ASSIGNMENT-1

B.A/B.Com./B.Sc./BBM/BBA/BHM DEGREE EXAMINATION, MAY – 2019
(Examination at the End of Second Year)
Second Year
(i)-English Paper – II (Part – I)
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) a) Read the following passage and answer the questions

I am speaking on this occasion not as a Briton, not as a European, not as a member of western democracy, but as a human being, a member of the species man, whose continued existence is in doubt. The world is full of conflicts. Jews and Arabs; Indians and Pakistanis; white men and negroes in Africa; and overshadowing all minor conflicts, the titanic struggle between communism and Anti-communism.

i)   The passage is found in the lesson-___
ii) How does the speaker describe himself?
iii) How is the world?
iv) What is it that overshadows all minor conflicts?
v) What is meant by titanic?

b) Read the following paragraph and answer the questions by choosing the right answer.

Let no one imagine that my experiments in dancing and the like marked a stage of indulgence in my life. The reader will have noticed that even then I had my wits about me. That period of infatuation was not unrelieved by a certain amount of self introspection on my part. I kept account of every farthing I spent, and my expenses were carefully calculated.

i) What marked a stage of indulgence in his life?
   1) Exercising strict economy
   2) His violin practice
   3) His dressing
   4) His experiments in dancing
ii) What will the reader have noticed?
   1) He had his wits about him
   2) He was obsessed
   3) He was careless
   4) He was afraid.
iii) What did he keep account of?
   1) His travelling
   2) His work
   3) Every farthing
   4) His books

iv) Introspection means

    1) Speculate
    2) Examine one's own thoughts
    3) Feel strongly about
    4) Suspicion.

v) How did he calculate his expenses?

    1) Slowly
    2) Carelessly
    3) Carefully
    4) Badly

Q2) Answer the following in not more than 100 words each
    a) Why did Gandhi want to become an English gentle man? Give two reasons.
    b) According to barnum, how does vanity and envy lead to poverty?
    c) How do books enrich keller's life?
    d) Justify Russell's statement that the world is full of conflicts.

Q3) Answer the following in about 200 words.
    a) What are the qualities required for writing 'well' according to L.A.Hill?
    b) How will a knowledge society transform the life of the people?
    c) Describe the events that lead to the shooting of the elephant by orwell.

Q4) a) Answer in about 100 words.
    i) What does Blake see in the chartered street?
    ii) What does the nightingale symbolise for the poet
    iii) What was the final request of the lover to his beloved?
   b) Explain the following
    i) He works his work, I mine
    ii) If winter comes can, Spring be far behind.
    iv)The carriage held but just ourselves and immortality.

Q5) Answer the following in about 200 words.
    a) summarize frosts 'mending wall'
    b) Justify the title' The gift of India'
    c) Critically appreciate 'Advice to fellow swimmers'.

ASSIGNMENT-2
B.A/B.Com./B.Sc./BBM/BBA/BHM DEGREE EXAMINATION, MAY – 2019
(Examination at the End of Second Year)
Second Year
(i)-English Paper – II (Part – I)
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) Answer in about 200 words.
   a) Consider 'subha' as a dramatisation of the basic human need for love and friendship.
   b) Sketch the character of Dr.khanna.
   c) Justify the title 'Diamond Rice'.

Q2) Read the following passage and summarize it

        Once, there was a farmer who was a very disagreable man. Everyone who knew him disliked him. He was sure to make the most of whatever went wrong about him; and the poor offender always met with severe punishment. There was not a boy in all the neighbourhood who did not feel uncomfortable as he passed his gate; and the poor dog that barked at his guese, or the neighbour's rooster that crowed on his wall, was speedily visited either with the lash of his whip, or the shot from his gun The very cat knew his footsleps And slunk away from him in terror. He was a complete past, as much so to himself as to those about him. Every day brought him some fresh trouble, and found him in continual "hot water'; indeed, his very life was made up of broils.

        After a time, Good farmer Green came to live near him; and as you may suppose, he was soon told the character of his not over-pleasant neighbour. 'well' said he 'if he treats me badly, I'll very soon kill him."

Q3) Write essays of the following
   a) Sports in schools.
   b) Speaking skills
   c) Values

Q4) Answer the following
   a) Write a report on the annual day function in your college.
   b) Write a report on the earthquake you witnessed.

