



M 7870

Reg. No. :

Name :

I Semester B.B.A./B.B.A. R.T.M./B.B.A. T.T.M. Degree (CCSS – Regular)
Examination, November 2014
(2014 Admn.)

COMPLEMENTARY COURSE

1C01 BBA/BBA(RTM)/BBA(TTM) : Business Statistics

Time: 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries $1/2$ mark.

1. Define Statistics as a data.
2. What is classification ?
3. What do you mean by class limits ?
4. Explain one dimensional diagram. (4× $1/2$ =2)

SECTION – B

Answer **any four** questions. **Each** question carries 1 mark.

5. What is Pictograph ?
6. Explain cumulative frequency curve.
7. Define mode.
8. Find the value of median from the following :

x : 5 8 14 7 12 20 18

P.T.O.



9. Find the value of correlation from the following :

x :	1	2	3	4	5
y :	1	2	3	4	5

10. Find coefficient of mean deviation from the data given below :

Mean deviation = 15.37 ; Median = 43.

(4×1=4)

SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. State the properties of Arithmetic mean.

12. Explain the merits and median.

13. What is coefficient of variation ? State its uses.

14. What is Meso Kurtic curve ?

15. Calculate quartile deviation from the following :

Marks	:	0 – 10	10 – 20	20 – 30	30 – 40	40 – 50
No. of Students	:	5	8	13	7	7

16. From the following calculate regression equation of X on Y. Also calculate the value of X if the value of 'Y' is 30.

X :	8	7	10	9	6
Y :	15	18	17	21	14

17. Given below are the figures of sales ('000 rupees) of a certain shop.

Year :	2006	2007	2008	2009	2010	2011	2012
Sales :	125	128	133	135	140	141	143

Fit a straight line trend by the method of least square, and find the trend values for each year.

18. Calculate standard deviation from the following :

x :	6	7	8	9	10	11	12
y :	3	6	9	13	8	5	4

(6×3=18)



SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

- 19. Define Statistics as a method. State its characteristics.
- 20. The mean salary paid to two employees of an establishment was found to be Rs. 541.20. Later on, it was discovered that the salary of two employees was wrongly entered as Rs. 891 and Rs. 495. Their correct salary were Rs. 591 and Rs. 555. Find the correct Arithmetic mean.
- 21. Calculate Karl Pearson's coefficient of skewness from the following :

Variable	Frequency
70 – 80	11
60 – 70	12
50 – 60	30
40 – 50	35
30 – 40	21
20 – 30	11
10 – 20	6
0 – 10	5

(2×8=16)

SECTION – E

Answer any four questions. Each question carries 4 mark.

- 1. What is Histogram?
- 2. Explain cumulative frequency curve.
- 3. Define mode.
- 4. Find the value of median from the following :
21 5 8 14 7 12 20 18



K15U 0504

Reg. No. :

Name :

**I Semester B.A./B.Sc./B.Com./B.B.A./B.B.A.T.T.M./B.B.A.R.T.M./B.T.T.M./
B.B.M./B.C.A./B.S.W. Degree (CCSS-Reg./Supple./Improv.)**

Examination, November 2015

COMMON COURSE IN ENGLISH

**1A02 ENG : Language Through Literature – I
(2014 Admn. Onwards)**

Time: 3 Hours

Max. Marks : 40

- I. Write an essay of **200** words on **one** of the following : **(1×8=8)**
- 1) Write an essay on Bernard Shaw's views on the English Language.
 - 2) 'The process of voluntary surrender was initially painful but later a joyful experience.' How does Gandhiji advocate this thought ?
- II. Write an essay of **200** words on **one** of the following : **(1×8=8)**
- 1) How does Maya Angelou prove that new directions are not always disastrous and unpleasant ?
 - 2) Write an essay on the humour in Leacock's narrative.
- III. Answer **two** of the following in about **80** words : **(2×4=8)**
- 1) Cite the reasons that led Mahatma Gandhi to choose voluntary poverty.
 - 2) Explain the poet's use of symbolism and metaphors in 'The Road Not Taken'.
 - 3) What are the poet's views about honest, hard work as revealed in the poem 'To be of Use' ?
- IV. Answer **six** of the following in not more than **two** sentences : **(6×1=6)**
- 1) How, according to Gandhiji, does God come to our assistance ?
 - 2) What does Shaw's wife suspect him of ?
 - 3) What did Annie do after ensuring that the workers had become dependent on her ?

