ASSIGNMENT – 1

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

Second Semester

English — A COURSE IN READING AND WRITING SKILLS

MAXIMUM: 30 MARKS

ANSWER ALL QUESTIONS

1. Read the passage and answer the questions:

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?

2. (a)   Fill in the blanks with suitable words:

      (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 —————————.

3. Write the following:

(a)   Write a letter to your friend about your recent trip to Kashmir.

(b)   Write a letter to the Municipal commissioner requesting road repairs in your locality.

(201ENG21)

ASSIGNMENT – 2

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

Second Semester

English — A COURSE IN READING AND WRITING SKILLS
MAXIMUM: 30 MARKS
ANSWER ALL QUESTIONS

1. Expand the following:

    (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.

2. Answer the following

    (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?

3. Answer the following

    (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'?

4. Match the following:

    (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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ASSIGNMENT – 1

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

Second Semester

Telugu

SECOND LANGUAGE – TELUGU–AADHUNIKA TELUGU SAHITYAM

MAXIMUM: 30 MARKS
ANSWER ALL QUESTIONS

I.   ఈ క్రింది వానికి సంగ్రహ సమాధానాలు వ్రాయండి.

1. ఆధునిక కవిత్వం – లక్షణాలు

2. తెలుగు నాటకం

3. రెంటాల నాగేశ్వర రావు

4. కేశవ వర్మ

5. మరియమ్మ

6. కొండవీడు

7. పారమ్మ

8. శేషయ్య

ASSIGNMENT – **2**

B.A./B.Com./B.B.A. DEGREE EXAMINATION, SEP **2024.**

Second Semester

Telugu

SECOND LANGUAGE – TELUGU–AADHUNIKA TELUGU SAHITYAM

MAXIMUM: 30 MARKS
ANSWER ALL QUESTIONS

1. **(a)** ఆధునిక కవిత్వ ఆవిర్భావ వికాసాలను వివరించండి.

   (b) ''తాతకో నూలు పోగు'లో ప్రసాదమూర్తి చెప్పిన భావాలేవి?

2. **(a)** తెలుగు కథానికి వికాసాన్ని విశదీకరించండి.

   (b) 'భయం' కథ ద్వారా రచయిత సమాజానికిచ్చిన సందేశం ఏమిటో తెల్పండి.

3. **(a)** సాహిత్య ప్రక్రియగా నవల స్థానాన్ని నిర్ణయించండి.

   (b) 'రథ చక్రాలు' నవలపై సమీక్షా వ్యాసం వ్రాయండి.

4. **(a)** తెలుగు నాటక రంగ వికాసాన్ని వివరించండి.

   (b) 'యక్ష గానం' ఇతివృత్తాన్ని వ్రాయండి.

5. **(a)** 'విమర్శ' అంటే ఏమిటో తెల్పి, విమర్శ ప్రయోజనాలను తెల్పండి.

   (b) విమర్శ – భేదాలను తెల్పండి.

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ASSIGNMENT – 1
B.A./B.Com./B.B.A. DEGREE EXAMINATION, SEP 2024.
Second Semester
Sanskrit
SECOND LANGUAGE – SANSKRIT - PROSE, POETRY AND GRAMMAR
MAXIMUM: 30 MARKS
ANSWER ALL QUESTIONS

1. पूरयित्वा भावं च लिखत।

   (a) इक्ष्वाकुवंश्यः ——————— कोसलेन्दः।।

   (b) शरीरेण ——————— कथ्यते।।

2. शब्दयोः सर्वाविभक्तिषु रूपाणि लिखत।

   (a) नदी   (b) वधू

   (c) वनम्   (d) मधु

3. तत् सर्वाणि लकार रूपाणि लिखत।

   (a) लिखेत्   (b) इच्छतु

   (c) चोरयेत्   (d) युध्यते

4. नामनिर्देशपूर्वकं सन्धत्त।

   (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. नामनिर्देशपूर्वकं विग्रहवाक्यानि लिखत।

   (a) अधिहरि   (b) निर्मक्षिकम्
   (c) अतिहिमम्   (d) प्रत्यक्षम्
   (e) यथाशक्ति   (f) साग्नि
   (g) चक्रपाणिः   (h) दण्डादण्डि
   (i) दक्षिणपूर्वा   (j) सपुत्रः

ASSIGNMENT – 2

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

Second Semester

Sanskrit

SECOND LANGUAGE – SANSKRIT - PROSE, POETRY AND GRAMMAR

MAXIMUM: 30 MARKS

ANSWER ALL QUESTIONS

1. (a) स्वयंवरागतम अजं सुनन्दा कथं वर्णयामास?

