

(DICS31)

Total No. of Questions : 10]

[Total No. of Pages : 03

B.A./B.Com./B.Sc. DEGREE EXAMINATION, MAY - 2017

(Examination at the end of Third Year)

SCIENCE AND CIVILIZATION

Time : 1½ Hours

Maximum Marks : 50

Section - A

(2 x 13 = 26)

Answer any Two of the following in sixty lines

Q1) Illustrate the effects of Green Revolution on the agricultural output.

వ్యవసాయ ఉత్పాదకతలో హరిత విప్లవము యొక్క ప్రభావమును తెలుపండి.

Q2) Briefly explain the equinoxes.

ఈక్వినాక్సెస్ గూర్చి వివరించండి.

Q3) Explain in detail about the synthetic fibres with suitable examples.

కృత్రిమ పోగులను వివిధ సరైన ఉదాహరణలతో వివరించండి.

Q4) Describe the Gizah pyramid.

గీజా పిరమిడ్‌ను వివరించండి.

Q5) Explain various significant discoveries in the medical field.

20వ శతాబ్దములో వైద్యరంగంలో జరిగిన ప్రముఖ ఆవిష్కరణలను గూర్చి తెలపండి.

Q6) Social responsibility to regarding over-exploitation of Natural Resources – Explain.

సహజ వనరుల దుర్వినియోగంలో సామాజిక బాధ్యతను వివరించండి.

Section - B

(3 x 4 = 12)

Answer any three of the following

Q7) Write short notes on :

a) RADOR.

రేడార్.

b) Antibiotics.

ఆంటిబయోటిక్.

- c) Eutrophication.
యూట్రోఫికేషన్.
- d) PVC and Nylon 6,6.
పివిసి మరియు నెలాన్ 6,6.
- e) Tissue culture.
కణజాల వర్ధనము.
- f) Internet and Cable.
ఇంటర్నెట్ మరియు కేబుల్
- g) OTEC.
ఓటిఇసి.
- h) Insecticides.
కీటకనాశకాలు.
- i) Gun Powder.
గన్ పౌడర్.

Section - C

(3 x 4 = 12)

Answer all Questions

Q8) Fill in the blanks.

- a) Another name for vitamin 'D'
విటమిన్ 'డి' యొక్క మరయొక పేరు.
- b) Who discovered the first antibiotic?
మొదటి ఆంటిబయోటిక్ ఎవరు కనుగొన్నారు?
- c) Who invented the computer?
కంప్యూటర్ను ఎవరు కనుగొన్నారు?
- d) Social Justice.
సామాజిక న్యాయము.

Q9) Choose the correct answer.

- a) Calendar
 - i) Chinese
 - ii) Japanese
- ii) Egyptians
- iv) Babylonians

కాలెండర్

- | | |
|------------|-------------------|
| i) చెస్ | ii) ఈజిప్షియన్స్ |
| iii) జపాన్ | iv) బాబిలోనియన్స్ |
- b) Blasting purpose.
- | | |
|-------------|--------------|
| i) Steel | ii) Iron |
| iii) Radium | iv) Dynamite |

దేనిని విస్తృతనములో ఉపయోగిస్తారు.

- | | |
|-------------|-------------|
| i) స్టీల్ | ii) ఐరన్ |
| iii) రేడియం | iv) డైనమైట్ |
- c) White Revolution
- | | |
|-----------|-------------|
| i) Plants | ii) Animals |
| iii) Eggs | iv) Milk |

శ్వేత విప్లవము

- | | |
|-------------|--------------|
| i) మొక్కలు | ii) జంతువులు |
| iii) గుడ్లు | iv) పాలు |
- d) Malathion
- | | |
|------------------|----------------|
| i) Vitamin | ii) Proteins |
| iii) Fertilizers | iv) Pesticides |

మెలాథియాన్

- | | |
|-------------|-----------------|
| i) ఐటమిన్లు | ii) ప్రోటీన్ |
| iii) ఎరువు | iv) క్రిమినాశకం |

