37213/B 130/32213/B 130/41202/B 020

Reg. No :

II Semester B.B.A.3/B.C.A. 3/B.C.A.4 Examination, May/June 2018
KANNADA BASIC
ಸಾಹಿತ್ಯ ಸಿಂಚನ – 2
(New Syllabus) (Regular)

Time : 3 Hours

Max. Marks : 80

ಸೂಚನೆ : ಭಾಷೆ ಮತ್ತು ಬರಹದ ಶುದ್ಧಿಗೆ ಗಮನ ಕೊಡಲಾಗುವುದು.

1. a) ಶ್ರೀ ಕೃಷ್ಣನು ಮಯೂರರದ್ಧಜನನ್ನು ಪರೀಕ್ಷಿಸಿದ ಸನ್ನಿವೇಶವನ್ನು ವಿವರಿಸಿ.   15

   ಅಥವಾ

   b) 'ಮಾಯಾಕಿನ್ನರಿ' ಕವನದ ಸ್ವಾರಸ್ಯವನ್ನು ಕುರಿತು ವಿವರಿಸಿ.

2. a) 'ಪ್ರೀತಿಯ ಮೀಮಾಂಸೆ' ಪ್ರಬಂಧದಲ್ಲಿ ಪ್ರೀತಿಯ ವಿವಿಧ ಮುಖಗಳು ವ್ಯಕ್ತಗೊಂಡ ಬಗೆಯನ್ನು
   ನಿರೂಪಿಸಿ.   15

   ಅಥವಾ

   b) ಪರಿಸರ ನಿರ್ವಹಣೆಯಲ್ಲಿ ಮಹಿಳೆಯ ಪಾತ್ರವನ್ನು ಕುರಿತು ಬರೆಯಿರಿ.

3. ಬೇಕಾದ ನಾಲ್ಕಕ್ಕೆ ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ :   20

   a) ಮೋಳಿಗೆ ಮಾರಯ್ಯ

   b) ನಾನೊಂದು ಮರವಾಗಿದ್ದರೆ

   c) ಜಿ.ಎಸ್. ಶಿವರುದ್ರಪ್ಪ

   d) ಭೂತಾಪಮಾನದ ಕಾರಣಗಳು

   e) ಹಾ.ಮಾ.ನಾ.

   f) ಒಂದು ಹೆಣದ ಸುತ್ತ ಕಥೆಯ ಎಲ್ಲವ್ವ.

4. ಬೇಕಾದ ಮೂರಕ್ಕೆ ಸಂದರ್ಭದೊಡನೆ ಸ್ಪಷ್ಟೀಕರಿಸಿ :   15

   a) ಅಕ್ಕ, ತಂಗಿ ಗೌರಿ ಗಂಗಿ ಹಾಂಗ ಇರಲಿ

   b) ಆಯ್ತು, ಈ ಪ್ರಾಪರ್ಟಿ ಇವತ್ತು ನಿನಗೆ ಸಿಗಲಿಲ್ಲವಾದರೆ ಬೇರೆ ಯಾರಿಗೂ ಸಿಗುವುದಿಲ್ಲ.

   c) ಸರಿಯಿಲ್ಲ ನಿನ್ನ ವೈಭವಕೆ ! ನಾಟಿಯಿಲ್ಲ ನಿನ್ನ ಮೈಸಿರಿಗೆ !

   d) ಗಂಡ ಹೆಂಡಿರ ಜಗಳ ಉಂಡು ಮಲಗುವ ತನಕ

   e) ಎಲ್ಲಿಯ ಚೀಲವಿವು ಹೇಳೆನುತ ಸತಿಯಂ ಬೆಸಗೊಳ್ಳುತ್ತಿರಲು.

