II (NR))**  
**Maximum marks-30**  
**Answer ALL Questions**

- Q1)** निम्नलिखित पद्यांश को सप्रसंग व्याख्या कीजिए ।
- a) i) कैकेयी अब श्रीराम से कहती है कि सारा संसार यही जानता है कि पुत्र भले ही बुरे हो सकते हैं, पर माता क्रमाता नहीं हो सकती ॥
- ii) बांये से वे मलते हुए पेट चलते हैं,  
और दाहिना दया-दृष्टि पाने की ओर बढ़ाये ।  
भूख से सूख ओंठ जब जाते,  
दाता-भाग्य विधाता से क्या पाते ।
- b) युग-प्रवर्तक, युग-संस्थापक,  
युग-संचालक, हे युगाधार ।  
युग-निर्माता, युग-मूर्ति तुम्हें,  
युग-युग तक युग का नमस्कार ।
- Q2)** किसी कविता का सारांश लिखिए ।
- a) भीष्म का शर-शय्या से उपदेश ।  
b) कैकेयी का पश्चाताप ।
- Q3)** किसी कवि का परिचय दीजिए ।  
जयशंकर प्रसाद ।
- Q4)** किसी विषय पर निबंध लिखिए ।
- a) दहेज-प्रथा ।  
b) दूरदर्शन ।
- Q5)** किसी साहित्य विषय पर निबंध लिखिए ।
- a) रामभक्ति धारा और तुलसीदास का परिचय दीजिए ।  
b) नाटक का विकास और जयशंकर प्रसाद का परिचय दीजिए ।

**(DBME21)**

**ASSIGNMENT- 1**  
**BBM/BBA DEGREE EXAMINATION, MAY – 2018**  
**Second Year**  
**MACRO ECONOMICS**  
**MAXIMUM MARKS-30**  
**Answer ALL Questions**

- Q1)** Explain various methods of measurement of National income and what are the problems we come across while measuring National income.
- Q2)** Critically examine the classical theory of employment.
- Q3)** Describe Keynesian theory of income, output and employment.
- Q4)** Define Marginal efficiency of capital and what are the various factors that determine Marginal efficiency of capital?
- Q5)** What is meant by investment demand function and explain the factors governing investment?

(DBME21)

**ASSIGNMENT- 2**  
**BBM/BBA DEGREE EXAMINATION, MAY – 2018**  
**Second Year**  
**MACRO ECONOMICS**  
**MAXIMUM MARKS-30**  
**Answer ALL Questions**

- Q1)** Describe the Keynes liquidity preference theory of interest.
- Q2)** Explain the functions of Commercial Banks.
- Q3)** Define credit control and explain various methods of credit control.
- Q4)** Discuss the phases of Business cycles and explain the causes for business cycles.
- Q5)** Analyse the recent trends in the Indian Banking System.

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(DBBS 21)

**ASSIGNMENT- 1**  
**B.B.M./B.B.A. DEGREE EXAMINATION, MAY – 2018**  
**Second Year**  
**BUSINESS STATISTICS**  
**MAXIMUM MARKS-30**  
**Answer ALL Questions**

**Q1)** Define the term 'Statistics'? Write the functions and Limitations.

**Q2)** Write in brief the characteristics of good Questionnaire.

**Q3)** What is Interpolation? Write the uses and assumptions?

**Q4)** Write the meaning and usefulness of probability.

**Q5)** From the following data, calculate Arithmetic mean and median.

|                     |   |      |       |       |       |       |       |       |
|---------------------|---|------|-------|-------|-------|-------|-------|-------|
| Marks $x$           | : | 0-10 | 10-20 | 20-30 | 30-40 | 40-50 | 50-60 | 60-70 |
| No. of students $f$ | : | 12   | 10    | 8     | 20    | 18    | 16    | 16    |

**ASSIGNMENT- 2**  
**B.B.M./B.B.A. DEGREE EXAMINATION, MAY – 2018**  
**Second Year**  
**BUSINESS STATISTICS**  
**MAXIMUM MARKS-30**  
**Answer ALL Questions**

**Q1)** From the following calculate Standard Deviation and coefficient of variation.

|    |      |       |       |       |        |         |         |
|----|------|-------|-------|-------|--------|---------|---------|
| x: | 0-20 | 20-40 | 40-60 | 60-80 | 80-100 | 100-120 | 120-140 |
| f: | 10   | 14    | 20    | 17    | 11     | 10      | 8       |

**Q2)** Draw a two-dimensional diagram to represent the following data:

| Items          | Monthly expenditure |            |
|----------------|---------------------|------------|
|                | Family - A          | Family – B |
| Food           | 500                 | 2,400      |
| Clothing       | 200                 | 1,000      |
| Education      | 300                 | 800        |
| Health         | 100                 | 300        |
| Transportation | 200                 | 700        |
|                | 1,300               | 5,200      |

**Q3)** Find Karl Pearson's coefficient of correlation from the following data:

|                       |     |     |     |     |     |     |     |     |    |
|-----------------------|-----|-----|-----|-----|-----|-----|-----|-----|----|
| Salary<br>(x)         | 105 | 103 | 100 | 101 | 102 | 104 | 105 | 102 |    |
| Cost of living<br>(y) |     | 89  | 88  | 90  | 89  | 87  | 89  | 92  | 86 |