Q10) Match the following :

- | | |
|--------------|------------------|
| a) Cobol | Synthetic fibre |
| b) DNA | Amino Acids |
| c) Protein | Computer |
| d) Nylon 6,6 | Genetic material |

- | | |
|---------------|----------------|
| a) కోబోల్ | కృత్రిమ పాగు |
| b) డిఎన్ఎ | ఎమెన్టో ఆమ్లము |
| c) ప్రోటీన్ | కంప్యూటర్ |
| d) నెలాన్ 6,6 | జన్యు పదార్థము |

(DBFIT 31)

Total No. of Questions : 10]

[Total No. of Pages : 02

B.B.M./B.B.A. DEGREE EXAMINATION, MAY – 2017

Third Year

FUNDAMENTALS OF IT

Time : 3 Hours

Maximum Marks: 80

Answer any Five Questions

All Questions carry equal marks

- Q1)** a) What is Computer Software and what are its functions?
b) Explain the characteristics of Computer.
- Q2)** What is Header and Footer? How to create Header and Footer and tables in MS-WORD?
- Q3)** State the applications of internet in business management.
- Q4)** Explain various Menus in MS-WORD.
- Q5)** What are the applications of a SpreadSheet? What are the Features of MS-Excel?
- Q6)** What are the data types in 'C'? Explain in brief.
- Q7)** Discuss the concept of Flow of Control in C?

Q8) Describe the uses of MS-Access in sorting, displaying and printing.

Q9) Describe the applications of Power Point Presentation.

Q10) Explain the Following:

- a) Internet.
- b) Intranet.
- c) Extranet.



(DBBC 31)

Total No. of Questions : 10]

[Total No. of Pages : 02

B.B.M./B.B.A. DEGREE EXAMINATION, MAY – 2017

Third Year

BUSINESS COMMUNICATION

Time : 3 Hours

Maximum Marks: 80

Answer any Five Questions

(5 × 16 = 80)

All Questions carry equal marks

- Q1)** Explain the process of communication. What is meant by communication is a two way process.
- Q2)** Explain the difference between formal and informal communication.
- Q3)** Compare the features of Oral Communication and Written Communication.
- Q4)** Explain the objectives of Horizontal Communication.
- Q5)** Name the various Media of Communication that can be used for internal Communication.
- Q6)** Describe the various types of Communication Channels.
- Q7)** What is meant by barriers to Communication? How and why do they occur?

Q8) Write about the grape vine communication.

Q9) Explain the External Communication.

Q10) Discuss the Verbal Communication.



(DBBL31)

Total No. of Questions : 10]

[Total No. of Pages : 01

B.B.M./B.B.A. DEGREE EXAMINATION, MAY - 2017

Third Year

Business Law

Time : 03 Hours

Maximum Marks :80

Answer any Five questions

All questions carry equal marks

- Q1)** What are the restrictions imposed by the factories Act on the employment of women and children in factories.
- Q2)** Write about the factory under the factories Act.
- Q3)** Discuss the various settlement machineries as stipulated as the Industrial Dispute act.
- Q4)** What do you mean by Strikes and Lockout.
- Q5)** What is ESI fund? What are the different purposes for which this fund may be used.
- Q6)** Explain the different types of benefits provided under the ESI Act.
- Q7)** Write about the Consumer protection Act.
- Q8)** What do you mean by redressal mechanism under the Consumer Protection Act.
- Q9)** Appointment, removal, qualification and disqualification of a Director.
- Q10)** What are the various kinds of the meeting of a company.



(DBCM 31)

Total No. of Questions : 10]

[Total No. of Pages : 4

B.B.M./B.B.A. DEGREE EXAMINATION, MAY – 2017

Third Year

COST AND MANAGEMENT ACCOUNTING

Time : 03 Hours

Maximum Marks :80

Answer any Five questions

All questions carry equal marks

(5 × 16 = 80)

Q1) Define Costing, Cost Accounting and Cost Accountancy. Explain the classification of costing.