P.T.O.



- 4) Why did the narrator in 'My Financial Career' need to assure the manager that he was not a detective ?
- 5) Why did the manager in 'Thank You' not understand why many of his subordinates left ?
- 6) Explain the significance of the allusion to Greek amphoras and Hopi vases in 'To Be of Use'.
- 7) What, according to Sara Teasdale, will animals do after the war is over ?
- 8) What is the significance of the choice of the colour yellow in the first line ?

V. Answer the following :

(10×1=10)

a) Fill in the following blanks with the correct word endings :

9) It was a spontan _____ decision.

10) She needs to learn more vocabul _____

b) Rewrite the following in plain English :

11) a domestic service engineer.

12) a horticultural festive element.

c) Identify the spelling mistakes in the sentence given below and write out the correct spellings :

13) Practically the hole world went into morning when Nelson Mandela passed away.

d) Give the British spelling of the following word :

14) Skeptical.

e) Rewrite the following sentences correctly :

15) There is trees in the park.

16) He suspect that there might be a gas leak.

17) I am going to repeat the sentence again.

18) The Professor is knowledgible.



K15U 0512

Reg. No.:

Name :

**I Semester B.Com./B.B.A./B.B.A.T.T.M./B.B.A.R.T.M./B.T.T.M./B.B.M.
Degree (CCSS – Reg./Supple./Improve.) Examination, November 2015
COMMON COURSE IN MALAYALAM
1A07 1MAL : സാഹിത്യ രൂപങ്ങൾ
(2014 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 40

I. മൂന്നു വാക്കിൽ കവിയാതെ നാലു ചോദ്യങ്ങളിൽ രണ്ടെണ്ണത്തിന് ഉത്തരമെഴുതുക.

- 1) കാല്പനിക കവിതയുടെ സവിശേഷതകൾ 'മണിനാദം' എന്ന കവിതയെ ആധാരമാക്കി വിവരിക്കുക.
- 2) ബഷീറിന്റെ ആഖ്യാനമികവിന് മികച്ച ഉദാഹരണമാണ് 'പ്രേമലേഖനം' - സമർത്ഥിക്കുക.
- 3) ഉപന്യാസം എന്നാലേന്ത് ? പ്രബന്ധത്തിൽ നിന്ന് അതെങ്ങനെയെല്ലാം വേറിട്ടു നിൽക്കുന്നു ? വിവരിക്കുക.
- 4) വിവർത്തനം എന്നാലേന്ത് ? വിവർത്തനത്തിൽ ശ്രദ്ധിക്കേണ്ട പ്രധാന കാര്യങ്ങൾ എന്തെല്ലാമാണ് ? **(2x7=14)**

II. നൂറ്റമ്പത് വാക്കിൽ കവിയാതെ ആറു ചോദ്യങ്ങളിൽ നാലെണ്ണത്തിന് ഉത്തരമെഴുതുക.

- 5) "ആ പഴയ പാതകത്തിന്റെ മാഞ്ഞ കാൽപ്പാടുകൾ നാം എവിടെ തിരയും ?" ആരുടെ വാക്കുകൾ ? സന്ദർഭമേന്ത് ?
- 6) അപ്പൻ തമ്പുരാന്റെ ഉപന്യാസശൈലിയുടെ പ്രത്യേകതകൾ എന്തെല്ലാം ?
- 7) "നിന്നു കരിങ്കടൽ പോലെയിളകുന്ന നിന്നെ ഞാൻ കണ്ടു നിന്നോട്ടേ മതിവരെ" - സന്ദർഭവും സാരസ്യവും എഴുതുക.
- 8) "പ്രാണരക്ഷണത്തിനായിത്തീരി കവർന്നീടിൽ പാപമില്ലതിലെന്നു ചൊല്ലിലേ പുരാണങ്ങൾ" - ആരുടെ വാക്കുകൾ ? സന്ദർഭമേന്ത് ?

