



సంకలీకరణము

- h) Gizah pyramid  
గీజా పిరమిడ్
- i) Compass  
కంపాస్ (డిక్టాచి)

**SECTION - C**

**(3 × 4 = 12)**

**Answer all Questions**

**Q8)** Fill in the blanks

- a) Permissible Noise levels at sensitive areas \_\_\_\_\_.  
సున్నితమైన ప్రదేశాలలో ప్రతిపాదించబడిన శబ్ద తరంగాల విలువ \_\_\_\_\_.
- b) M.S. Swaminathan is associated with  
ఎమ్. ఎస్ స్వామినాథన్ వేసితో అనుసంధానమై \_\_\_\_\_ వున్నారు.
- c) Narcotic drugs meant for \_\_\_\_\_.  
మత్తుకలిగించే ఔషధాలు అంటే \_\_\_\_\_.
- d) DDT was discovered by \_\_\_\_\_.  
డిడిటి ఎవరు కనుగొన్నారు \_\_\_\_\_.

**Q9)** Choose the correct answer

- a) The Heart of the computer is
  - i) Key board
  - ii) CPU
  - iii) Mouse
  - iv) Printer
- b) Naturally Occur Vitamin,
  - i) Vit - C
  - ii) Vit - A
  - iii) Vit - D
  - iv) Vit - B

- i) విటమిన్ - సి
- ii) విటమిన్ - ఎ
- iii) విటమిన్ - డి
- iv) విటమిన్ - బి

- c) Fat soluble vitamin
- Vit - B
  - Vit - C
  - Vit - A
  - Vit - A & D
- i) విటమిన్ - బి
- ii) విటమిన్ - సి
- iii) విటమిన్ - ఎ
- iv) విటమిన్ - ఎ మరియు డి
- d) Which substance is used for blasting
- Rubber
  - Steel
  - Nitrate
  - Dynamite

ఏ పదార్థాన్ని విస్ఫోటనలో ఉపయోగిస్తారు.

- రబ్బర్
- స్టీల్
- నైట్రేట్
- డైనమైట్

**Q10)** Match the following

- Eutrophication
  - PV cells
  - Satellites
  - DDT
- యూట్రోఫికేషన్
  - PV ఘటకాలు
  - ఉపగ్రహాలు
  - డిడిటి

- Pesticide
- Communication
- Ponds
- Solar energy
- క్రిమిసంహారకాలు
- సమాచార సంవహణము
- చెరువులు
- సొర శక్తి



**(DBFIT 31)**

**Total No. of Questions : 10]**

**[Total No. of Pages : 01**

**B.B.M./B.B.A. DEGREE EXAMINATION, DEC - 2016**

**Third Year**

**FUNDAMENTALS OF IT**

**Time : 3 Hours**

**Maximum Marks: 80**

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**Answer any Five questions**

**All questions carry equal marks**

- Q1)** Explain applications of computers and draw the block diagram of computer and explain each part.
- Q2)** Write a procedure to create table with Insert/draw table.
- Q3)** What are the various types of output system used in the computer system?
- Q4)** What are the components of Ms-Word? Explain with diagram.
- Q5)** Describe the procedure of creating a new slide with text and figures.
- Q6)** Describe the procedure to create a table with an example.
- Q7)** What are the various features of work sheet and various applications of worksheet.
- Q8)** What are the various statistical and mathematical functions in excel.
- Q9)** What is function? Explain all types of user defined functions.
- Q10)** What is array? How can you access array elements? Explain with examples.

**(DBBC 31)**

**Total No. of Questions : 10]**

**[Total No. of Pages : 01**

**BBM/BBA DEGREE EXAMINATION, DEC - 2016**

**Third Year**

**BUSINESS COMMUNICATION**

**Time : 3 Hours**

**Maximum Marks: 80**

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***Answer any Five questions***  
***All questions carry equal marks.***

**Q1)** Define communication and explain the role of communication in modern society.

**Q2)** What are advantages and limitations of communication.

**Q3)** Describe importance of feed back.

**Q4)** Discuss verbal communication.

**Q5)** Explain the procedure of writing an effective business letter.

**Q6)** Describe various types of communication channels.

**Q7)** What is advertisement?

**Q8)** Explain smooth flow of communication in an organization.

**Q9)** Explain speaking and listening in communication .

**Q10)** What are notice reports and house journals ?



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Total No. of Questions : 10]

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BBM /BBA DEGREE EXAMINATION, DEC. – 2016

Third Year

BUSINESS LAW

Time : 3 Hours

Maximum Marks: 80

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*Answer any Five questions*  
*All questions carry equal marks*