Q2) What is financial statement Analysis? Elucidate objectives and limitations of Financial statement analysis.

Q3) Prepare a stores ledger under FIFO and LIFO methods of Issuing materials from the following details.

2016

Jan 1 st	Balance of units 500 @ ` 15 per unit.
5	Purchases 1200 units @ ` 16 per unit.
8	Issues 1000 units.
10	Purchases 600 units @ ` 16.50 per unit.
15	Issues to work shop 500 units.
20	Purchase of materials 800 units @ ` 18 per unit.
25	Issues to production 600 units.
30	Returns from work shop 20 units.
31	Purchased 400 units @ ` 17.50 per unit.
31	Issues 400 units.

Q4) What do you understand by budgetary control? What are the essentials for the success of a budgetary control system.

Q5) Given below are the balances of Xelent & Sons

Liabilities	1Jan. 2015	31 Dec.2015	Assets	1 Jan. 2015	31 Dec. 2015
	₹	₹		₹	₹
Creditors	80,000	88,000	Cash	20,000	14,000
Mrs. A's Loan	50,000	-	Debtors	60,000	1,00,000
Loans from Bank	80,000	1,00,000	Stock	70,000	50,000
Capital	2,50,000	3,06,000	Machinery	1,60,000	1,10,000
			Land	80,000	1,00,000
			Building	70,000	1,20,000
	4,60,000	4,94,000		4,60,000	4,94,000

During the year a machine costing ₹ 20,000 (accumulated depreciation ₹ 6000). Sold for ₹ 10,000. The provision for depreciation against machinery as on 1 January 2015 was ₹ 50,000 and on 31 December 2015 ₹ 80,000. Net profit for the year amount to ₹ 90,000.

You are required to prepare cash flow statement.

Q6) From the following Balance Sheet of Sri Latha Co. Ltd for the year ending 31.12.2016 calculate

- Debt Equity Ratio.
- Liquidity Ratio.
- Fixed Assets to Current Assets Ratio.
- Fixed Assets Turnover Ratio.
- Fixed Assets to net Worth Ratio.

Liabilities	₹	Assets	₹
Share Capital (₹ 10 per share)	1,50,000	Good Will	90,000
Reserves	30,000	Fixed Assets (at cost)	2,10,000
P & L account	45,000	Inventory	45,000
General Loans	1,20,000	Advances	15,000
		Cash balance	45,000

Creditors	75,000	Bank balance	45,000
Provisions for Tax	30,000		
	4,50,000		4,50,000

Sales during the year ` 8,40,000.

Q7) The following results of a company for the last two years are as follows.

Year	Sales	Profit
2015	1,50,000	20,000
2016	1,70,000	25,000

Your are required to calculate:

- p/v Ratio.
- B.E.P.
- The sales required to earn a profit of ` 40,000.
- Profit when sales are ` 2,50,000.
- Margin of Safety at a profit of ` 50,000.
- Variable cost of the two periods.

Q8) From the following particulars relating to a contract, prepare:

- Contract Account
- Contractee's Account and also show the relevant entries in the Balance Sheet for the year ended 31.12.2016

Materials sent to site	85,349
Labour engaged on site	74,375
Plant Installed Cost	15,000
Direct Expenditure	4,126
Establishment charges	3,167
Materials returned to stores	549
Work certified	1,95,000
Cost of work not certified	4,500
Materials on hand 31.12.2016	1885

Wages accrued due 31.12.2016 :	2400
Direct Expenditure accrued, due 31.12.16 :	240
Value of plant 31.12.2016	11,000

The contract price has been agreed at ` 2,50,000.

Cash has been received from the contractee amounting to ` 1,80,000.

Q9) What is Reporting? What are its types? Explain different methods of presenting reports.

Q10) From the following particulars compute

- Material Cost Variance.
- Material Usage Variance.
- Material Price Variance.
- Material Mix Variance.
- Material Yield Variance.

