



KLE Society's
S. NIJALINGAPPA COLLEGE

II-Block, Rajajinagar, Bengaluru-10
Re-accredited by NAAC at A⁺ grade with 3.53 CGPA
College with UGC-STRIDE Component - I
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DEPARTMENT OF BBA

I SEMESTER BBA GENERAL & AVIATION
I INTERNAL EXAMINATION- NOVEMBER 2023
GENERIC ENGLISH

Date: 16-11-2023

Time: 1 Hour

Max marks: 35

SECTION A

- I. Answer any 5 the following in one or two sentences:- (1X5=5)**
1. Why was Rama angry and frustrated?
 2. Savitri was _____
a) Vijay's mother. b) Ashoke's Mother c) Rama's mother
 3. Who lacks the 'tongues to praise'? Why?
 4. What does the 'antiques pen' mean?
 5. Which football team visited England?
 6. Name the two venues which hosted the matches.
- II. Answer any one of the following in about a page:- (1X5=5)**
1. Compare the attitudes of Rama and Ashoke towards people like Santoshi.
 2. How do spectators get involved in games?
 3. Why does the poet says he lacks words to describe the beauty of his friend?
- III. Answer any one following in about two pages:- (1X10=10)**
1. Comment on the significance of the title of the story 'Acceptance.'
 2. Identify the literary devices employed in the sonnet.
 3. How do matches turn out to be battleground, according to Orwell in 'Sporting Spirit?'

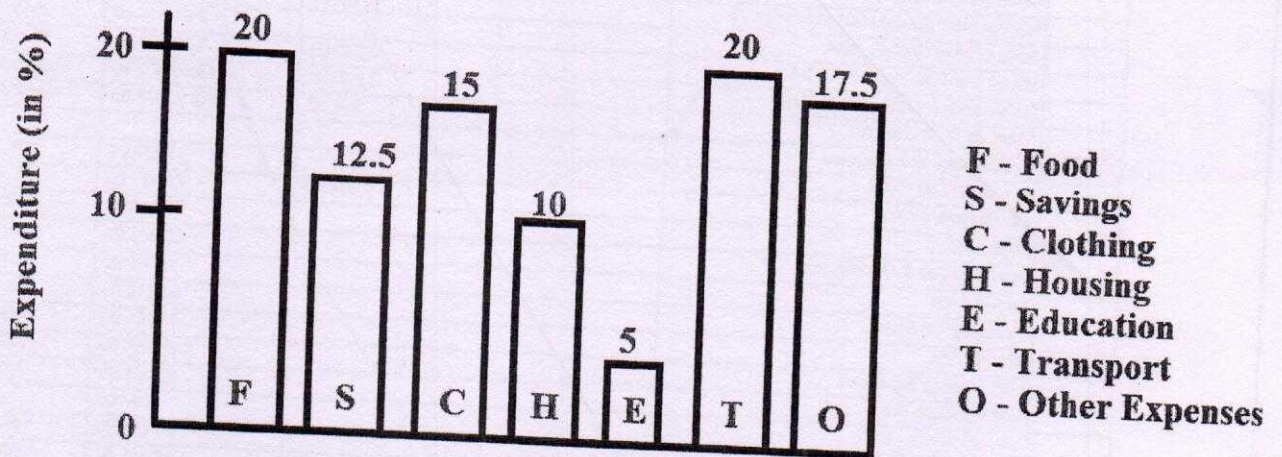
SECTION B

- I. Read the following comprehension passage and answer the questions below:- (5 marks)**

Dry fruits are useful in various diseases of the brain, muscles and tissues. Particularly almond has got unique properties to remove brain weakness and strengthen it. Almond preserves the vitality of the brain, strengthens the muscles, destroys diseases originating from nervous and bilious disorders. Walnut is another dry fruit that possesses wonderful qualities of curing brain weakness. According to Dr. Johnson, almonds, figs, grapes, dates, apples and oranges are rich-in phosphoric element and should normally be used by brain workers. Phosphorus nourishes the vital tissues of the body. It keeps the mind full of enthusiasm for more work.

1. How are the Dry fruits useful?
2. Mention one use of Almond.
3. Phosphorus is profusely found in _____
4. Identify the synonym of the word 'active' from the passage _____
5. What is the antonym of word 'unique'? _____

II. Study the following bar graph and answer the questions that follow: Total monthly income = Rs. 50,000 (5 marks)



- a) What amount is spent on food ?
- b) How much more money is spent on clothing and housing together than on transportation?
- c) What percentage of money is saved every month?
- d) The expenditure of food and transportation is _____

i) equal ii) more. iii) less

e) Which one has the least expenditure?

III. Answer the following questions:-

(1X5=5)

1. What is listening? (1)
2. Which is the most important skill in learning a language? (1)
3. Listening to music at a concert is an example of _____(1)
4. Mention different types of listening. (2)

I.

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ಕೆ.ಎಲ್.ಇ ಸಂಸ್ಥೆಯ ಎಸ್. ನಿಜಲಿಂಗಪ್ಪ ಮಹಾವಿದ್ಯಾಲಯ
ಕನ್ನಡ ಮೊದಲನೇ ಕಿರು ಪರೀಕ್ಷೆ- ಡಿಸೆಂಬರ್ 2023-24

ಅವಧಿ: 1.30ಗಂಟೆ ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ (ನಿರ್ವಹಣಾ ಸೌರಭ) - ಮೊದಲನೇ ಸೆಮಿಸ್ಟರ್ ಅಂಕಗಳು:30

I. ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಐದು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. 2×5=10

1. ಪ್ರಜೆಗಳು ರಾಜನಿಗೆ ಹೇಗೆ ನಿಷ್ಠರಾಗಿರಬೇಕು?
2. ವಿಜಯನಗರದ ಸಾಮ್ರಾಜ್ಯ ಹಾಳಾದ ಮೇಲೆ ರಾಜವಂಶಸ್ಥರು ಎಲ್ಲಿ ರಾಜ್ಯವಾಳುತ್ತಿದ್ದರು?
3. ಲೇಖಕರಿಗೆ ಕಟ್ಟಡಗಳ ಬಗ್ಗೆ ಇದ್ದ ಅಭಿಪ್ರಾಯವನ್ನು ತಿಳಿಸಿ.
4. ಲೇಖಕರಿಗೆ ಸಿಮಿಟ್ರಿಯ ಬಗ್ಗೆ ಇದ್ದ ಅಭಿಪ್ರಾಯವನ್ನು ತಿಳಿಸಿ
5. ಎಂ ಎಫ್ ನಿಕಾಫ್ ಅವರ ಪ್ರಕಾರ 'ಆಧುನಿಕ ಕುಟುಂಬ' ಎಂದರೇನು ?
6. ಮಹಿಳೆಯರಿಗೆ 'ದ್ವಿಮುಖ' ಅನಿವಾರ್ಯವಾಗಿದೆ ಎಂದು ಲೇಖಕಿ ಹೇಳಲು ಕಾರಣವೇನು ?
7. ಹೆಬ್ಬಾರರಿಗೆ ಕಲಾವಿದರಾಗಲು ಮನೆಯ ವಾತಾವರಣ ಹೇಗೆ ಕಾರಣವಾಯಿತು?
8. ಹೆಬ್ಬಾರರ ರೇಖಾಚಿತ್ರಗಳನ್ನು ಕುರಿತು ಬರೆಯಿರಿ.

II. ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ. 5×2=10

1. ಎಚ್ಚಮನಾಯಕ ಮತ್ತು ಅರ್ಚಕರ ಸಂಭಾಷಣೆಯ ಸ್ವಾರಸ್ಯ ತಿಳಿಸಿ
2. ಯಾವೆಲ್ಲ ಅಂಶಗಳನ್ನು ಮಾರ್ಡನಿಟಿ ಎಂದು ಕರೆಯಲಾಗಿದೆ ತಿಳಿಸಿ.
3. ಹೆಣ್ಣುಮಕ್ಕಳಿಗೆ ಅವರು ಸಣ್ಣವರಾಗಿದ್ದಾಗಲೇ ಮನೆಗೆಲಸದ ತರಬೇತಿ ನೀಡುವುದರ ಬಗ್ಗೆ ಲೇಖಕಿಯ ಅನಿಸಿಕೆಗಳೇನು ?
4. ಕಲಾ ಜೀವನ ಪ್ರಾರಂಭವಾಗಲು ಹೆಬ್ಬಾರರಿಗೆ ಪರಿಸರ ಹೇಗೆ ಕಾರಣವಾಯಿತು.

III. ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಒಂದು ಪ್ರಶ್ನೆಗೆ ಉತ್ತರಿಸಿ. 10×1=10

1. ಎಚ್ಚಮನಾಯಕ ಚಂದ್ರಗಿರಿಯ ಅರಮನೆಯ ಮಡಿವಾಳನ ಆಶ್ರಯದಲ್ಲಿ ಉಳಿದ ಸಂದರ್ಭ ವಿವರಿಸಿ
2. ಕುಟುಂಬದಲ್ಲಿ ಮಹಿಳೆಯರ ಪಾತ್ರವೇನು ? ಮತ್ತು ಅವರ ಮೇಲಾಗುತ್ತಿರುವ ಕೌಟುಂಬಿಕ ಹಿಂಸೆ, ದೌರ್ಜನ್ಯವನ್ನು ಕುರಿತು ಬರೆಯಿರಿ.



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**I SEMESTER BBA GENERAL & AVIATION
I INTERNAL EXAMINATION- NOVEMBER 2023**

HINDI

Date: 15-11-2023

Time: 1 Hour

Max marks: 30

I. निम्नलिखित प्रश्नों के उत्तर एक शब्द या एक वाक्य में लिखिए : 5x1=5

१. टीकमक्यूँ परेशान था ?
२. काबुलीवाला का नाम क्या था
३. माधव पढ़ लिखकर क्या बन गया ?
४. बच्चे प्रतिदिन कुड़े के ढेर में से क्या बटोरते थे ?
५. काबुलीवाला कहानी के लेखक का नाम क्या है ?

II. किसी एक का संप्रसंगव्याख्या कीजिए :

5X1=5

१. "हमारी नदी का पानी ही सुख गया है I पता नहीं कहीं देवता हमसे नाराज़ तो नहीं हो गया है ?

२. अपने वेतन में से थोड़ा पैसे बचाकर वह धीरे -धीरे आगे की पढ़ाई करने लगा ' ' I

III. किसी एक कविता का सारांश लिखकर उसके विशेषताओं पर प्रकाश डालिए I 1X10=10

१ . नदी गायब है २. काबुलीवाला

v. किसी एक प्रश्न का उत्तर लिखिए : 2X5=10

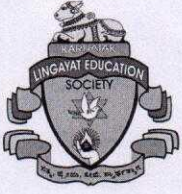
१. सर्वनाम किसे कहते हैं ? उसके प्रकारों को सौदारण लिखिए ?

२. लिंग बदलिये :

१. अध्यक्ष २ . नायक ३ . गुणवान ४ . सुनार ५ . लेखक

३. वचन बदलिए :

१. कपड़ा २. दिशा ३. छात्र ४. नीति ५. वृक्ष



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**I SEMESTER BBA GENERAL & AVIATION
I INTERNAL EXAMINATION- NOVEMBER 2023**

SANSKRIT संस्कृतम्

Date: 15.11.2023

Time: 1 Hour

Max marks: 30

I. समीचिनं उत्तरं चित्वा लिखत ।

5X1=5

1. कुमारसम्भवस्य कर्ता कः ?
2. पार्वत्याः माता का ?
3. पार्वती तपः कर्तुं कुत्र जगाम ?
4. मेनायाः पतिः कः ?
5. प्रथमाश्रमः कः ?

II. द्वयोः प्रश्नयोः प्रबन्धं लिखत ।

2X8=16

1. कालिदासस्य देश-काल-कृतीनां विषये लिखत ।
2. कुमारसम्भवम् अधिकृत्य प्रबन्धं लिखत ।
3. पार्वत्याः तपश्चर्या वर्णयत ।

III. द्वयोः श्लोकयोः अनुवादं कृत्वा लिखत ।

2X3=6

1. तथा समक्षं दहता मनोभवं
पिनाकिना भग्नमनोरथा सती ।
निनिन्द रूपं हृदयेन पार्वती
प्रियेषु सौभाग्यफला हि चारुता ॥
2. प्रतिक्षणं सा कृत्तरोमविक्रिया
व्रताय मौर्जी त्रिगुणां बभार याम् ।
अकारि तत्पूर्वनिबद्धया तथा
सरागमस्या रसनागुणास्पदम् ॥
3. अतीन्द्रिता सा स्वयमेव वृक्षकान्
घटस्तनप्रस्रवणैर्व्यवर्धयत् ।
गृहोऽपि येषां प्रथमाप्तजन्मनां
न पुत्रवात्सल्यमपाकरिष्यति ॥

IV. एकस्य वाक्यस्य ससन्दर्भं विवृणुत ।

1X3=3

1. शिरीशपुष्पं न पुनः पतत्रिणः ।
2. पयश्च निम्नाभिमुखं प्रतीपयेत् ।



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DEPARTMENT OF BBA
I INTERNAL ASSESSMENT-2023-24
MANAGEMENT PRINCIPLES AND PRACTICES

Semester: I

Time: 1 Hour 30 Mins

Date: 04.10.2023

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each. (5*2=10)

1.