P.T.O.



9) “ചേറടിത്തട്ടിൽത്താണു കിടന്നേ മതിയാവു സാരസപുഷ്പത്തിന്നു സൂര്യനെ സ്നേഹിക്കുവാൻ” – വരികളിലെ ധ്വന്യാർത്ഥം വ്യക്തമാക്കുക.

10) ‘ഇവിടെ ഞാൻ എല്ലാവർക്കും ഒരു ഭാരമാണ്. ഈയൊരു ജീവിതം എനിക്ക് മടുത്തു’ – ആരുടെ വാക്കുകൾ ? ഇങ്ങനെ പറയാൻ കാരണമെന്ത് ? (4x3=12)

III. നൂറ് വാക്കിൽ കവിയാതെ ആറു ചോദ്യങ്ങളിൽ നാലെണ്ണത്തിന് ഉത്തരമെഴുതുക.

11) ആ സമാഗമം കോരിത്തരിപ്പിക്കുന്നതായിരുന്നു. ഏത് സമാഗമം ? വിശദമാക്കുക.

12) “വിടതരൂ! മതി പോകട്ടെ ഞാനുമെൻ – നടനവിദ്യയും മുകസംഗീതവും” – ഈ വരികളിൽ തെളിയുന്ന വക്താവിന്റെ മനോഭാവമെന്ത് ?

13) “ഇത്തീർപ്പൊന്നത്രേ കുഞ്ഞാമനയെക്കൊടുത്തപ്പോൾ” – തീർപ്പൊന്നായിരുന്നു ?

14) ലക്ഷ്യഭാഷ എന്നാലെന്ത് ?

15) ഭീംതാൾ തടാകത്തിന് ആ പേരു കിട്ടാൻ കാരണമെന്ത് ?

16) “മനുഷ്യനനുവദിച്ചിട്ടില്ലാത്ത അവമതി അങ്ങയെ പാതാളത്തോളം ചവുട്ടിത്താഴ്ത്തും” – ആരുടെ വാക്കുകളാണിത് ? സന്ദർഭമേത് ? (4x2=8)

IV. ഒരു വാക്കിലോ വാക്യത്തിലോ കവിയാതെ ആറെണ്ണത്തിന് ഉത്തരമെഴുതുക.

17) സാരാമ്മയ്ക്ക് കേശവൻ നായർ നിശ്ചയിച്ച ശമ്പളം എത്ര ?

18) മിനുത്ത പരവതാനിയുടെ പരുത്ത പ്രതലമാണ് വിവർത്തനം എന്നു പറഞ്ഞത് ആര് ?

19) ‘ആ മനുഷ്യൻ നീ തന്നെ’ എന്ന നാടകമെഴുതിയതാര് ?

20) ഗോമതി-സരയു നദികൾ ഒന്നിച്ചൊഴുകി നേപ്പാളിൽ പ്രവേശിക്കുമ്പോൾ ഏതു പേരിൽ അറിയപ്പെടുന്നു ?

21) ബേജ്നാഥ് മന്ദിറിലെ പ്രതിഷ്ഠ എന്താണ് ?

22) പൊൻകുരിശു തോമ എന്ന കഥാപാത്രത്തെ സൃഷ്ടിച്ചതാര് ?

23) പ്രൊസെയ്റ്റ് എന്ന പദത്തിനർത്ഥം എന്ത് ?

24) ‘അമ്പലമണി’ എന്ന പ്രസിദ്ധകവിത എഴുതിയതാര് ? (6x1=6)



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I Semester B.B.A./B.B.A.R.T.M./B.B.A.T.T.M. Degree (CCSS – Regular)

Examination, November 2014

(2014 Admn.)

COMPLEMENTARY COURSE

1C02 BBA/BBA(RTM)/BBA (TTM) : Business Economics

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries $\frac{1}{2}$ mark.