5. ಒಂದೇ ವಾಕ್ಯದಲ್ಲಿ ಉತ್ತರಿಸಿ :   15

   a) 'ಜೈಮಿನಿ ಭಾರತ'ದ ಕರ್ತೃ ಯಾರು ?

   b) 'ಹಲಸಂಗಿ' ಗ್ರಾಮ ಯಾವ ಜಿಲ್ಲೆಯಲ್ಲಿದೆ ?

   c) 'ಬಸವ ಪುರಾಣ'ದ ಕರ್ತೃ ಯಾರು ?

   d) 'ಧನಗರಿಧ್ಬಜ' ಎಂದರೆ ಯಾರು ?

   e) ಜಿ.ಎಸ್.ಎಸ್. ಅವರ ಪೂರ್ಣ ಹೆಸರು ?

P.T.O.

f) ವಿ.ಕೃ. ಗೋಕಾಕರ ಕಾವ್ಯನಾಮ ಯಾವುದು ?

g) ದ.ರಾ. ಬೇಂದ್ರೆಯವರ ತಂದೆ – ತಾಯಿ ಹೆಸರು.

h) 'ನಾನೊಂದು ಮರವಾಗಿದ್ದರೆ' ಕವನ ಯಾರದು ?

i) 'ಭೂತಾಪಮಾನ : ಕಾರಣಗಳು ಮತ್ತು ಪರಿಹಾರೋಪಾಯಗಳು' ಈ ಲೇಖನ ಬರೆದವರಾರು ?

j) 'ಬೀಜ, ಮೊಳಕೆ ... ಆಹ್ವಾನ' ಈ ಲೇಖನವನ್ನು ಕನ್ನಡಕ್ಕೆ ಅನುವಾದ ಮಾಡಿದವರಾರು ?

k) ವೀರಭದ್ರ ಕೌದಿಯವರ ತಂದೆ – ತಾಯಿ ಹೆಸರು.

l) ಶ್ರೀಮತಿ ಸತ್ಯ ಎಸ್. ಅವರು ಜನಿಸಿದ ವರ್ಷ ಯಾವುದು ?

m) ಹಾ.ಮಾ.ನಾ. ಅವರು ಯಾವ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಉಪಕುಲಪತಿಗಳಾಗಿದ್ದರು ?

n) ಪ್ರೊ. ವೀರೇಂದ್ರ ಸಿಂಪಿ ಅವರ ತಂದೆ ಹೆಸರು.

o) ಕಂಚಪ್ಪನ ಹೆಂಡತಿ ಯಾರು ?

Reg. No :

II Semester B.B.A.2 Examination, May/June 2018
FUNDAMENTALS OF MARKETING
Theory

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any ten** of the following questions.

(10×2=20)

1. Define Marketing.

2. What do you mean by Customer Needs ?

3. What do you mean by Societal Marketing Concept ?

4. What do you mean by Augmented Product ?

5. What is Branding ?

6. What is STP ?

7. State any 2 objectives of pricing.

8. What is Product line pricing ?

9. What do you mean by distribution channel ?

10. What is VMS ?

11. What do you mean by discount and allowance ?

12. What is an Advertising Objective ?

SECTION – B

Answer **any five** of the following questions.

(5×8=40)

13. How marketing concept is different from selling concept ? Explain.

14. What is Marketing Environment ? Explain the various factors of Micro.

P.T.O.

15. What is Product ? Discuss the various levels of product with an example.

16. Explain the different stages of product life cycle.

17. What is Pricing ? Explain the different factors affecting it.

18. Describe the different price adjustment strategies.

19. Suggest suitable distribution channel for the following :

    a) Laptop

    b) Ice-Creams

    c) Health Drinks

    d) Fairness Cream.

20. Explain the personal selling process with an example.

SECTION – C

Compulsory.   **(14+6=20)**

21. Parag Milk Foods Pvt. Ltd. is a leading and successful company in Milk & Milk based products. It is planning to enter into Karnataka State. As a consultant you are required to suggest the following :

    a) Basis of segmentation

    b) Targeting and positioning

    c) Product line

    d) Pricing method

    e) Distribution channel

    f) Promotion strategy.

22. Explain the sales promotion activities and advertising media for launching a tooth paste brand in Rural Markets of Karnataka.