Materials	Standard		Actual	
	Quantity	Price	Quantity	Price
	kg	`	kgs	`
A	10	8	10	7
B	8	6	9	7
C	4	12	5	11
	<u>22</u>		<u>24</u>	



(DBEP31)

Total No. of Questions : 10]

[Total No. of Pages : 01

B.B.M./B.B.A. DEGREE EXAMINATION, MAY - 2017

Third Year

ENTREPRENEURSHIP

Time : 03 Hours

Maximum Marks :80

Answer any Five questions

All questions carry equal marks

- Q1)** Who is an entrepreneur? In your opinion what are the important functions of an entrepreneur?
- Q2)** Explain in detail the factors that affect the growth of entrepreneurship?
- Q3)** Review the impact of government measures on the promotion of entrepreneurship in the country.
- Q4)** What are the major financial institutions assisting the small industries?
- Q5)** How do you classify the projects? Give a rational and acceptable criterion for classifying the Projects.
- Q6)** Define Project financing? How do you classify the sources of project finance? Explain in brief.
- Q7)** Review Government policy towards location of Industrial unit.
- Q8)** Under what assumptions the breakeven chart is used in breakeven analysis? Explain.
- Q9)** What do you mean by project report? Explain the general aspects which are to be covered in the Project report.
- Q10)** Explain the different stages in the investment process.



(DBSM31)

Total No. of Questions : 10]

[Total No. of Pages : 01

BBM/BBA DEGREE EXAMINATION, MAY - 2017

Third Year

SALES MANAGEMENT

Time : 3 Hours

Maximum Marks :80

Answer any Five questions

All questions carry equal marks

(5 × 16 = 80)

- Q1)** What is Sales management? What are the various functions of sales management?
- Q2)** What are the major considerations that affect the choice of sales organisation structure?
- Q3)** Define salesmanship. Explain the theoretical issues involved in it.
- Q4)** Explain in detail characteristics of successful salesman.
- Q5)** What are the factors that may be considered while allocating sales quotas and determining sales territories?
- Q6)** Enumerate the place of marketing research in sales management.
- Q7)** What is training? Explain various training methods of sales personnel.
- Q8)** How do you prepare job description for sales representatives in an MNC?
- Q9)** Discuss the process of preparing sales budget.
- Q10)** Discuss the incentives available to motivate sales personnel.



(DBSM31)

Total No. of Questions : 10]

[Total No. of Pages : 01

BBM/BBA DEGREE EXAMINATION, MAY - 2017

Third Year

SALES MANAGEMENT

Time : 3 Hours

Maximum Marks :80

Answer any Five questions

All questions carry equal marks

(5 × 16 = 80)

- Q1)** What is Sales management? What are the various functions of sales management?
- Q2)** What are the major considerations that affect the choice of sales organisation structure?
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(DBPDM31)

Total No. of Questions : 10]

[Total No. of Pages : 01

B.B.M./B.B.A. DEGREE EXAMINATION, MAY - 2017

Third Year

PROMOTION AND DISTRIBUTION MANAGEMENT

Time : 03 Hours

Maximum Marks :80

Answer any Five questions

All questions carry equal marks

(5 × 16 = 80)

- Q1)** What are the basic concepts of Sales Promotion? List the types of Promotion directed at
- a) Middlemen
 - b) Consumers.
- Q2)** Suggest a Promotional strategy for the following.
- a) Dish washers
 - b) Colour Television
- Q3)** Identify and discuss the factors affecting the selection of distribution channel.
- Q4)** Discuss an integrated distribution effort to show how it has a major effect upon marketing performance and cost of company operations.
- Q5)** In what ways do the 'Sales' and 'distribution' functions complement each other?
- Q6)** Elucidate the techniques employed to motivate middlemen.
- Q7)** Distinguish between Advertising, Publicity and Personal selling.
- Q8)** What are the merits and demerits of free samples and coupon offers.
- Q9)** Describe the scheduling of advertising media.
- Q10)** What do you understand by logistics management? Define its scope and objectives and discuss the key decision areas.