1. Managerial economics is essentially _____ economic character.
2. Survey of expert's opinion is also known as _____
3. A small change in price leading to a proportionately larger change in supply is a situation of _____
4. Variable cost is zero when output is _____ (4× $\frac{1}{2}$ =2)

SECTION – B

Answer **any four** questions. **Each** question carries 1 mark.

5. What is Demand function ?
6. What is income elasticity of demand ?
7. What do you mean by demand estimation ?
8. Define Average Revenue.
9. Define Marginal Cost.
10. What is perfect competition ? (4×1=4)



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. Why does demand curve slope downward ?
12. Explain the features of monopoly.
13. Explain the factors affecting price elasticity of demand.
14. What are the objectives of long term demand forecasting ?
15. Explain the important factors determining supply of a commodity.
16. What are the different forms of price discrimination ?
17. What are the important macro economic parameters ?
18. Explain the objectives of pricing policies. (6×3=18)

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Explain the scope of managerial economics.
20. Explain the methods of demand forecasting for existing product.
21. Explain the internal and external economics of scale. (2×8=16)



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I Semester B.B.A./B.B.A.T.T.M. Degree (CCSS – Supple./Imp.)
Examination, November 2014
(2013 & Earlier Admn.)
COMPLEMENTARY COURSE
1C01 BBA/BBA (T) : Business Statistics

Time : 3 Hours

Max. Weightage : 30

PART – A

This Part consists of **two** bunches of questions carrying **equal** weight of **one**. Each bunch consists of **four** objective type questions. Answer **all**.

- I. 1. Identifying a division problem and choosing an approach to solve the problem is _____
- a) Statistical enquiry b) Statistical design
c) Statistical survey d) None of the above
2. Units of analysis and interpretation include
- a) Rates b) Ratio's and parentages
c) Coefficients d) None of these
3. Which of the following should be avoided as methods of presenting the data ?
- a) Spheres b) Bars c) Pie diagrams d) pictograms
4. The geometric mean of 2, 4, 8 is
- a) 2 b) 4 c) 8 d) 4.67 **(W = 1)**
- II. Fill up the blanks :
5. If $q = 30$; $q_3 = 50$, then the coefficient of quartile deviation is _____
6. In a symmetrical distribution, the coefficient of skewness is _____
7. The relationship between three or more variable can be studied with the help of _____ correlation.
8. If both the regression coefficients are negative, the correlation coefficient would be _____ **(W = 1)**

P.T.O.



PART – B

Answer **any eight** questions. **Each** question carries a weight of **one**.

9. Define statistics as a data.
10. What do you mean by quantitative data ?
11. What is a questionnaire ?
12. Explain chronological classification.
13. What is a subdivided bar diagram ?
14. Explain frequency polygon.
15. Define geometric mean.
16. What is closed-end distribution ?
17. Explain quartile deviation.
18. What is Lepto-Kurtic curves ?

(W = 8×1=8)

PART – C

Answer **any six** questions. **Each** carries a weightage of **two**.

19. State the limitations of statistics.
20. Explain the important parts of a table .
21. What are the merits of median ?
22. What do you mean by negative correlation ?

23. Calculate mode from the following :

Mark : 0 – 10, 10 – 20, 20 – 30, 30 – 50 50 – 60, 60 – 70

Frequency : 8 12 16 30 19 7

24. Calculate Mean Deviation from the following :

Variable : 10, 11, 12, 13, 14

Frequency : 3 12 18 12 3



25. From the following calculate four yearly moving average trend :

Year : 2004, 2005, 2006, 2007, 2008, 2009, 2010

Value : 12 25 39 54 70 87 105.

26. Calculate Rank Correlation from the following of the mark of two student in different subject :

X 18, 27 36, 45, 38, 40

y 22, 26, 35, 20, 48, 42

(W = 6×2=12)

PART – D

Answer **any two** questions. **Each** question carries a weightage of **four**.