- Q1)** Explain Redressal agencies available to the consumer under the Consumer Protection Act ?
- Q2)** Explain the different bases on which Companies are Classified .
- Q3)** Explain the Provisions related to health, welfare and Safety of workers.
- Q4)** Discuss the various Statements machineries as Stipulated in the Industrial dispute act.
- Q5)** Explain the Powers and duties of the ESI Corporation, Standing Committee and Medical benefit Council.
- Q6)** Write about the various kinds of meeting in the company?
- Q7)** State the objectives and functions of State and Central Consumer Protection Council.
- Q8)** Discuss the term factory under the Factories Act.
- Q9)** Discuss the various provisions pertaining to the prohibition of strikes and lockouts.
- Q10)** Explain the different types of benefits Provided under the ESI Act.

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B.B.M./ B.B.A. DEGREE EXAMINATION, DEC. – 2016

Third Year

COST AND MANAGEMENT ACCOUNTING

Time : 3 Hours

Maximum Marks: 80

Answer any Five Questions.  
All Questions carry equal marks.

- Q1)** What is meant by costing? Explain its Nature and scope.  
**Q2)** Define labour turnover ? Explain its causes and effects.  
**Q3)** Prepare reconciliation statement from the following data.

a) Net profit as per cost accounts	K 2,00,000
b) Income tax provided in financial accounts	K 60,000
c) Share transfer fees credited in financial a/c s	K 4,000
d) Provision for doubtful debts	K 20,000
e) Overheads as per cost accounts	K 34,000
f) Overheads charged in financial accounts	K 28,000
g) Directory fees shown in financial accounts	K 8,000
h) Depreciation charged in financial accounts	K 7,000
i) Value of closing stock in cost accounts	K 18,750
j) Value of closing stock in financial accounts	K 20,750
k) Good will written off on financial accounts	K 9,000
l) Stores adjustment (Credit in financial accounts)	K 1,000
m) Interest on Investment not Included in cost a/c s	K 4,000

**Q4)** What do you understand by the term reporting to management? Explain different types of Reports?

**Q5)** A company Ltd. Commenced its K 500000 contract on 1.1.2015 of the plant and materials charged to contract plant which cost K 5000 and material which cost K 4000 were cost on 31.12.2015 plant which cost K 5000 was returned to stores. Work not certified K 2000. Material at site K 4000. Plant is to be depreciated by 10%. From the following information prepare contract account and Balance sheet.

Particulars	Dr	Cr
	K	K
Capital		1,20,000
Sundry creditors		10,000
Cash received	(80% of work certified)	2,00,000
Land and Building	43,000	
Cash at Bank	25,000	
<u>Contract Expenses</u>		
Material	90,000	
Plant	25,000	
Wages	1,40,000	
Expenses	7,000	
	<u>3,30,000</u>	<u>3,30,000</u>



**Q6)** The following is the Receipts and Issues of materials in Pavan Co. Ltd during Nov.2014.

2014

- NOV
1. Opening Balance 500 Kgs @ K 25
  3. Issue 70 kgs
  6. Issue 100 kgs
  9. Issue 80 kgs
  13. Received from suppliers 200 kgs @ 24.50.
  14. Refund of surplus from a work order 15 kgs @ 24.
  16. Issue 180 kgs.
  20. Received from suppliers 240 kgs @ K 24.30
  24. Issue 300 kgs.
  25. Received from suppliers 320 kgs @ K 24.40.
  26. Issue 112 kgs
  27. Refund of surplus from work order 12 kgs @ K 25
  28. Received from suppliers 100 kgs @ K 25.

Issues are priced on the principle of cost in first out method (LIFT). The stock verifier notices on 15<sup>th</sup> he had found a shortage of 5 kgs and on 27<sup>th</sup> another shortage of 8 kgs. Write out the stores ledger account.

**Q7)** Prepare a common size Income statement from the following information and also comment.

Particulars	31 March	31 March
	2011	2012
	K	K
Sales	1,05,000	1,10,000
Sales Rebrans	5,000	10,000
Cost of goods sold	70,000	74,800
Office and Administrative expenses	3,000	3,200
Selling and distribution expenses	5,000	6,600
Non – operating Incomes	1,000	1,100
Non – operating expenses	500	1,500
Income Tax Rates	50%	50%

**Q8)** A factory engaged in an Industry which is capital Incentive and has been in operation for five years. The capital employed is K 170 lakhs out of which K 100 lakhs represent equity and Reserves. K 50 lakhs long-term borrowings on debentures and K 20 lakhs cash credits from banks. Current Assets of the company are K 85 lakhs comprising of stock: K 30 lakhs, stores : K 14 lakhs; Debtors : K 35 lakhs and Advances and Deposits: K 6 lakhs. Annual sale is K 80 lakhs.