- a) Define MBO.
- b) What are Objectives? Give an example.
- c) Mention the levels of management.
- d) Define Management.
- e) What is the nature of planning?
- f) What is decision-making?
- g) Who is the father of personnel management and to which era of management was he a key contributor?

SECTION -B

II. Answer any two of the following questions, carrying five marks each. (2*5=10)

2. What are Max Weber's six principles of bureaucratic management?
3. Distinguish between formal and informal organization.
4. Explain Taylor's principles of scientific management.
5. What are the objectives of Management By Exception.

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each. (2*12=24)

6. Explain Henry Fayol's 14 principles of management.
7. What are the steps in decision making process?
8. Explain Quantitative management approach under modern management theory.

SECTION- D

IV. Answer any one of the following questions, carrying six marks each (6*1=6)

9. Differentiate between management and administration.
10. Explain the types of plans.



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DEPARTMENT OF BBA-GENERAL & BBA-AVIATION
I INTERNAL ASSESSMENT-2023
FUNDAMENTALS OF ACCOUNTING

Semester: I
Time: 1 Hour 30 Mins

Date: 03.10.2023
Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each. (5*2=10)

1.
 - a) Define Accounting
 - b) Write four objectives of Accounting
 - c) Mention the Basis of Accounting.
 - d) Write four limitation of Accounting
 - e) What is Journal?
 - f) What Double entry system?
 - g) What is Trail Balance?

SECTION -B

II. Answer any two of the following questions, carrying five marks each. (2*5=10)

2. Explain the advantages and disadvantages of Accounting.
3. Classify the following accounts under the head Personal, Real and Nominal Accounts:
 - a) Shriya's Account
 - b) Ajraj Automation Ltd
 - c) Karnataka Sports Club Account
 - d) Capital Account
 - e) Purchase Account
 - f) Commission Account

- g) Motor Car Account
- h) Cash Account
- i) Wages Account
- j) Drawings Account

4. Prepare a trail balance from the following:

Sundry Debtors	8,000
Sundry Creditors	6,000
Capital	50,000
Cash in Hand	4,000
Cash at Bank	35,000
Motor Van	20,000
Furniture & Fixture	2,500
Purchase	5,000
Sales return	250
Wages	150
Stock on hand	12,200
Sales	35,000
Purchase Returns	150
Discount	150
Commission	300
Gas & Water	600
Salaries	2,000
Bills Receivable	1,000

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each. (2*12=24)

5. Journalize the following transactions and post them to ledger in the books of Hanuman

2023

Jan 1: Commenced business with Cash Rs.100,000

Jan 4: Paid into Bank Rs.25,000

Jan 7: Goods purchased for cash Rs.20,000

Jan 10: Sold goods for cash Rs.30,000

Jan 15: Bought goods from Mr. Manohar on credit Rs.20,000

Jan 20: Sold goods to Ms.Deepa Rs.20,000

Jan 25: Received from Ms.Deepa Rs.20,000

Jan 27: Paid to Manohar Rs.10,000

Jan 31: Paid office rent by cheque Rs.2500

6. Journalize the following transactions of Geetha Traders for the month of April 2023

1st Started business with cash Rs.2,30,000, Goods Rs.1,00,000 and Building Rs.2,00,000

4th Bought goods for cash Rs.5000

8th Sold goods for cash Rs.35,000

10th Purchased goods from Rajiv Rs.55,000

14th Sold of goods to Vibav for Rs.60,000

18th Paid cash to Rajiv in full settlement Rs.53,000

20th Received cash from Vibav in full settlement rs.59,000

25th Paid commission Rs. 2300

30th Received interest Rs.1500

7. Explain the Accounting Concepts and Conventions

SECTION- D

IV. Answer any one of the following questions, carrying six marks each

(6*1=6)

8. Draw the Accounting Cycle

9. Prepare the Personal Account of Mr.Ramesh from the following transactions.

2023, Sep 1 Debit balance of Mr.Ramesh account Rs.11,500

2023, Sep 3 Bought goods from Mr.Ramesh Rs.5,000

2023, Sep 5 Goods worth Rs.15,000 sold to him

2023, Sep 9 returned goods to Mr.Ramesh Rs.1300

2023, Sep 15 Received a bearer cheque from Mr.Ramesh Rs.7,000

2023, Sep 25 goods worth Rs.2500 sent back to him

2023, Sep 30 Mr.Ramesh sold goods to us worth Rs.6000



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DEPARTMENT OF BBA-GENERAL & BBA-AVIATION
I INTERNAL ASSESSMENT-2023
MARKETING MANAGEMENT

Semester: I
Time: 1 Hour 30 Mins

Date: 05.10.2023
Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each. (5*2=10)

1.
 - a) Define Digital Marketing?
 - b) Define E-Tailing?
 - c) Define the term Marketing?
 - d) Give the meaning of Micro Environment?
 - e) Define Economic Environment?
 - f) What is Macro Environment?
 - g) What do you mean by Technological Environment?

SECTION -B

II. Answer any two of the following questions, carrying five marks each. (2*5=10)

2. Write short note on Green Marketing?
3. Explain the functions of E-Business?
4. Briefly explain any three approaches to Marketing?
5. Briefly discuss the Internal Environment factors influencing Marketing Environment?

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each. (2*12=24)

6. What is Marketing Environment? Briefly explain the external factors affecting the marketing decision of a concern?

7. Briefly explains the recent trends in Marketing?

8. Explain concepts of marketing along with diagram?

SECTION- D

IV. Answer any one of the following questions, carrying six marks each (6*1=6)

9. Explain the factors affecting Natural Environment?

10. Explain the functions of Marketing?



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DEPARTMENT OF BBA

I SEMESTER BBA GENERAL & AVIATION
I INTERNAL EXAMINATION- NOVEMBER 2023
DIGITAL FLUENCY

Date:18-11-2023

Time: 1 Hour 30 Mins

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each. (5*2=10)

1.