27. Define a measure of dispersion. State the requisites of a good measure of dispersion.

28. From the following calculate combined standard deviation.

Particular	Firm A	Firm B
No. of wage earners	586	648
Average monthly wage	52.5	47.5
S.D. of wage	$\sqrt{100}$	$\sqrt{121}$

29. The following table gives the age of Cars of a certain make and annual maintenance cost. Obtain the regression equation of cost related to age :

Age of Cars :	2	4	6	8
(in years)				
Maintenance :	10	20	25	30
cost (in'000)				

(W = 2×4=8)



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Examination, November 2014
(2013 & Earlier Admn.)
COMPLEMENTARY COURSE
1C01 BBA/BBA (T) : Business Statistics

Time : 3 Hours

Max. Weightage : 30

PART – A

This Part consists of **two** bunches of questions carrying **equal** weight of **one**. Each bunch consists of **four** objective type questions. Answer **all**.

- I. 1. Identifying a division problem and choosing an approach to solve the problem is _____
- a) Statistical enquiry b) Statistical design
c) Statistical survey d) None of the above
2. Units of analysis and interpretation include
- a) Rates b) Ratio's and parentages
c) Coefficients d) None of these
3. Which of the following should be avoided as methods of presenting the data ?
- a) Spheres b) Bars c) Pie diagrams d) pictograms
4. The geometric mean of 2, 4, 8 is
- a) 2 b) 4 c) 8 d) 4.67 (W = 1)
- II. Fill up the blanks :
5. If $q = 30$; $q_3 = 50$, then the coefficient of quartile deviation is _____
6. In a symmetrical distribution, the coefficient of skewness is _____
7. The relationship between three or more variable can be studied with the help of _____ correlation.
8. If both the regression coefficients are negative, the correlation coefficient would be _____ (W = 1)

P.T.O.



PART – B

Answer **any eight** questions. **Each** question carries a weight of **one**.

9. Define statistics as a data.
10. What do you mean by quantitative data ?
11. What is a questionnaire ?
12. Explain chronological classification.
13. What is a subdivided bar diagram ?
14. Explain frequency polygon.
15. Define geometric mean.
16. What is closed-end distribution ?
17. Explain quartile deviation.
18. What is Lepto-Kurtic curves ? (W = 8×1=8)

PART – C

Answer **any six** questions. **Each** carries a weightage of **two**.

19. State the limitations of statistics.
20. Explain the important parts of a table .
21. What are the merits of median ?
22. What do you mean by negative correlation ?

23. Calculate mode from the following :

Mark : 0 – 10, 10 – 20, 20 – 30, 30 – 50 50 – 60, 60 – 70

Frequency : 8 12 16 30 19 7

24. Calculate Mean Deviation from the following :

Variable : 10, 11, 12, 13, 14

Frequency : 3 12 18 12 3



25. From the following calculate four yearly moving average trend :

Year : 2004, 2005, 2006, 2007, 2008, 2009, 2010

Value : 12, 25, 39, 54, 70, 87, 105.

26. Calculate Rank Correlation from the following of the mark of two student in different subject :

X 18, 27, 36, 45, 38, 40

y 22, 26, 35, 20, 48, 42

(W = 6×2=12)

PART – D

Answer **any two** questions. **Each** question carries a weightage of **four**.

27. Define a measure of dispersion. State the requisites of a good measure of dispersion.

28. From the following calculate combined standard deviation.

Particular	Firm A	Firm B
No. of wage earners	586	648
Average monthly wage	52.5	47.5
S.D. of wage	$\sqrt{100}$	$\sqrt{121}$

29. The following table gives the age of Cars of a certain make and annual maintenance cost. Obtain the regression equation of cost related to age :

Age of Cars : (in years)	2	4	6	8
Maintenance cost (in'000)	10	20	25	30

(W = 2×4=8)

Reg. No. :

Name :

**I Semester B.A./B.Sc./B.Com./B.B.A./B.B.A. T.T.M./B.B.M./B.C.A./B.S.W.
Degree (CCSS – Supple./Improv.) Examination, November 2014
COMMON COURSE IN ENGLISH
1A02 ENG : Communication Skills in English
(2013 and Earlier Admission)**

Time: 3 Hours

Max. Weightage : 30

I. Transcribe the following words phonemically :

- | | | | |
|---------------|--------------|------------|-----------|
| 1) a) union | b) spring | c) tragedy | d) chalk |
| 2) a) canteen | b) result | c) shirt | d) rubber |
| 3) a) library | b) weightage | c) theatre | d) novel |