II Semester B.B.A.3 Degree Examination, May/June 2018
BUSINESS COMMUNICATION
Theory

Time : 3 Hours   Max. Marks : 80

PART – A

Answer **any ten** of the following :   (10×2=20)

1. What is business communication ?
2. What do you mean by horizontal communication ?
3. What do you mean by grapevine communication ?
4. Give any two examples of audio signs.
5. What is paralanguage ?
6. What is E-mail ?
7. What do you mean by a report ?
8. What do you mean by status enquiry letter ?
9. What do you mean by script writing ?
10. What do you mean by circular ?
11. What do you mean by listening ?
12. List few modern media used for written communication.

PART – B

Answer **any 4** of the following :   (5×4=20)

13. Explain in detail the various functions of business communication.
14. Explain the various dimensions of business communication.
15. Write a short note on :
    a) Group discussion
    b) Proxemics is non-verbal communication.
16. Write a letter to a company ordering goods manufactured by them.
17. Write a letter to XYZ Company Ltd. requesting quotation for a standard room furniture.
18. What are the blocks of effective listening ?

PART – C

Answer **any three** of the following :   (10×3=30)

19. Explain the process of communication with diagram.
20. How would you over come barriers of communication ?
21. Explain the 7C's of communication.

22. How will you develop effective listening skills ?

23. Write short notes on :

    a) Formal and Informal communication

    b) Telephonic conversation

    c) Body language.

PART – D

Compulsory question :   **(1×10=10)**

24. Mr. Patil of 1ˢᵗ Main Road of Central City has not been able to pay ₹ 25,000 that are balance in your books. Even after sending in 3 letters. He has not compiled with your letters. Write a fourth letter demanding payment and a hint of legal proceedings.

Reg. No :

II Semester B.B.A.3 Examination, May/June 2018
HUMAN RESOURCE MANAGEMENT
(Theory)

Time : 3 Hours   Max. Marks : 80

Instructions : 1) Write **correct** question numbers.
2) Part **D compulsory.**

PART – A

Answer **any 10** of the following. **Each** carries 2 marks.   **(10×2=20)**

1. What is Human Resource Planning ?

2. How Personnel Management is different from HRM ?

3. What is take home salary ?

4. What is job enrichment ?

5. Why off the job training is necessary ?

6. How can appraisal boost employee morale ?

7. Give the meaning of industrial accident.

8. What is purpose of brain storming ?

9. Is job rotation a sign of learning ? Comment.

10. Mention causes of grievances.

11. Explain the importance of exit interview.

12. What is fair wage ?

PART – B

Answer **any four** of the following. **Each** carries **5** marks. (5×4=20)

1. Distinguish between personnel management and HRM.

2. Explain grievance redressal procedure.

3. Define job description. Explain contents of it.

4. Discuss different types of fringe benefits.

5. Explain significance of HRM.

PART – C

Answer **any three** of the following. **Each** carries **10** marks. (10×3=30)

1. What is job training ? Explain types of trainings.

2. Discuss various types of performance appraisal system in HRM.

3. Explain various functions of HRM in brief.

4. Distinguish between time wage system and piece rate system.

PART – D

(Compulsory) (10×1=10)

Rehis cements is involved in manufacturing of cement and allied products. For the purpose of marketing in North Karnataka and business expansion, they need 2 HR managers, 5 marketing executives and 15 front sales officers. As a HR of the company you need to

1. Draft recruitment (advertisement) copy.

2. Suggest suitable selections steps.

Reg. No.

II Semester B.B.A.2 Degree Examination, May/June 2018
INDIAN BUSINESS ENVIRONMENT
Theory

Time : 3 Hours   Max. Marks : 80

Instructions : *1) Write precisely and clearly.*
  2) Part – D is compulsory.

PART – A

Answer **any 10** questions :   (10×2=20)

1. Define business environment.
2. Expand IDBI.
3. What is globalisation ?
4. What is fiscal policy ?
5. Mention few trade blocs of the world.
6. Define SSI.
7. Mention benefits of Indian planning.
8. What is CRR ?
9. Who is present Vice Chairman of Niti Ayoga ?
10. When was WTO established ? Where is it headquarter ?
11. What is Mixed Economy ?
12. What is capitalistic economy ?