Calculate the four financial ratios from the above for the use of the management.

**Q9)** From the following Balance sheets of A Ltd. Prepare the cash flow statement as per As – 3 (Revised) as at 31st March 2014.

Balance Sheets					
Liabilities	2013	2014	Assets	2013	2014
	K	K		K	K
Equity share Capital	2,00,000	2,00,000	Cash	8,000	10,000
Profit and loss a/c	50,000	90,000	Bank	22,000	20,000
Bank Loan	10,000	-	Debtors	10,000	20,000
Creditors	15,000	20,000	Stock	25,000	15,000
Outstanding Expenses	5,000	1,000	Fixed Assets	2,35,000	2,75,000
Provision for Tax	20,000	25,000			
Unclaimed Dividend	-	4,000			
	3,00,000	3,40,000		3,00,000	3,40,000

The net profits for the year after providing K 20,000 for Depreciation were K 60,000. During the year, the company declared the equity dividend @ 10% and paid K 15,000 as Income Tax.

**Q10)** How cost – volume – profit Analysis is useful to management in profit planning.



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**BBM/BBA DEGREE EXAMINATION, DEC. – 2016**

**Third Year**

**ENTREPRENEURSHIP**

**Time : 3 Hours**

**Maximum Marks: 80**

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***Answer any Five questions***  
***All questions carry equal marks***

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- Q1)** Who is an Entrepreneur? Give a brief account of the origin of the Entrepreneurial concept.
- Q2)** a) Classify the Entrepreneurs.  
b) What qualities should an entrepreneur have?
- Q3)** Describe the institutional set up for Entrepreneurial Development in India.
- Q4)** Give an account of the efforts made by Government to stimulate entrepreneurship in India.
- Q5)** What is Project Identification and Product Identification? Also state the internal and external constraints in this regard.
- Q6)** What is Factory design and Layout? Why is the design of a factory important?
- Q7)** Define Economic Analysis and discuss its content and scope.
- Q8)** What is Break-Even-Analysis? Explain its special and specific significance to Entrepreneurs.
- Q9)** What is a Project Report? Also explain what are the principles and Techniques followed while ]
- Q10)** Write a brief note on:  
a) What do you mean by feasibility Study?  
b) Distinguish between Project Report and Prospectus.

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**Total No. of Questions : 10]**

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**BBM/BBA DEGREE EXAMINATION, DEC. – 2016**

**Third Year**

**SALES MANAGEMENT**

**Time : 3 Hours**

**Maximum Marks: 80**

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***Answer any Five questions***  
***All questions carry equal marks.***

- Q1)** Bring out the place of sales management in marketing management.
- Q2)** Who is a salesman? What are the qualities required for a salesman?
- Q3)** Explain different systems of selling. State the terms involved in them.
- Q4)** What is sales planning? Explain clearly the Process of successful sales planning .
- Q5)** How do you prepare sales budget for a consumer durable product?
- Q6)** Explain the features and theoretical aspects of salesmanship.
- Q7)** What is sales force management? Critically explain the recruitment and selection of sales force.
- Q8)** Enumerate the place of marketing research in sales management.
- Q9)** Differentiate between a market forecast and sales forecast .
- Q10)** Explain the motivation of sales force through different ways of compensation.

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**(DBPDM31)**

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**BBM/BBA DEGREE EXAMINATION, DEC – 2016**

**Third Year**

**PROMOTION AND DISTRIBUTION MANAGEMENT**

**Time : 3 Hours**

**Maximum Marks : 80**

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**Answer any FIVE questions**  
**All questions carry EQUAL marks.**

- Q1)** Enumerate the basic requirements of sales promotion. Also state what are the steps in formulating promotional strategy?
- Q2)** How do macro environmental forces provide opportunities and pose Threats to a company?
- Q3)** Explain the steps in developing effective advertising Programmes. In what way advertising will influence the sales?
- Q4)** Explain the main features of advertising and types of advertising used for communicating with audience.
- Q5)** Write a critical note on the channel Scenario in India with reference to the recent past.
- Q6)** Discuss the steps involved in the design of a sales promotion Program.
- Q7)** What are the different methods of direct marketing and when should it be used?
- Q8)** What is Logistics? What are the factors affecting the Logistic choice?
- Q9)** Discuss the essential requirements of Sales Promotional Strategy? Also state what are the factors that influences sales promotional strategies.
- Q10)** Write an elaborate note on changing role of Indian Distribution System with special reference to Globalisation.

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