Q5) Use the following idioms and phrases in sentences of your own
   a) Flowing with milk and honey.
   b) Open sesame
   c) Milk of human kindness
   d) Apple of one's eye
   e) on the cards
   f) Whole hearted
   g) blue print
   h) White flag

Q6) Answer the following
   a) Write a dialogue between two friends who are discussing their careers
   b) Write a letter to your mother enquiring about her well-being.
   c) Write a letter to the editor of a newspaper about the problem of Eve-teasing in your area.

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ASSIGNMENT-1
B.A/B.Com./B.Sc./BBM/BBA/BHM DEGREE EXAMINATION, MAY – 2019
(Examination at the End of Second Year)
Second Year
TELUGU (Paper- II) (Part – I)
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) క్రింది వానికి ప్రతి పదార్థ తాత్పర్యాలు వ్రాయండి.

    a) ఎల్ల శరీరధారులకు నిల్లను చీకటి నూతి లోపలం
దైళ్ళక వీరు నే మను మతి భ్రమణంబున భిన్న లై ప్రవ
ర్తిల్లక సర్వమున్న తని దివ్య కళామయ మంచు విష్ణునం
దుల్లము జేర్చి తారడవి నుండుట మేలు నిశాచరాగ్రణీ!

    b) ఆ రమణీలలామ మది నంటిన కోపభరంబు నిల్వగా
నేరక నెవ్వగం బొగుల, నీరజనాభుడు నిండు, గౌగిటం
జేరిచి బుజ్జగించి నను జెక్కులు జాలు కొనంగ జాఱుక
స్నీరు కరంబునం దుడిచి నెయ్యము దియ్యము దోషనిట్లమన్.

Q2) క్రింది వానికి సందర్భసహిత వ్యాఖ్యలు వ్రాయండి.

<u>అ - భాగం</u>

    a) వినుత గుణశీల! మాటలు వేయునేల?

    b) మమ్ముదలంపగల నేల యచ్చటన్.

    c) తేనె పూసిన కత్తి ధాత్రీసురుండు.

    d) నా య భాగ్యమింత యొకరిబల్కనేల.

<u>ఆ - భాగం</u>

    a) ఈఇ సిగ్గులేని ముఖాన్ని చూపించలేను.

    b) ఎవరయ్యా ప్రగాఢ సాహిత్య మూర్తి

    c) దేశ మొక దెస నీవు ఒక దెస.

    d) లేస్తోంది ఉషః కాంతుల్లోంచి ఒక హస్తం

Q3) క్రింది వానికి సమాధానం వ్రాయండి.

    a) ప్రహ్లాదుని విష్ణు భక్తిని వివరించుచనది.

    b) శ్రీ కృష్ణుడు సత్యభామ కోపం పోగొట్టిన విధము వివరించండి.

    c) శ్రీ శ్రీ కవితా ప్రతిజ్ఞను వివరించండి.

    d) 'నా దేశం - నా ప్రజలు' సారాంశం వ్రాయండి.

ASSIGNMENT-2
B.A/B.Com./B.Sc./BBM/BBA/BHM DEGREE EXAMINATION, MAY – 2019
(Examination at the End of Second Year), Second Year
TELUGU (Paper- II) (Part – I)
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) కింది వానికి సమాధానం వ్రాయండి.

    a) ఆంధ్ర భాషా సౌందర్యమును పాసుగంటి వారి స్వభాషననుసరించి విశ్లేషించుము.

    b) రాయల కాలంనాటి వస్త్రాభరణ ధోరణల్ని వివరించండి.

    c) కృష్ణ శాస్త్రి గారు ప్రదర్శించిన మర్యాద-మన్ననలు ఎట్టివో బహుకాల ధర్మనం ఆధారంగా తెల్పండి.

    d) మను చరిత్రలో పెద్దనగారు చేసిన మార్పులు గూర్చి వ్రాయండి.

Q2) క్రింది వానికి సమాధానాలు వ్రాయండి.

    a) పురుషోత్తమ రావు

    b) సుభద్ర

    c) బసవ రాజు

    d) పెండింగ్ల పేరయ్య

Q3) క్రింది వానిని గూర్చి వ్యాసం వ్రాయండి.