(Weightage : 3×1=3)

II. Mark the primary accent of the words given below. No need to transcribe the words :

- | | | | |
|----------------|--------------|----------------|----------------------|
| 4) a) careless | b) democracy | c) believe | d) politics |
| 5) a) music | b) geography | c) redeem | d) wonder |
| 6) a) inform | b) satisfy | c) electricity | d) project (as verb) |

(Weightage : 3×1=3)

III. Mark the sentence stress for the following :

- 7) Go and get me a glass of water quickly !
8) Do it quickly.

(Weightage 2×1=2)

IV. Mark the intonation of the following sentences :

- 9) Is the Express on time tonight ?
10) No, it is half an hour late.

(Weightage 2×1=2)



V. Write a paragraph of about **80** words **each** on **any two** of the following :

11) Difference between hearing and listening.

12) Influence of the mother tongue.

13) Weak forms.

(Weightage : 2×2=4)

VI. Write a conversation of **ten** exchanges on **any one** of the following :

14) You are in music store to buy a few DVDs. Talk to the shopkeeper.

15) A man you meet on the railway station platform talks to you about the late running of trains.

(Weightage : 2)

VII. Explain in about **80** words how you will introduce yourself in **any one** of the following situations :

16) You are called for an interview for the post of an English teacher in a higher secondary school. Introduce yourself explaining your qualifications, experience and what you like about being a teacher.

17) You are contesting the elections for the post of Union Secretary. Introduce yourself to the voters.

(Weightage : 2)

VIII. Prepare a **three-minute** speech on **any one** of the following situations :

18) You are a Final Semester student speaking at the farewell function organized by the juniors.

19) As the chief Editor of the College Magazine you are welcoming the guests in the function organized for the release of the magazine. A well-known writer is to release the magazine.

(Weightage : 2)



IX. Prepare an imaginary telephone conversation of **twelve** exchanges on **any one** of the following situations :

20) The book for which you placed an order with Orient Longman has been sent through Courier Service. You have not yet received the book. Call the office of the Courier in your town and make enquiries.

21) Your washing machine needs some repair. Call the authorized service agent in your town to book a complaint. **(Weightage : 2)**

X. Write a paragraph of about **80** words on **any one** of the following :

22) Describe the ideal teacher in your view.

23) Describe a local festival in which you participated. **(Weightage : 2)**

XI. Read the passage given below carefully and answer the four questions that follow :

Nowadays we pay a great deal of attention to pure air, open windows, to freedom dust and to garden cities. Pasteur was one of the first to show how necessary all these are if we are to fight against germs and disease. Another very useful discovery of Pasteur while he was working in Paris was the process which we call now, after him, 'Pasteurisation'. Some French wine-growers were troubled by a germ which had turned their wine sour. Pasteur showed that by heating the wine, or milk, or whatever it might be, to a temperature of 50 or 60 degrees centigrade, the germs were made harmless.

Pasteurised milk is milk which has been treated in this way and then sealed to prevent more germs from entering. Louis Pasteur was what we should call an 'all round' scientist. All the research which he did in his laboratories was meant to help his fellow human beings. It would be impossible to imagine Pasteur experimenting with explosives or poisonous gas.

24) What was the problem faced by the French wine – growers ?

25) How did Pasteur make the wine germ-free ?

26) What is pasteurized milk ?