- Explain Operating System?
- What is Function of Operating System?
- Write the steps Configuration of System(My Computer)?
- What is User Interface?
- Which shortcut Key Using Open Ms Excel , Ms Word & Power Point?
- Writing steps Create Email ID?
- Write 10 Basic Computer Shortcut Keys.

SECTION -B

II. Answer any two of the following questions, carrying five marks each. (2*5=10)

- Types of Operating System?
- Explain Types of User Interface?
- Write 6 Internal DOS Commands with Explain ?
- What 7 Windows Keys shortcuts with Explain?

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each. (2*12=24)

- Brief Explain Major Functions of Operating System?
- Explain Operating System : Linux, Solaris, Windows & Android
- Explain Office Automation Tools : Excel, Power point & Word

SECTION- D

IV. Answer any one of the following questions, carrying six marks each

(6*1=6)

9.Explain Computer Networks & Types of Networks ?

10.Write the Steps Create Video & Uploading YouTube Channels?



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I SEMESTER BBA GENERAL & AVIATION
I INTERNAL EXAMINATION- NOVEMBER 2023
PSYCHOLOGY OF HEALTH AND WELLBEING

Date: 17-11-2023

Time: 1 Hour

Max marks: 30

SECTION-A

I Write any Two of the following

2X2=04

1. What is health?
2. What is wellbeing?
3. Define stress according to Lazarus.
4. Mention the two types of stress.

SECTION-B

II Answer any two of the following

2 X 5=10

1. Write a note on health continuum.
2. Explain bio psycho social model.
3. Write a note on sources of stress.
4. Explain effects of stress on physical health.

SECTION-C

III Answer the following

2 X 8 = 16

1. Explain different models of health and illness.
2. Explain personal and social mediators of stress.



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DEPARTMENT OF BBA

I SEMESTER BBA GENERAL & AVIATION

I INTERNAL EXAMINATION- NOVEMBER 2023

OEC: FUNCTIONAL ENGLISH GRAMMAR AND STUDY SKILL

Date:17-11-2023

Time: 1 Hour

Max marks: 30

I. Fill in the blanks with appropriate answers:- (1X10=10)

1. Example of SVOC _____.
2. Example of SVIODO _____.
3. Rita addressed the gathering _____ (Analyse the sentence Pattern)
4. Filled with joy, the girl jumped up and down. (Name the phrase)
5. He like to eat red apples. (Underline the phrase)
6. If you don't eat, I won't go (Identify clause)
7. I know the man, who stole the watch (Underline the Subordinate clause)
8. She was painting the wall with colours. (Perfective/Progressive)
9. _____ Anu solve the puzzle(Will/May)
- 10.I _____ be obliged to go for all you help. (Shall/ can)

II. Write short notes on any two:- (2X3=6)

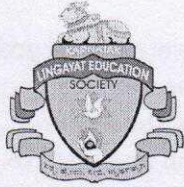
1. The difference between Oral and Written language.
2. Basic sentence Pattern in English.
3. What are phrases and its types?

III. Cloze Test:- (1X4=4)

1. _____ cry over the spilt milk. (Complete the proverb)
2. _____ is an example of adverbial.
3. _____ is the book consists of only synonyms and antonyms.
4. Two types of aspects _____ and _____.

IV. Do as directed :-

1. Expand on any one of the proverb:- (5 marks)
 - a) Continuous improvement is better than delayed perfection.



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DEPARTMENT OF BBA-GENERAL & BBA-AVIATION

II INTERNAL ASSESSMENT-2023

1ST SEM BBA GENERAL

GENERIC ENGLISH

Semester:I

Time: 1 Hour

Date: 04\01\2023

Max marks: 30

I. Write any Two of the following

Marks: 2 X 2=04

1. What is the difference between listening and hearing?
2. What is skimming?
3. Mention the types of listening??

II Answer any two of the following

Marks: 2 X 5=10

1. Why does the author say that we are living in the world full of choice?
2. How did bio fuel policy evolve?
3. What does the poet means gifts by earth?
4. Describe the relationship with Nene Atang and Nnaemeka.

III Read the passage and come up with 8 points of skimming and 8 points of scanning respectively

Marks: 16 X 1 = 16

In the 16th century, an age of great marine and terrestrial exploration, Ferdinand Magellan led the first expedition to sail around the world. As a young Portuguese noble, he served the king of Portugal, but he became involved in the quagmire of political intrigue at court and lost the king's favor. After he was dismissed from service by the king of Portugal, he offered to serve the future Emperor Charles V of Spain.

A papal decree of 1493 had assigned all land in the New World west of 50 degrees W longitude to Spain and all the land east of that line to Portugal. Magellan offered to prove that the East Indies fell under Spanish authority. On September 20, 1519, Magellan set sail from Spain with five ships. More than a year later, one of these ships was exploring the topography of South America in search of a water route across the continent. This ship sank, but the remaining four ships searched along the southern peninsula of South America. Finally they found the passage they sought near 50 degrees S latitude. Magellan named this passage the Strait of All Saints, but today it is known as the Strait of Magellan.

ಕೆ.ಎಲ್.ಇ ಸಂಸ್ಥೆಯ ಎಸ್. ನಿಜಲಿಂಗಪ್ಪ ಮಹಾವಿದ್ಯಾಲಯ
ಕನ್ನಡ ಮೊದಲನೇ ಕಿರು ಪರೀಕ್ಷೆ- ಡಿಸೆಂಬರ್ 2023-24