    a) ఆంధ్ర ప్రదేశ్‌కు ప్రత్యేక హోదా ఆవశ్యకత

    b) నేటి సమాజంలోని మానవీయ విలువలు

    c) శాస్త్ర విజ్ఞానం - మానవాభ్యుదయం

Q4) a) i) క్రింది పద్య పాదానికి గణ విభజన చేసి, ఛందస్సును గుర్తించి యతిని పేర్కొనండి. త్రిప్పకు మన్నమా మతము దీర్ఘములైన త్రివర్గ పాఠముల్

       ii) క్రింది వానికి సోదాహరణంగా లక్షణాన్ని తెల్పండి

          1) మత్తేభం

          2) కందం

    b) i) క్రింది పద్యంలో అలంకారాన్ని తెల్పి, లక్షణం తెల్పి, సమన్వయించండి ఇనుమయస్కాంత సన్నిధినెట్లు భ్రాంతమగు

       ii) క్రింది అలంకారాలకి సోదాహరణంగా లక్షణం తెల్పండి

          1) రూపకం

          2) దృష్టాంతము

ASSIGNMENT-1
B.A/B.Com./B.Sc./BBM/BBA/BHM DEGREE EXAMINATION, MAY – 2019
(Examination at the end of Second Year)
SANSKRIT (Paper – II (NR))
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) Answer the following questions. उत्तरं लिखत।

    a) Sketch the character of Jeemutha Vahana as described by Sriharsha?

    जीमूतवाहनस्य शीलं पात्रचित्रणं च कुरुत ?

    b) Sketch the character of Duryodhana as described in Urubhanga?

    दुर्योधनस्य शीलं पात्रचित्रणं कुरुत ?

    c) Sketch the character of Baladeva?

    बलदेवस्य पात्रचित्रणं कुरुत ?

    d) Write the story of 'Sri Krishnasya Maitri'?

    'श्रीकृष्णस्यमैत्री' इति पाठ्यभाग सारांश लिखत ?

Q2)   a) Describe how Viswamitra attained the status of Bhramarshi?

    विश्वामित्र: कथं ब्रह्मर्षि: पदं विशदयत ?

    b) Write the substance of the story "भिषजो भैषज्यम्"?

    भिषजो भैषज्यमिति कयाया: सारांश लिखत ?

Q3) Explain the following with reference to context.   ससन्दर्भं व्याख्यात।

    a) मधुरमिव वदन्ति स्वगतं थृङ्गशब्दै:।
    b) नारागणं पतितमुद्वहतीव भूमि:।
    c) अत्र सर्वे महाराजस्य मित्राणि एव सन्ति।
    d) सर्वस्याभ्यागतो गुरू:।
    e) सान्द्रीकृतं नयनबन्धमिदं दधामि।
    f) पुत्रशतविमशा दु:खितं समाश्वासाय।
    g) शुकेन च पदं सम्मानमिदं पठ्यते।

Q4) Write in brief note.   लघुटीकां लिखत।

    a) भाणभट्ट:।
    b) माध:।
    c) शंकराचार्य:।
    d) जयदेव:।

ASSIGNMENT-2
B.A/B.Com./B.Sc./BBM/BBA/BHM DEGREE EXAMINATION, MAY – 2019
(Examination at the end of Second Year)
SANSKRIT (Paper – II (NR))
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) Define and illustrate the following Alankaras.

लक्ष्य लक्षण समन्वितं अल'ाराणि लिखत।

a) अनन्वय:।
b) दीपकम्।
c) उत्प्रेक्षा।
d) अप्रस्तुत प्रशंसा।

Q2) Write the forms of the following Sabdas.

निर्दिष्ट क्रियक्तिषु शब्दरुपाणि लिखत।

a) जलमुक् (प्रथमा)
b) राजन् (सप्तमी)
c) वाक् (षष्ठी)
d) भक्त् (प्रथमा)
e) विद्वस् (पञ्चमी)
f) किम् (पु) (चतुर्थी)
g) एतद् (स्त्री) (प्रथमा)
h) अस्मेद् (द्वितीया)

Q3) Write the forms of the following adding the given terminations.

तत्तत्प्रत्ययान् योजयित्वा लिखता।

a) कृ-तव्य
b) पठ्-तुमुन्
c) गम्-क्त्वा
d) नी-शानच्
e) दा-तुमुन्
f) कृ-शानच्
g) ज्ञा-शतृ
h) स्मृ-क्तवत्

Q4) Translate the following sentences into Telugu or English.