   (b) 'शिष्येभ्योदीक्षाप्रदानम्' इत्यस्य पाठ्यभागस्य सारांशं विलिखत?

2. (a) अमर्त्यतरङ्गिणी कथं मर्त्यतरङ्गिणी बभूव?

   (b) राजकुमार्या: सुनन्दाया: मोह: कथम् अयनीत:?

3. (a) दशकुमारचरिते पञ्चमाच्छ्वास कथासारं वर्णयत।

   (b) चारुदत्तस्य चरितं लिखत।

4. लघुसमाधानानि लिखत।

   (a) कालिदासस्य जन्मस्थानं किमिति ज्ञायते?

   (b) भूमिपाल: कथं विवर्णभावं गत:?

   (c) 'शिष्येभ्यो दीक्षाप्रदानम्' इति पाठ्यभागानुसारं गृहस्थ: क:?

   (d) बुद्धेन शिष्येस्य: अनुगृहीता: उपदेशा: के?

   (e) चम्पूरामायणस्य कर्ता क:?

   (f) गङ्गा कथं जाह्नवी अभवत्?

   (g) दण्डिन: कृती: लिखत।

   (h) अवन्तिसुन्दर्या पिता क:?

   (i) चारुदत्त: क:?

   (j) निद्रावशेन केन सुवर्णभाण्डं दत्तम्?

5. ससन्दर्भं व्याख्यात।

   (a) विवर्णभावं स स भूमिपाल:।

   (b) रत्नं समागच्छतु काञ्चनेन।

   (c) सोऽयमापगामाप गामिव।

   (d) भगीरथ: पुरीं प्राप परिपूर्णमनोरथ:।

   (e) नूनमेषा पूर्वजन्मनि मे जाया यज्ञवती।

   (f) को भवान्? कस्यां विद्यायां निपुण:।

   (g) सपट्टेन शीर्षेण त्वां प्रसादयामि।

   (h) आर्य: शरणागतास्मि अलङ्कारनिमित्तं पापमामनुसरन्ति।

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ASSIGNMENT – 1

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

Second Semester

Hindi

SECOND LANGUAGE — HINDI – PROSE
MAXIMUM: 30 MARKS
ANSWER ALL QUESTIONS

1. निम्नलिखित गद्यांशों में से किन्हीं संदर्भ सहित व्याख्या कीजिए।

   (a) प्राकृतिक विभिन्नता के अतिरिक्त हमारे देश में अनेक प्रकार की भाषाएँ बोली जाती है।

   (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 गद्य पाठ का सारांश लिखिए।

   (a) भारत एक है

   (b) बेईमानी की परत

3. (a) किसी कहानी का सारांश लिखिए।

      (i) परमात्मा का कुत्ता

      (ii) वापसी

   (b) निम्नलिखित में से किसी प्रश्न का उत्तर लिखिए।

      (i) नारायण पात्र की ईमानदारी को स्पष्ट कीजिए।

      (ii) 'परमात्मा का कुत्ता' कहानी के केंद्रीय भाव को समझाइए।

ASSIGNMENT – 2

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

Second Semester

Hindi

SECOND LANGUAGE — HINDI – PROSE
MAXIMUM: 30 MARKS
ANSWER ALL QUESTIONS

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

    (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 शब्दों की समानार्थक अंग्रेजी शब्द लिखिए।