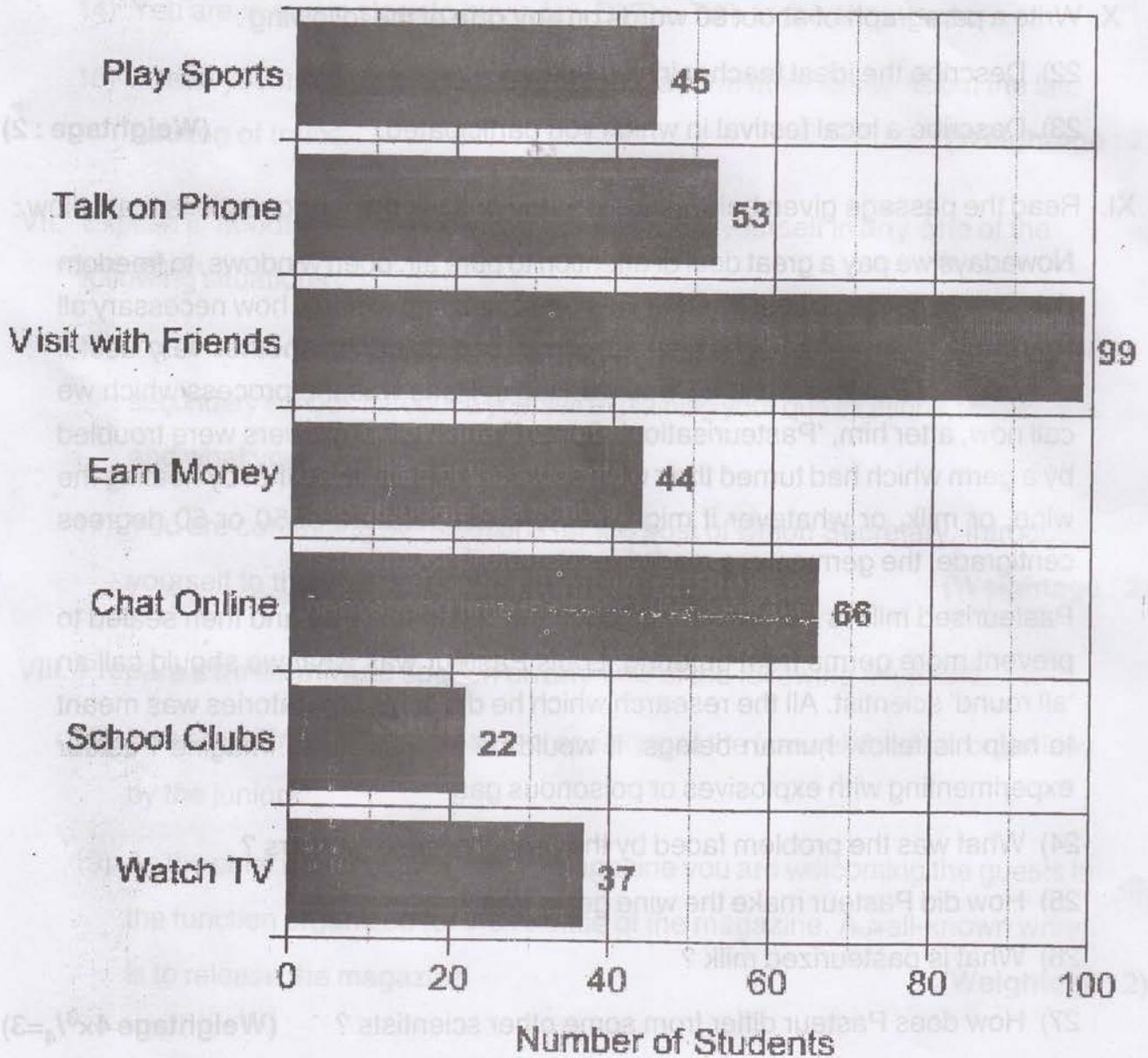
27) How does Pasteur differ from some other scientists ? **(Weightage $4 \times \frac{3}{4} = 3$)**



XII. Study the table shown below and answer the questions that follow :(The graph shows the favourite activities of the students after school-time based on a survey conducted among 366 students of a school)

- 28) Which activity is the most preferred among the students ?
- 29) How many of them spend time in front of the computer ?
- 30) Which after-school activity has the least takers ? **(Weightage 3x1=3)**

Students' Favorite After-School Activities



Reg. No. :

Name :

I Semester B.A./B.Sc./B.Com./B.B.A./B.B.A.T.T.M./B.B.M./B.C.A./B.S.W./
B.A. Afsal-ul-Ulama Degree (CCSS – Supple./Improv.)

Examination, November 2014

COMMON COURSE IN ENGLISH

1A01 ENG : Critical Reasoning and Academic Presentation Skills
(2013 and Earlier Admn.)