आन्ध्रभाषायां वा आंग्लभाषायां अनुवदता।

a) लक्ष्मण: श्रीरामचन्द्रस्य भ्राता।

b) संस्कृतं भारतीय भाषाणां जननी।

c) तिरूपती आन्ध्रदेशे चित्तूरु मण्डले अस्ति।

d) धर्मो रक्षति रक्षित:।

e) अहं प्रतिदिनं पाठाशाला गच्छामि।

f) परोपकाराय दुहन्ति गाव:।

g) स्वदेशे पूज्यते राजा।

h) सत्यं वद, धर्मं चर।

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ASSIGNMENT-1
B.A/B.Com./B.Sc./BBM/BBA/BHM DEGREE EXAMINATION, MAY – 2019
(Examination at the end of Second Year)
HINDI
Hindi (Paper – II) (NR)
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) निम्नलिखित पद्यांशों को सप्रसंग व्याख्या कीजिए।

a) पाहन पूजे हरि मिलै, तो मैं पूजूँ पहाड़।
ताते थे चाकी भली, पीस खाय संसार।।

तरुवर फल नहिं खात है, सरवर पियहिं न पान।
कहि रहीम परकाज हितु संपत्ति संचहिं सुजान।।

b) ''सौ बार धन्य वह एक लाल की माई,
जिस जननी ने है जना भरत–सा भाई''।।

बचाकर बीज रूप से सृष्टि, नाव पर झेल प्रलय का शीत।
अरूण–केतन लेकर निज हाथ वरूण पथ में हम बढ़े अभीत।।

c) कर्मवीर कभी भी काम को आरंभ करके बीच में नहीं छोड़ते।
वे कठिन परिस्थितियों का भी सामना करते हैं।

सब हो सक्ते तुष्ट, एक–सा सब सुख पा सक्ते हैं,
चाहें तो पल में धरती को स्वर्ग बना सकते हैं।

Q2) कविता का सारांश लिखिए।

a) कैकेयी का पश्चताप।

b) युगावतार बापू।

c) भिक्षुक।

Q3) कवि का परिचय दिजिए।

a) कबीरदास।

b) श्री सोहनलाल द्विवेदी।

c) श्री रामधारी सिंह दिनकर।

ASSIGNMENT-2

B.A/B.Com./B.Sc./BBM/BBA/BHM DEGREE EXAMINATION, MAY – 2019
(Examination at the end of Second Year)
HINDI
Hindi (Paper – II) (NR)
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) विषय पर निबंध लिखिए।

     a) पुस्तकालय।

     b) अपना प्रिय कवि।

     c) दहेज-प्रथा।

     d) विज्ञान से हानि और लाभ।

     e) पर्यावरण-प्रदूषण।

Q2) साहित्य विषय पर निबंध लिखिए।

     a) आदिकाल की विशेषताओं को समझाइए।

     b) भक्तिकाल की परिस्थितियों और विशेषताओं के बारे में लिखिए।

     c) नाटक का विकास और जयशंकर प्रसाद।

     d) उपन्यास और प्रेमचंद

Q3) निम्नलिखित गद्य का हिन्दी में अनुवाद कीजिए।

     Never tell a lie. Lying is a sin. Always speak the truth. Nobody believes a lier, nor loves him. Lier forgoes respect in the society. Respect your elders. It helps in building your character. Never hesitate in helping the poor. Be Kind to all creatures. Telling lie is the root of all evil.

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ASSIGNMENT - 1
B.B.M./B.B.A. DEGREE EXAMINATION, MAY – 2019
Second Year
Macro Economics
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) Explain GNP, NNP, PI and PDI. Discuss their relationship.

Q2) Explain the measurement of NI and the problems in the measurement of NI.

Q3) Explain the Say's law of markets.

Q4) What is Investment Demand function? Explain the factors governing investment.

Q5) Explain the principle of liquidity preference with its criticism.

ASSIGNMENT - 2
B.B.M./B.B.A. DEGREE EXAMINATION, MAY – 2019
Second Year
Macro Economics
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) Explain the features and functions of commercial banks.

Q2) What is a central bank? Explain its functions.

Q3) What are the objectives and functions of RBI?

Q4) Explain the phases of business cycle.

Q5) Discuss the nature and importance of macro economics.

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ASSIGNMENT - 1
B.B.M./B.B.A. DEGREE EXAMINATION, MAY – 2019
Second Year
Business Statistics (Part – II)
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) What is primary data? Explain the primary data collection methods.

Q2) What is a Questionnaire? Explain the qualities of a good Questionnaire

Q3) Find out standard deviation for the following data

C.I	7.5-10.5	10.5-13.5	13.5-16.5	16.5-19.5	19.5-22.5	22.5-25.5	25.5-28.5	28.5-31.5	31.5-34.5	34.5-37.5
F	12	10	15	19	12	14	3	0	4	1

Q4) What is a graphical representation? Explain various graphs used in data analysis.

Q5) Find out the correlation coefficient between the variables supply index, price Index.