    (i)   राज्यपाल   (ii)   परिपत्र

    (iii)   गोपनीय(iv)   (iv) गृहसचिव

    (v)   पावती   (vi)   कुलपति

    (vii)   ज्ञापन   (viii) शिक्षा अधिकारी

    (ix)   जाली दस्तावेज   (x)   वित्त सलाहकार

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

    (i)   समृद्ध   (ii) उथल-पुथल

(iii) प्रायश्चित (iv) अज्ञानान्धकार

(v) स्थिर (vi) कोष

(vii) मूसलाधार (viii) लोकभाषा

(ix) कामयाबी (x) विरासत

(d) किन्हीं शब्दों के संधि–विच्छेद लिखिए।

(i) मायाधीन (ii) सप्तर्षि

(iii) परोपकार (iv) पित्राज्ञा

(v) पवन (vi) कविन्द्र

(vii) कार्यालय (viii) स्वागत

2. किसी विषय पर पत्र लिखिए।

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

(b) पुस्तक विक्रेता के नाम पर पत्र लिखिए।

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ASSIGNMENT – 1

B.B.A. DEGREE EXAMINATION, SEP 2024.

Second Semester

ACCOUNTING FOR MANAGERS
MAXIMUM: 30 MARKS
ANSWER ALL QUESTIONS

1. Accounting cycle

2. Pretty 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.

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

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

   (i) Ganesh Prabu started business with a capital of Rs. 2,00,000.

   (ii) 3rd December Goods purchased for cash – Rs. 60,000.

   (iii) 3rd December furniture purchased for cash – Rs. 10,000.

   (iv) 7th December sold goods for cash – Rs. 20,000.

   (v) 9th December sold goods to Naresh Kumar – Rs. 16,000.

   (vi) 12th December Goods purchased from Vinod Kumar – Rs. 10,000.

   (vii) 16th December Goods sold to Anil and allowed him 10% trade Discount Rs. 12,000.

   (viii) 22nd December cash received from Naresh kumar in full settlement of his
   account – Rs. 15,200.

   (ix) 25th December cash paid to Vinod Kumar and he allowed discount – Rs. 3,800.

   (x) 28th December cash paid for purchase of stationery – Rs. 500.

   (xi) 31st December paid office rent – Rs. 1600.

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

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

ASSIGNMENT – 2

B.B.A. DEGREE EXAMINATION, SEP 2024.

Second Semester

ACCOUNTING FOR MANAGERS
MAXIMUM: 30 MARKS
ANSWER ALL QUESTIONS

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

    (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.

2. (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.

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

          On 31st 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.

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

(b) From the following ledger balance, prepare Trading and P and L A/c and balance sheet for the year ended 31st 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		
	2,57,400		2,57,400

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

4. (a) What is a preference share? Describe the different types of preference shares.

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

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(207BBA21)

B.B.A. DEGREE EXAMINATION, SEP 2024.

Second Semester

FUNDAMENTALS OF MARKETING

MAXIMUM: 30 MARKS

ANSWER ALL QUESTIONS

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.

ASSIGNMENT – 2

B.B.A. DEGREE EXAMINATION, SEP 2024.

Second Semester

FUNDAMENTALS OF MARKETING

MAXIMUM: 30 MARKS

ANSWER ALL QUESTIONS

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

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

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

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

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

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

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

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

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

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

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(208BBA21)

B.B.A. DEGREE EXAMINATION, SEP 2024

Second Semester

E-COMMERCE

MAXIMUM: 30 MARKS
ANSWER ALL QUESTIONS

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

ASSIGNMENT – 2

B.B.A. DEGREE EXAMINATION, SEP 2024

Second Semester

E-COMMERCE
MAXIMUM: 30 MARKS
ANSWER ALL QUESTIONS

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

   (b) What do you understand by the concept of EDI? What are its limitations.

2. (a) What is meant by electronic market? Outline the three models of Electronic commerce.

   (b) Describe the advantages and disadvantages of E-Commerce.

3. (a) Examine the various steps involved in Electronic payment.

   (b) What is e-security? Discuss its need and importance.

4. (a) What do you understand by the concept of CRM? Give an architecture of CRM.

   (b) What is E-CRM? Discuss its need in the present day environment.

5. (a) What is HTML? What are the basic concepts of HTML?

   (b) Explain about the formatting text with HTML.

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