ಅವಧಿ: 1.30ಗಂಟೆ

ಪ್ರಥಮ ಬಿ.ಬಿ.ಎ (ನಿರ್ವಹಣಾ ಸೌರಭ) - ಮೊದಲನೆ ಸೆಮಿಸ್ಟರ್

ಅಂಕಗಳು:30

I. ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಐದು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ.

2×5=10

1. ಪ್ರಜೆಗಳು ರಾಜನಿಗೆ ಹೇಗೆ ನಿಷ್ಠರಾಗಿರಬೇಕು?
2. ವಿಜಯನಗರದ ಸಾಮ್ರಾಜ್ಯ ಹಾಳಾದ ಮೇಲೆ ರಾಜವಂಶಸ್ಥರು ಎಲ್ಲಿ ರಾಜ್ಯವಾಳುತ್ತಿದ್ದರು?
3. ಲೇಖಕರಿಗೆ ಕಟ್ಟಡಗಳ ಬಗ್ಗೆ ಇದ್ದ ಅಭಿಪ್ರಾಯವನ್ನು ತಿಳಿಸಿ.
4. ಲೇಖಕರಿಗೆ ಸಿಮಿಟಿಯ ಬಗ್ಗೆ ಇದ್ದ ಅಭಿಪ್ರಾಯವನ್ನು ತಿಳಿಸಿ
5. ಎಂ ಎಫ್ ನಿಕಾಫ್ ಅವರ ಪ್ರಕಾರ 'ಆಧುನಿಕ ಕುಟುಂಬ' ಎಂದರೇನು ?
6. ಮಹಿಳೆಯರಿಗೆ 'ದ್ವಿಮುಖ' ಅನಿವಾರ್ಯವಾಗಿದೆ ಎಂದು ಲೇಖಕಿ ಹೇಳಲು ಕಾರಣವೇನು ?
7. ಹೆಬ್ಬಾರರಿಗೆ ಕಲಾವಿದರಾಗಲು ಮನೆಯ ವಾತಾವರಣ ಹೇಗೆ ಕಾರಣವಾಯಿತು?
8. ಹೆಬ್ಬಾರರ ರೇಖಾಚಿತ್ರಗಳನ್ನು ಕುರಿತು ಬರೆಯಿರಿ.

II. ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ.

5×2=10

1. ಎಚ್ಚಮನಾಯಕ ಮತ್ತು ಅರ್ಚಕರ ಸಂಭಾಷಣೆಯ ಸ್ವಾರಸ್ಯ ತಿಳಿಸಿ
2. ಯಾವೆಲ್ಲ ಅಂಶಗಳನ್ನು ಮಾರ್ಡನಿಟಿ ಎಂದು ಕರೆಯಲಾಗಿದೆ ತಿಳಿಸಿ.
3. ಹೆಣ್ಣುಮಕ್ಕಳಿಗೆ ಅವರು ಸಣ್ಣವರಾಗಿದ್ದಾಗಲೇ ಮನೆಗೆಲಸದ ತರಬೇತಿ ನೀಡುವುದರ ಬಗ್ಗೆ ಲೇಖಕಿಯ ಅನಿಸಿಕೆಗಳೇನು ?
4. ಕಲಾ ಜೀವನ ಪ್ರಾರಂಭವಾಗಲು ಹೆಬ್ಬಾರರಿಗೆ ಪರಿಸರ ಹೇಗೆ ಕಾರಣವಾಯಿತು.

III. ಕೆಳಗಿನ ಯಾವುದಾದರೂ ಒಂದು ಪ್ರಶ್ನೆಗೆ ಉತ್ತರಿಸಿ.

10×1=10

1. ಎಚ್ಚಮನಾಯಕ ಚಂದ್ರಗಿರಿಯ ಅರಮನೆಯ ಮಡಿವಾಳನ ಆಶ್ರಯದಲ್ಲಿ ಉಳಿದ ಸಂದರ್ಭ ವಿವರಿಸಿ
2. ಕುಟುಂಬದಲ್ಲಿ ಮಹಿಳೆಯರ ಪಾತ್ರವೇನು ? ಮತ್ತು ಅವರ ಮೇಲಾಗುತ್ತಿರುವ ಕೌಟುಂಬಿಕ ಹಿಂಸೆ, ದೌರ್ಜನ್ಯವನ್ನು ಕುರಿತು ಬರೆಯಿರಿ.



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DEPARTMENT OF BBA

I SEMESTER BBA GENERAL & BBA AVIATION II INTERNAL EXAMINATION- JANUARY 2024 HINDI

Date: 3/1/2024

Time: 1 Hour

Max marks: 30

I. निम्नलिखित प्रश्नों के उत्तर एक शब्द या एक वाक्य में लिखिए : 5x1=5

१. कुसुम कहाँ रहती थी ?
२. प्रत्येक प्राणी परम धर्म क्या है ?
३. निर्मला किसके उपासिका थी ?
४. बाबू रमाकांत क्या काम करते थे ?
५. 'मनुष्य का परम धर्म' कहानी के लेखक का नाम लिखिए I

II. किसी एक का सप्रसंग व्याख्या कीजिए :

5X1=5

१. "संबंधों के टूटने के बाद यदि जरा सा भी कुछ शेष रह जाता है, तो वह ता -उम्र दुःख देता है I

२. 'अब बताओं कि आज के दिन अब उत्तम पदार्थ न मिले तो कोई क्यूँकर जिये I

III. किसी एक कविता का सारांश लिखकर उसके विशेषताओं पर प्रकाश डालिए I
1X10=10

१. दृष्टिकोण २. गूंगे

v. किसी एक प्रश्न का उत्तर लिखिए : 2X5=10

१. सर्वनाम किसे कहते हैं ? उसके प्रकारों को सोदारण लिखिए ?

२. लिंग बदलिए :

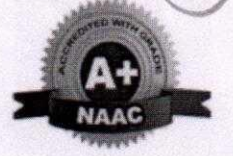
१. छात्र २ . आचार्य ३ . टाकुर ४ . कवि ५ . नायक
३. विभक्ति चिन्हों से रिक्त स्थानों की पूर्ति कीजिए I
१. मैं कलम -----पत्र लिख रही हूँ I
२. छात्र पढ़ने-----विद्यालय जाता है I
३. वृक्ष -----पत्ते गिरते हैं I
४. पेड़ -----चिड़िया बैठी है I
५. राम -----खाना खाया I



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DEPARTMENT OF BBA

I SEMESTER BBA GENERAL & BBA AVIATION
II INTERNAL EXAMINATION- JANUARY 2024
SANSKRIT

Date: 03/01/2024

Time: 1 Hour

Max marks: 30

I. समीचिनं उत्तरं चित्वा लिखत ।

5X1=5

1. आद्यं धर्मसाधनं किम् ? (शरीरं, धनं, रत्नं, जलं)
2. किं न अन्विष्यति ? (धनं, रत्नं, फलं, जलं)
3. अपर्णा इति कस्याः नाम ? (मेनायाः, लक्ष्म्याः, सरस्वत्याः, पार्वत्याः)
4. पार्वत्याः पिता कः ? (शिवः, विष्णुः, ब्रह्मा, हिमालयः)
5. अभिज्ञानशाकुन्तलस्य कर्ता कः ? (व्यासः, भासः, कालिदासः, भारविः)