Supply Index	114	127	128	120	120	123	127	127	133	137
Price Index	108	104	104	106	100	98	99	99	97	92

ASSIGNMENT - 2
B.B.M./B.B.A. DEGREE EXAMINATION, MAY – 2019
Second Year
Business Statistics (Part – II)
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) What is regression? Explain the procedure of least-square method.

Q2) Write the procedure of testing of hypothesis in brief.

Q3) The sales figures for a business concern for the past 11 years are given below. Set a suitable trend line.

Year	1980	81	82	83	84	85	86	87	88	89	90
Sales(in'000)	520	480	510	620	590	421	510	610	630	640	600

Q4) In a locality of 5000 people, 1200 are above 30 years of age and 3000 are females. Out of 1200 who are above 30 years of age, 200 are females. A person is choosen at random and you are told that the person is a female. What is the probability that she is above 30?

Q5) Explain the structure of a research report in brief.

ASSIGNMENT - 1
B.B.M./B.B.A. DEGREE EXAMINATION, MAY – 2019
Second Year
Basic Business Finance
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) Explain the Significance and types of finance.

Q2) Define the terms equity and debentures and explain merits and demerits of each.

Q3) Explain briefly about capital market and money markets in India.

Q4) The following figures are taken from the current balance sheet of Delaware & Co.

Capital	`	8,00,000
Share premium	`	2,00,000
Reserves	`	6,00,000
Shareholder's funds	`	16,00,000
12% irredeemable debentures	`	4,00,000

An annual ordinary dividend of Rs. 2 per share has just been paid. In the part, ordinary dividends have grown at a rate of 10 percent per annum and this rate of growth is expected to continue. Annual interest has recently been paid on the debentures. The ordinary shares are currently quoted at Rs.27.5 and the debentures at 80 percent ignore taxation.

You are required to estimate the weighted average cost of capital (based on market values) for Delaware & Co.

Q5) Explain the concept of leverage and different types of leverage.

ASSIGNMENT - 2

B.B.M./B.B.A. DEGREE EXAMINATION, MAY – 2019

Second Year

Basic Business Finance

MAXIMUM MARKS: 30

Answer ALL Questions

Q1) Explain the concepts of over capitalization and under capitalization and results of over and under capitalization.

Q2) Discuss the relationship between working capital management and business solvency and explain the factors that influence the optimum cash level for a business.

Q3) Define dividend and explain different forms of dividend.

Q4) Explain the types of Amalgamation and discuss the advantages and disadvantages of Amalgamation.

Q5) Write short notes on :
   a) Non-operating income
   b) Preference share capital
   c) Cost of capital

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ASSIGNMENT - 1
B.B.M./B.B.A. DEGREE EXAMINATION, MAY – 2019
Second Year
FUNDAMENTALS OF MARKETING
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) Explain the need and objectives of marketing.

Q2) Explain importance and role of marketing in developing economy.

Q3) Define consumerism. Explain internal and external forces effecting marketing environment.

Q4) Define cognitive dissonance. Explain the factors influencing purchases by consumers.

Q5) Define market segmentation and what are the methods of market segmentation.

ASSIGNMENT - 1
B.B.M./B.B.A. DEGREE EXAMINATION, MAY – 2019
Second Year
FUNDAMENTALS OF MARKETING
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) Explain the concepts of :
   a) Product mix
   b) Branding
   c) Packing

Q2) Define pricing. Explain methods of pricing.

Q3) Explain the importance of advertising and its merits and demerits.

Q4) Define distribution and explain channels of distribution.

Q5) What are the phases involved in product life cycle?

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(DBPPM21)

ASSIGNMENT - 1
B.B.M./B.B.A. DEGREE EXAMINATION, MAY – 2019
Second Year
Principle of Personal Management (Part - II)
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) Define personal management and the role played by personal manager.

Q2) Discuss the process of selection.

Q3) What are the basic allowances and fringe benefits provided to employees? Explain.

Q4) Why is Man power planning important? Explain its need and importance.

Q5) Discuss the objectives of performance evaluation methods and explain any 3 methods.

(DBPPM21)

ASSIGNMENT - 2
B.B.M./B.B.A. DEGREE EXAMINATION, MAY – 2019
Second Year
Principle of Personal Management (Part - II)
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) Explain the external sources of recruitment.

Q2) Explain the role and responsibilities of key personal positions.

Q3) Discuss the features of ideal incentive plan.

Q4) What are the reasons and types of absenteeism?

Q5) Explain the role of union and management in maintaining Industrial Relations.

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