**Q4)** Determine the equation of a straight line, which best fits the data.

x: 12 14 15 18 22 26 30

y: 10 15 17 20 25 29 32

**Q5)** Assuming a four yearly calculate the trend by the method of moving averages from the following data:

Year: 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016

Output: 400 500 550 450 500 600 540 600 500 400

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(DBBF21)

**ASSIGNMENT- 1**  
**B.B.M./ B.B.A. DEGREE EXAMINATION, MAY – 2018**  
**Second Year**  
**BASIC BUSINESS FINANCE**  
**MAXIMUM MARKS-30**  
**Answer ALL Questions**

**Q1)** What do you mean by financial instruments? Explain its types in detail?

**Q2)** From the following capital structure of a company, calculate the overall cost of

capital using

a) Book Value Weights and

b) Market Value Weights.

| <u>Source</u>            | <u>Book Value</u> | <u>Market Value</u> |
|--------------------------|-------------------|---------------------|
| Equity Share Capital     |                   |                     |
| (Rs. 10 shares)          | 45,000            | 90,000              |
| Retained Earnings        | 15,000            | Nil                 |
| Preference Share Capital | 10,000            | 10,000              |
| Debentures               | 30,000            | 30,000              |

The after tax cost of different source of finance is as follows: Equity share capital 14%, Retained Earnings 13%, Preference Share Capital 10%, Debentures 5%.

**Q3)** Define Dividend. What are the major forms of dividend?

**Q4)** What do you mean by Merger? Discuss the different types of mergers in detail.

**Q5)** Explain the types of leverage? Discuss the difference between operating leverage and financial leverage.

(DBBF21)

**ASSIGNMENT- 2**  
**B.B.M./ B.B.A. DEGREE EXAMINATION, MAY – 2018**  
**Second Year**  
**BASIC BUSINESS FINANCE**  
**MAXIMUM MARKS-30**  
**Answer ALL Questions**

**Q1)** Explain different types of leasing?

**Q2)** Define the term EBIT-EPS analysis. What is indifference level of EBIT?

**Q3)** A company issues 10% irredeemable debentures of Rs. 1,00,000. The company is in the 55% tax bracket. Calculate the cost of debt (before and after tax) if the debentures are issued.

- a) At par.
- b) 10% discount and
- c) 10% premium.

**Q4)** Explain the classification of working capital?

**Q5)** What do you mean by investment decision? Also state the importance and difficulties regarding it?

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(DBFM21)

**ASSIGNMENT- 1**  
**BBM/BBA DEGREE EXAMINATION, MAY – 2018**  
**Second Year**  
**FUNDAMENTALS OF MARKETING**  
**MAXIMUM MARKS-30**  
**Answer ALL Questions**

- Q1)** Define term marketing. Explain the significance of marketing in a developing country like India.
- Q2)** Suggest suitable bases to segment markets for the following products.
- a) Toilet soaps and
  - b) Laptops.
- Q3)** What is marketing mix? Explain its significance in marketing management.
- Q4)** How does macro and micro environment influence marketing decisions?
- Q5)** Compare and contrast the cognitive and emotional behaviour models of consumer decision making.

(DBFM21)

**ASSIGNMENT- 2**  
**BBM/BBA DEGREE EXAMINATION, MAY – 2018**  
**Second Year**  
**FUNDAMENTALS OF MARKETING**  
**MAXIMUM MARKS-30**  
**Answer ALL Questions**

- Q1)** Critically evaluate the role of branding in the marketing of products.
- Q2)** What is a product? Explain classification of products in detail with examples.
- Q3)** Explain various objectives of Pricing. Discuss what are the factors to be considered while setting the price of a product.
- Q4)** What are the factors that may be considered while selecting Advertising media?
- Q5)** Explain the role of wholesaler and retailer in the channel of distribution of goods.

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(DBPPM21)

**ASSIGNMENT- 1**  
**B.B.M./B.B.A. DEGREE EXAMINATION MAY – 2018**  
**Second Year**  
**PRINCIPLE OF PERSONAL MANAGEMENT**  
**MAXIMUM MARKS-30**  
**Answer ALL Questions**

- Q1)** What could be the basis to identify the criteria for selection? How can its validity and reliability be established .
- Q2)** Briefly explain different Training methods and Techniques.
- Q3)** Review the major behavioural considerations which influence the reward system in an organization.
- Q4)** What steps does the management ought to take for effective redressal of employees' grievances?
- Q5)** Explain in detail theory 'x' and theory 'y' the two aspects of human behavior.

(DBPPM21)

**ASSIGNMENT- 2**  
**B.B.M./B.B.A. DEGREE EXAMINATION MAY – 2018**  
**Second Year**  
**PRINCIPLE OF PERSONAL MANAGEMENT**  
**MAXIMUM MARKS-30**  
**Answer ALL Questions**

- Q1)** What should be looked at the cause of an accident?
- Q2)** Discuss the place and role of trade unions in organizational context.  
Suggest approaches to deal with them..
- Q3)** Explain the nature and significance of personnel management.
- Q4)** Define man power planning and State its importance in India.
- Q5)** What steps would you suggest for reducing absenteeism and Labour turnover?

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