II. द्वयोः प्रश्नयोः प्रबन्धं लिखत ।

2X8=16

1. पार्वत्याः तपसः कारणं किम् ? विशदयत ।
2. पार्वतीब्रह्मचारिणोः संवादं लिखत ।
3. जटिलेन कृतां शिवनिन्दां वर्णयत ।

III. एकस्य श्लोकस्य अनुवादं कृत्वा लिखत ।

1X3=3

1. स्वयंविशीर्णद्वुमपर्णवृत्तिना
परा हि काष्ठा तपसस्तया पुनः ।
तदप्यपाकीर्णमतः प्रियंवदां
वदन्त्यपर्णेति च तां पुराविदः ॥
2. अथाजिनाषाढधरः प्रगल्भवाक्
ज्वलन्निव ब्रह्ममयेन तेजसा ।
विवेश कश्चिज्जटिलस्तपोवनं
शरीरबद्धः प्रथमाश्रमो यथा ॥

IV. एकस्य वाक्यस्य ससन्दर्भं विवृणुत ।

1X3=3

1. शरीरमाद्यं खलु धर्मसाधनम् ।
2. न रत्नमन्विष्यति मृग्यते हि तत् ।

**V. लकार-पुरुष-वचनानि लिखत । (त्रयाणामेव)
गच्छति, अपठत्, क्रीडतः, करोतु, करोमि ।**

1X3=3



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DEPARTMENT OF BBA

I SEMESTER BBA GENERAL & AVIATION
II INTERNAL EXAMINATION- NOVEMBER 2023
FUNDAMENTALS OF ACCOUNTING

Date: 15.11.2023

Time: 1 Hour 30 Mins

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each. (5*2=10)

1.

- a) Give the meaning of subsidiary book
- b) What is Invoice book?
- c) What is Ledger Folio?
- d) What is Triple column cash book?
- e) Mention the different types of Subsidiary book
- f) What is bills payable book?
- g) What is contra entry?

SECTION -B

II. Answer any two of the following questions, carrying five marks each. (2*5=10)

2. From the following information prepare Purchase Book of Mr. Joshua for the month of November 2023

Dec 05: Purchase on credit from Balaram

- 100 Electric Iron Boxes at Rs. 500 each
- 10 Handy Gas Stoves at Rs. 700 each.

Dec 08: Purchased for cash from Chandra 50 ceiling fans at Rs.1000 each

Dec 15: Purchased on credit from Krishna

- 20 Electric Stoves at Rs. 500 each

- 10 Toasters at Rs. 500 each
Dec 24: Purchased on credit from Govinda 10 heaters at Rs.500 each
Dec 31: Purchased a Typewriter from Damodar for Rs.5000 on credit for resale

3. Differentiate between Debit note and Credit Note
4. From the following information prepare Bills Receivable and Bills Payable Books

- 1st July, 2023 Received from Arun his acceptance at 2 months 66,000
7th July, 2023 Bought goods from Sam and gave him acceptance for 3 months 49,000
12th July, 2023 Accepted Durga Prasad Bill at 2 months 71,000 P
19th July, 2023 Sold goods to Jeevankumar and drew on him for 1 month 86,000
22nd July, 2023 Received from Sanjay Khan his pro-note at 4 months for 27,000
26th July, 2023 Gave an acceptance to Ashok, at 3 months 11,000

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each. (2*12=24)

5. Enter the following transactions in the Subsidiary Books Mohanashree Saree Textiles

2023, August

- 1st Purchased from Patil Silk Kendra, 100 Silk sarees at Rs.250 each
5th Purchased from NSR and co, 200 Kanchi Silk Sarees at Rs.1000 each
7th Sold to Kumar on account, 50 Printed sarees at 300 each, 100 Kanchi Sarees at 1,000 each.
8th Claimed for damages from Pathi Silk Kendra Rs 500
9th Returned damaged goods to NSR and Co., 5 kanchi Sarees
12th Purchased from Sudharshan Silks 150 Mysore Silk at 250 each, 100 Handloom sarees at 750 each, less trade discount at 10%
15th Sold to Kala on account 20 printed sarees at 300 each, 25 Kanchi Sarees at 1,300 each, 20 Mysore Silk Saree at 300 each, less trade discount at 5%
20th Sold to Kusum Sarees, 40 Handloom Sarees at ₹ 1,000 each
21st Kumar returned, 10 Printed Sarees and 20 Kanchi Sarees
25th Returned to Sudharshan's Silk, 25 Mysore Silk
27th Returned from Kusum Sarees, 10 Handloom Sarees

30th Purchased from Nandi Silk, 400 Nandi brand sarees at 500 each

6. Enter the following transactions in a three column cash book for the month of January 2023.

Jan 1 Commenced business with Rs. 10,000 in cash.

Jan 2 Opened a bank account with SBI Rs. 5,000

Jan 3 Aruna paid us Rs. 4,900 in full settlement of his account for Rs. 5,000.

Jan 5 Bought goods for cash Rs. 5,000.

Jan 8 Draw a cheque for personal use Rs. 2,000.

Jan 10 Draw for office use Rs. 2,000.

Jan 12 Bought goods for Rs. 1,500 and paid by cheque immediately.

Jan 15 Received for cash sales Rs. 10,000.

Jan 20 Paid salaries Rs. 5,000.

Jan 23 Nagesh directly paid into our bank Rs. 10,000.

Jan 25 Cash deposited into bank account Rs. 3,000.

Jan 28 Received commission Rs. 1,000.

Jan 30 Sold goods for cash Rs. 6,000 and remitted the same into the bank.

7.a Enter the following transactions of Mr. Mayaank a Sole Trader, who make sales on credit.

1st June 2023 Sold to Saphthagiri traders Hoskot
5 bags of Rice at 1,800 per bag
2 bags of Wheat at 800 per bag
10 tins of Oil at 800 per tin.

8th June 2023 Sold to Sreenivas & Co., Mangalore.
12 tins of Oil at 820 per tin

21st June 2023 Sold to Ankit Trading Company, Tumkur
5 bags of Wheat at 700 per bag.
20 tins of Oil at 900 per tin.

b. Enter the following transactions in Simple cash book for the month of Nov 2023 and balance the same.