PART – B

Answer **any 5** questions. **Each** carries **8** marks.   (5×8=40)

1. Explain the constituents of business environment.
2. Explain the objectives of economic planning in India.
3. Explain the functions of RBI.
4. What is environmental scanning ? Explain its importance.
5. Explain the causes for backwardness of Indian Economy.
6. Write short notes on :
   a) Privatisation
   b) Challenges of WTO to its member counters.
7. Explain the objectives and functions of IFCI.

PART – C

Explain the role of SSI in economic development of the country.   (10×1=10)

PART – D
(Compulsory)

Write short notes on :
a) Entry modes of international business.
b) Economic environment of India.   (5+5=10)

Reg. No.

II Semester B.B.A.3 Degree Examination, May/June 2018
BUSINESS STATISTICS (Regular)

Time : 3 Hours

Max. Marks : 80

Instructions : 1) *Use simple calculators.*
2) *Show the necessary steps.*

SECTION – A

Answer **any 10** questions from the following : (2×10=20)

1. Define statistics.

2. What are sources of primary data ?

3. What is secondary data ?

4. What is classification ?

5. Write two advantages of graphical representation.

6. Define averages.

7. Write the formula for combined standard deviation.

8. Define skewness.

9. What is time series ?

10. What do you mean by Business cycle ?

11. What are Index numbers ?

12. Why is Fisher's index number called ideal ?

SECTION – B

Answer **any four** questions, **each** carries **5** marks. (5×4=20)

1. What are functions of statistics ?

2. What are types of classification ?

3. Prepare a blank table from the following :

   a) Sex : Male, Female

   b) City : Mumbai, Bengaluru, Belagavi

   c) Income level : Poor, Middle class and Rich.

P.T.O.

4. A rupee spend on Khadi is distributed as follows :

Components	Amount (Paise)
Farmer	19
Carder and spinner	35
Weaver	28
Dryer and printer	8
Administrative agency	10
	100

Prepare a suitable diagram.

5. Calculate the trend values by five(5) yearly moving averages.

Year	2001	2002	2003	2004	2005	2006	2007
Population	412	438	446	454	470	483	490

6. Prepare a frequency distribution table with C-I 5 width.

51, 47, 50, 54, 62, 52, 42, 49, 52, 49, 44, 50, 53, 58, 46, 50, 51, 53, 48, 50, 55, 52, 55, 58, 63, 54, 52, 49, 50, 58.

SECTION – C

Answer **any three** questions, **each** carries **10 marks.**   **(10×3=30)**

1. Find the mean, median and mode from the following :

C-I	0 – 10	10 – 20	20 – 30	30 – 40	40 – 50	50 – 60
Frequency	1	8	15	20	10	6

2. Find the Bowley's coefficient of skewness :

Age	0 – 10	10 – 20	20 – 30	30 – 40	40 – 50	50 – 60	60 – 70
No. of Persons	2	1	3	2	3	4	2

3. Fit a straight line trend for the following data by the method of least squares. Estimate the probable value for 2006 :

Year	1999	2000	2001	2002	2003	2004
Value	10	8	12	9	11	12

4. Calculate i) Marshall-Edgeworth Index number ii) Dorbish-Bowley index number iii) Fisher's index number :

Commodity	Base Year		Current Year	
	Price	Quantity	Price	Quantity
A	2	74	3	82
B	5	125	4	140
C	7	40	6	33

5. Write the General Rules for construction of statistical table.

SECTION – D
(Compulsory)

Answer the following question : (1×10=10)

From the following information calculate the following :

a) Combined mean and combined standard deviation.

b) Calculated co-efficient of variation and comment on the result

Particulars	Factory A	Factory B
No. of workers	500	600
Average Wages (Rs.)	186	175
S.D.	9	10

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Reg. No. ☐☐☐☐☐☐☐☐

II Semester B.B.A. 2 Degree Examination, May/June 2018
(Repeater)
BUSINESS STATISTICS
Theory

Time : 3 Hours   Max. Marks : 80

Instruction : *Simple calculator is* ***allowed.***

SECTION – A

Answer **any ten** of the following :   (2×10=20)