1st Commenced business with cash Rs. 70,000
3rd Paid into bank Rs. 50,000
5th Bought furniture Rs. 3,800
8th Purchased goods Rs. 8,000 for cash

- 11th Sold goods for cash Rs.14,000
- 18th Received cash from Anuj Rs.1500
- 23rd Drew for personal use Rs.5000
- 29th Paid to Mr. Gajendra Rs.4000
- 31st Sent to Sunil money order of Rs.2800

SECTION- D

IV. Answer any one of the following questions, carrying six marks each (6*1=6)

- 8. Draw the Specimen of Inward Invoice with imaginary figures.
- 9. Draft a purchase book with 5 imaginary figures.



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DEPARTMENT OF BBA

I SEMESTER BBA GENERAL
II INTERNAL EXAMINATION- NOVEMBER 2023
MANGEMENT PRINCIPLES AND PRACTICES

Date: 16/11/2023

Time: 1 Hour 30 Mins

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each. (5*2=10)

1.

- a) Define Communication.
- b) What is the meaning of span of control? What are the two types of span of control?
- c) Define Directing.
- d) Define Delegation of authority.
- e) Give examples of Hygiene Factors from Herzberg's Motivation Theory.
- f) What is a Committee?
- g) Define Formal Leadership.

SECTION -B

II. Answer any two of the following questions, carrying five marks each. (2*5=10)

2. What are the types of departmentalization?
3. Explain the process of staffing.
4. Explain the communication process

5. State the limitations of written communication.

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each. (2*12=24)

6. Explain the barriers to effective communication.
7. What are the different styles of leadership? Explain any two.
8. Explain different types of formal organization.

SECTION- D

IV. Answer any one of the following questions, carrying six marks each (6*1=6)

9. Explain the principles of Organizing.
10. Briefly explain the types of communication.



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DEPARTMENT OF BBA

I SEMESTER BBA GENERAL
II INTERNAL EXAMINATION- NOVEMBER 2023
MARKETING MANAGEMENT

Date: 17/11/2023

Time: 1 Hour 30 Mins

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each. (5*2=10)

1.
 - a) Who is a Consumer?
 - b) What is product line?
 - c) What is Brand Equity?
 - d) Define Segmentation?
 - e) Define the term 'Consumer Behavior'?
 - f) What is packing and Packaging?
 - g) What is pricing?

SECTION -B

II. Answer any two of the following questions, carrying five marks each. (2*5=10)

2. What are the benefits of Segmentation?
3. Explain the steps in Buying Process?
4. Discuss reasons for failure of new Product?
5. Discuss policies and strategies of Packaging?

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each. (2*12=24)

6. Discuss various stages of Product Life Cycle?
7. Discuss various factors influencing of Consumer Behavior?
8. Discuss various methods of Pricing Policies?



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DEPARTMENT OF BBA

I SEMESTER BBA GENERAL & BBA AVIATION
II INTERNAL EXAMINATION- JANUARY 2024
Digital Fluency

Date: 6/1/2024

Time: 2 Hours

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each. (5*2=10)

1.

- a) What do you mean by Network?
- b) What do you mean by Transmission?
- c) What do you mean by a Virtual Meet?
- d) Expand: LAN, MAN and WAN. Give the meaning of Modem.
- e) Give the meaning of Digital Footprints.
- f) Give the meaning of E-waste.
- g) Give the meaning of Repeater.

SECTION -B

II. Answer any two of the following questions, carrying five marks each. (2*5=10)

2. Explain the benefits of using Computer Network.
3. Give the classification of Computer Network.
4. Write a short note on the Relational Data Model.
5. What are the objectives of E-learning Platforms?

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each. (2*12=24)

6. How to Create a Questionnaire? Explain
7. Discuss Spyware, Adware, and Key Loggers.



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DEPARTMENT OF BBA-GENERAL& BBA-AVIATION
II INTERNAL ASSESSMENT-2023
PSYCHOLOGY OF HEALTH AND WELLBEING

Semester:I
Time: 1 Hour

Date: 5/1/2024
Max marks: 30

Time 1 Hour Max Marks: 30

I Write any Two of the following

Marks: 2X2=04

1. Mention any two coping mechanisms of stress.
2. What is health management?
3. What is Malnutrition?
4. What is Positive Psychology?

II Answer any two of the following

Marks: 2 X 5=10

1. Write a note on stress management.
2. Explain the factors linked to obesity.
3. Write a note on Health Promotion.
4. Write a note on strength.

III Answer any two of the following

Mark: 2 X 8 = 16

1. Explain the different health protective (preventive) behaviour.
2. What is Alcoholism? Explain its effects on human behaviour.
3. Explain VIA classification of character strength.



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DEPARTMENT OF BBA

**I SEMESTER BBA GENERAL
II INTERNAL EXAMINATION- JANUARY 2024
FUNCTIONAL ENGLISH GRAMMAR AND STUDY SKILLS (OEC)**

Date: 05.1.2024

Time: 1 Hour

Max marks: 30

- I. Do as directed:- (2 marks)
 1. _____ cannot be used in business writing.
 2. _____ is an example of general/ personal writing.

- II. Write short notes on any two:- (3×2=6)
 1. Explain skimming and scanning.
 2. Write a note on Business writing.
 3. Write the difference between Academic and General writing.

- III. Cloze Test:- (2 marks)
 1. Reading a newspaper is an example of _____ reading process.
 2. _____ writing is used in Research Project.

- IV. Draft an email:- (5 marks)
 1. Draft an email to Flipkart complaining about defective delivery of a smart watch.

- V. Write a paragraph:- (5 marks)
 1. Usage of plastic in the kitchen.

- VI. Answer any one of the following:- (10 marks)
 1. Explain the stages of writing process.
 2. Discuss the strategies of reading.



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DEPARTMENT OF BBA

I SEMESTER BBA GENERAL
III INTERNAL EXAMINATION- JANUARY 2024
FUNDAMENTALS OF ACCOUNTING

Date: 3/1/2024

Time: 2 Hours

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each. (5*2=10)

1.

- a. What is Petty cash book?
- b. Give the meaning of Bank Reconciliation Statement
- c. Why is trading account is prepared
- d. What is Depreciation?
- e. Bring out the difference between main cash book and petty cash book
- f. What are operating expenses?
- g. What is balance sheet

SECTION -B

II. Answer any two of the following questions, carrying five marks each. (2*5=10)

2. Prepare an analytical petty cash book from the following transactions.

2023, July 1 Received from Cashier 8,000

3 Paid for postage 80

5 Purchased Stationery 200

7 Sent telegram 180

9 Paid Carriage 240

12 Paid to Mr.Shine 1000

14 Paid for office cleaning 240

18 Paid Auto charges paid 400

28 Paid to Journals and magazines 1200

30 Floor cleaning charges 240

3. Prepare trading Accounts Ms. Bindu for the year ending 31st march 2023

Particulars	Amount
Purchased of Materials	2,50,000
Carriage on purchase	6000
Wages	70,000
Stock on 1.04.2022	3,60,000
Stock on 31.03.2023	3,80,000
Sales	6,50,000
Sales returns	80,000
Purchase returns	30,000
Duty and cleaning charges	70,000
Factory rent and lighting expenses	30,000
Factory salary	20,000

4. From the following information prepare balance sheet of Mr. Arjun as on 31st march 2023.

Capital	15000
Drawings	3250
Closing stock	18,792
Bills receivables	1000
Debtors	2907
Creditors	3000
Rent outstanding	130
Patents and trademark	500
Cash	62
Goodwill	1730
Interest receivables	25
Net profit	11,510
Commission outstanding	1151
Prepaid insurance	950
Prepaid advertisement	200

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each. (2*12=24)

5. From the following Trial balance of Mr.Hithesh prepare Final accounts after considering the adjustments for the year ending 31st march 2023

Adjustments:

- Stock on 31.3.2023 Rs.20,000
- Prepaid Insurance Rs.200
- Interest on capital at 5%
- Office rent outstanding Rs.400
- Depreciation is to be provided at 10%on furniture and plant and machinery.

Particulars	Debit	Credit
Capital		30,000
Drawings	2600	
Plant and Machinery	12,000	
Stock on 1 st April	5000	
Purchases	35,000	
Sales		50,000
Returns	2000	1000
Sundry debtors	8000	
Sundry creditors		6000
Carriage inwards	500	
Carriage outwards	500	
Wages	3000	
Salaries	2000	
Factory rent	200	
Office rent	500	
Insurance	500	
Discount received		600
Discount allowed	300	
Furniture	2000	
Bad debts	400	
Commission	300	
Building	8000	
Bills payable		2000
Cash at bank	200	
Cash in hand	600	
Bills receivables	600	
Total	89,600	89,600

6. From the following information particulars prepare bank reconciliation statement of Mr. Jacob as on 31st August 2023.

- Bank balance as per cash book 8000
- Cheques of 1000, 2000 and 3000 issued on 8th, 10th and 13th August. Of these a cheque issued on 10th only not presented for payment till 31st August.
- Interest and Dividend collected by banker on 25th August and informed the customer on 1st September 500
- Cheques of 3300 deposited into bank of which a cheque of 2300 only collected in August.
- A cheque of 2000 received and debited in cash book but not sent to bank till 31st August.
- The following entries found in pass book only

- i. Interest on bank balance 250
- ii. Electricity bill paid 400
- iii. Commission charges 50

7. Following is the Trial balance of Ms. Ambition is given below as on 31st march 2023.

Particulars	Debit	Credit
Cash	120,000	
Drawings	36,000	
Sales returns	13,000	
Factory expenses	62,000	
Deposits with bank	22,000	
Capital		2,00,000
Sales		8,00,000
Purchase	6,68,000	
Debtors	1,77,000	
Bad debts	14,000	
Insurance	8000	
Creditors		49,000
Purchase returns		18,000
Commission		12,000
Opening stock	1,55,000	
Furniture and fixture	11,000	
Bills payable		40,000
Bills receivables	13,000	
Bank overdraft		1,80,000
Total	12,99,000	12,99,000

Additional Information:

- a. Outstanding expenses: Salary 6000; Rent 4000
- b. Prepaid insurance 2000
- c. Commission includes 3000 received in advance for next year
- d. Interest on bank overdraft 33,000 to be paid
- e. Depreciation on furniture and fixture 10%p.a
- f. Stock as on 31st march 2023.

Section D

Answer any One of the following questions, carries Six marks.

(1*6=6)

8. Prepare a Bank Reconciliation Statement with imaginary 6 figures
9. Prepare simple petty cash book with imaginary figures.



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DEPARTMENT OF BBA

I SEMESTER BBA GENERAL & BBA AVIATION
III INTERNAL EXAMINATION- JANUARY 2024
MANAGEMENT PRINCIPLES AND PRACTICES

Date: 04/01/2024

Time: 2 Hours

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each. (5*2=10)

1.

- a) What is CSR?
- b) Define Coordination.
- c) What is Green Management?
- d) Define Break Even Analysis.
- e) Give examples of statistical data.
- f) Define Controlling
- g) What are the common types of budgets prepared by organizations?

SECTION -B

II. Answer any two of the following questions, carrying five marks each. (2*5=10)

2. What are the steps in Controlling?

3. Briefly explain the importance of ethics in business?
4. Write a note on Principles of Coordination?
5. What are the arguments that are against Business Social Responsibility?

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each. (2*12=

6. What are the essentials of Effective Control System?
7. What are the factors that determine ethical and unethical behaviours in business?
8. Explain the modern techniques of controlling.

SECTION- D

IV. Answer any one of the following questions, carrying six marks each (6*1=

9. Explain PERT and CPM.
10. What are the key aspects of Managerial Ethics?



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DEPARTMENT OF BBA

**I SEMESTER BBA GENERAL
III INTERNAL EXAMINATION- JANUARY 2024
MARKETING MANAGEMENT**

Date:5/1/2024

Time: 2 Hours

Max marks: 50

SECTION-A

I. Answer any five of the following questions, carrying two marks each. (5*2=10)

1.

- a) Give the meaning and definition of services?
- b) What is branding?
- c) Give the meaning of labeling?
- d) What is cost plus pricing?
- e) What is skimming pricing policy?
- f) Define promotion?
- g) Define Channels of distributions?

SECTION -B

II. Answer any two of the following questions, carrying five marks each. (2*5=10)

2. Explain the features of services?
3. Difference between Goods and Services?
4. Explain types of Advertisement?
5. Explain AIDA Model?

SECTION- C

III. Answer any two of the following questions, carrying twelve marks each. (2*12=24)

6. Explain various types of Pricing with example?
7. Explain in detail the seven P's of services Marketing and Importance of service?
8. Explain the factor affecting channel choice of distribution channels?

SECTION- D

IV. Answer any one of the following questions, carrying six marks each (6*1=6)

9. Discuss different types of Marketing Channels?
10. What is advertising and types of Advertisement Strategies?