1. Define statistics.

2. Define tabulation.

3. What do you mean by classification ?

4. Calculate range and coefficient of range from the following data :
   43, 45, 7, 5, 60, 71, 15.

5. What is an index number ?

6. If Laspeyre's index number is 45 and Pasche's index number is 40, find Fisher's index number.

7. Define stub and caption.

8. Define correlation and regression.

9. Write any two uses of time series.

10. If mean is 84 and median is 85 find mode.

11. What is inclusive method of class intervals ?

12. Write any two functions of statistics.

SECTION – B

Answer **any five** of the following :

(5×8=40)

13. What is primary and secondary data ? What are the various methods of collecting primary data ?

14. Calculate mean, median from the data given below :

X	0 – 10	10 – 20	20 – 30	30 – 40	40 – 50	50 – 60	60 – 70
f	4	12	8	21	32	28	10

15. From the following data calculate combined mean and combined standard deviation :

Particulars	Factory A	Factory B
No. of workers	300	200
Average wages	52.5	47.5
S.D.	10	11

16. The scores of two golfers for 8 rounds are recorded in below table. Determine out of these two players, which one is more consistent player :

Golfer A	58	74	28	68	32	38	56	46
Golfer B	62	74	82	42	54	68	24	58

17. Compute Karl Pearson's coefficient of correlation for the following data :

x	1	2	3	4	5
y	8	9	11	12	10

18. From the following data, calculate, Laspeyer's, Pasche's and Fisher's index number :

	Base Year		Current Year	
	Qty.	Price	Qty.	Price
A	18	12	14	15
B	24	9	22	17
C	21	3	16	11
D	7	15	5	9

19. Represent the following data by a percentage component bar diagram :

Particular	Factory A	Factory B
selling price	400	650
Quantity sold	240	365
Wages	3,500	5,000
Materials	2,100	3,500
Miscellaneous	1,400	2,100

SECTION – C   (1×20=20)

20. Fit a linear trend by the method of least squares for the following data :

Year	2010	2011	2012	2013	2014
Profit (in Rs. '000)	60	72	75	65	78

Estimate :

a) Trend values for various year

b) Estimate profits for the next 3 years

c) Plot out the graph of original value and trend value on a same graph paper

d) Estimate the monthly change in profit.

Reg. No.

II Semester B.B.A. 3 Examination, May/June 2018
FINANCIAL ACCOUNTING – II (Regular)
(Paper – II)

Time : 3 Hours

Max. Marks : 80

Instructions : *1) Working notes may be given.*
*2) Simple calculators are **allowed**.*
*3) Part **IV** is **compulsory**.*

PART – I

Answer **any ten** of the following questions **each** carries 2 marks.　　　　**(10×2=20)**

1. What is hire purchase system ?

2. What is cash-price ?

3. What is shortworking ?

4. What is minimum rent ?

5. What is Department ?

6. What is Sales ratio ?

7. What is Branch Account ?

8. Name any two types of non-trading concern.

9. What is Capital Expenditure ?

10. What is inter-departmental transfer ?

11. What do you mean by cash-in-transit ?

12. What is loading ?

PART – II

Answer **any four** questions. **Each** carries **5** marks. (4×5=20)

13. Distinguish between Hire purchase system and instalment system.

14. Explain any five advantages of Departmental Accounts.

15. Write a note on Dead-rent in case of strike.

16. On 1-1-2011 Mr. Ramesh purchases an asset from Suraj and Co. on hire-purchase system. The cash price of the asset being Rs. 4,000, payable Rs. 1,000 on signing the agreement and balance in three equal instalments of Rs. 1,000 each on 31st Dec. every year. In addition to above interest is at 5% p.a is also payable to vendor on unpaid balance of cash price.
    Calculate amount of interest and instalments.

17. A Coal Co. leased a mine on a royalty of Rs. 2 per tonne of Coal raised with a minimum rent of Rs. 8,000 per year. The right of recoupment of shortworkings was out of royalties during the first three years. The quantities of Coal raised were as under

1st year	–	1600 tonnes
2nd year	–	2000 tonnes
3rd year	–	12000 tonnes
4th year	–	16000 tonnes

    Pass journal entries in the books of Coal Co.

18. Dhoni traders have a branch at Chennai. From the following information prepare Branch Account in the books of HO.

Stock on 1-1-2010	Rs. 20,000
Goods sent to Branch	Rs. 50,000
Cash sent to Branch	
During the year 2010 for	
Salary	Rs. 18,200
Rent	Rs. 12,000
Goods returned by Branch	Rs. 2,000
Cash received from Branch	Rs. 66,000
Stock on 31-12-2010	Rs. 24,000

PART – III

Answer **any three** questions. **Each** carries **10** marks. (3×10=30)

19. Following are the particulars of the two departments 'A' and 'B'. Prepare the columnar trading and Profit and Loss account assuming that all the direct expenses are allocated to the departments in the ratio of 2 : 1 respectively.

Particulars	A	B	Total
Opening stock	10,000	15,000	25,000
Purchases	20,000	30,000	50,000
Sales	50,000	60,000	1,10,000
Closing stock	10,000	20,000	30,000
Rent	–	–	6,000
Salary	–	–	3,000
Advertisement	–	–	9,000

20. X Co. Ltd., Gulbarga has a branch at Vijayapur. The goods are invoiced to the branch at 20% profit on sales. The branch has been instructed to send all cash received to the Head Office daily and all its expenses are paid by office. The following are the summary of the transactions at the above branch for the year 2013.

Branch stock on 1-1-2013 (at Invoice price)	Rs. 10,000
Branch Debtors on 1-1-2013	Rs. 4,000
Branch petty cash on 1-1-2013	Rs. 100
Goods sent to branch (at cost price)	Rs. 40,000

Expenses paid by HO for

Salary	12,000	
Rent	3,000	
Stationery	1,500	
Pettycash	700	Rs. 17,200
Goods returned by branch (at invoice price)		Rs. 1,000
Cash sales		Rs. 29,300
Credit sales		Rs. 36,000
Cash received from customers		Rs. 30,000
Goods returned by customers		Rs. 2,500
Discount allowed to customers		Rs. 1,500
Branch stock on 31-12-2013 (at IP)		Rs. 12,500
Branch petty cash on 31-12-2013		Rs. 200

From the above prepare Branch Account and Branch Debtors A/c in the books of head office.

21. The Coal Company leased a mine on a royalty of 50 paise per tonne of coal raised with a minimum rent of Rs. 1,000. The right of recoupment of shortworkings was out of royalties during the first three years. The quantities raised were

First year   –   800 Tonnes
Second year   –   1000 Tonnes
Third year   –   6000 Tonnes
Fourth year   –   8000 Tonnes

Prepare Royalty A/c, Landlord A/c and Shortworkings A/c in the books of Coal Company.

22. What is meant by cash-in-transit and goods in transit ? How they are adjusted in Head-office books ?

23. Distinguish between Profit and Loss Account and Income and Expenditure Account.

<div align="center">

PART – IV (Compulsory)   **(1×10=10)**

</div>

24. From the following statement of receipts and payments of New College Union for the year ended 31-12-2014. Prepare Income and Expenditure A/c taking in to consideration the adjustment given below.

<div align="center">

Receipts and Payments A/c

</div>

Receipts	Rs.	Payments	Rs.
To Balance on 1-1-2014	334	By Library books	420
To Subscription	1,112	By Printing and Stationery	80
To Sale of Furniture	500	By Magazine Expenses	460
To Sale of Newspaper	260	By Seminar Expenses	285
To Interest on Investment	45	By Furniture purchased	465
To Mis. receipts	42	By Sports and games	175
		By Mis. Expenses	98
		By Balance C/d 31-12-2014	310
	2,293		**2,293**

Adjustments :

1) Out of subscription a sum of Rs. 164 related to the year 2013, and Rs. 36/- related to the year 2015.

2) Outstanding subscription for the year 2014 amounted to Rs. 95/-.