Time: 3 Hours

Max. Weightage : 30

I. Answer **any one** of the following in about **200** words.

1) What are the barriers to critical thinking ?

2) Discuss about fallacies.

(Weightage : 4)

II. Write an essay on **any one** of the following in about **200** words :

3) Food habits among the youth.

4) Value based education.

5) New trends in Malayalam Cinema.

(Weightage : 4)

III. Answer **any six** of the questions given in **80-100** words **each**.

6) You are a fresh graduate. Apply for the post of marketing manager in a publishing firm, as a response to their advertisement in a national daily. Prepare your Resume.

7) You are the secretary of the Arts Club in your college. Prepare a report of the Arts Test held in your college.

8) Write a letter to the Editor of a national daily about the increasing violence against women in public places.

9) Prepare an advertisement for the print media. The product is a newly developed mobile phone.

10) Prepare five questions for an interview with the Chief Justice of India.

11) How do we use visual aids effectively ?



12) Write a summary of the following passage :

Watching my grand mother in action and trying my best to match her appetite, I glibly remarked that if she kept ignoring the words of wisdom of the health gurus and diet experts, she would die young. This may sound like a cruel thing for a grandson to have said to his grand mother, but the fact that she was in her ninety-ninth year at the time of the meal in question, helps to put my remark into perspective.

13) Prepare notes on the following passage. An editorial is an opinion piece written by the senior editorial staff or publisher of a newspaper or magazine. Usually unsigned, editorials are supposed to reflect the opinion of the periodical. A newspaper editorial, unlike other forms of newspaper writing, permits the use of the first person and also the expression of the opinion of the Editorial Board on the publisher unambiguously and unveiled. Sometimes Editorials are written to mobilize public opinion.

(Weightage : 6x2=12)

IV. Fill in the blanks using the most appropriate options from the bracket :

14) Many studies _____ (confirms/confirm) that _____ (a/an) alarming nutritional crisis _____ (stalk/stalks) the lives _____ (of/for) millions.

15) Millions _____ (of/for) men, women and children _____ (in/at) India. How will India _____ (meet/meets) this demand _____ (of/for) food ?

(Weightage : 2x2=4)

V. Answer the three bunches of **four** questions **each** as directed :

16) A) Piere is from France. He can speak _____
 a) Franchise b) Francese c) French d) None

B) Pick the uncountable noun.
 a) shirt b) sugar c) car d) village

C) Pick the irregular verb.
 a) walked b) discussed c) gone d) doubted

D) The abbreviation for 'for example'.
 a) eg. b) e.g. c) Eg d) Eg.

17) A) He entered the room _____ and sat in the corner.
 a) quiet b) quite c) quietly d) quick

B) His father is _____ IAS officer in Patna.
 a) a b) an c) the d) none



- C) Identify the coordinating conjunction.
a) for b) when c) if d) either/or
- D) You _____ called yesterday as you had promised you would.
a) have b) ought to have c) ought have d) none
- 18) A) I am _____ my students.
a) disappointed at b) disappointed of
c) disappointed with d) disappointed
- B) My father has great affection _____ me.
a) with b) for c) by d) of
- C) _____ opportunities are scarce in India.
a) employ b) employment c) employing d) none
- D) The research will be _____ in three phases.
a) carry out b) carried out c) carry on d) carried on

(Weightage : 3x1=3)

VI. Choose the correct answer from the options given for the following questions :

- 19) A) Formal audience.
a) secondary audience b) primary audience
c) both d) none
- B) When addressing a global audience, medium can be
a) handouts b) workshop activities
c) video presentation d) none
- C) Which of the following is not a visual aid ?
a) Flip chart b) Black board c) Book d) Powerpoint
- D) For closing a presentation
a) appeal for action b) using anecdotes
c) challenge a popular notion d) use interesting statistics
- 20) A) Source-based material can not be found in _____
a) interviews b) gossips
c) print sources d) electronic sources



- B) Three ways to take notes-find the odd one out ?
a) summary b) paraphrase c) direct quotes d) speech
- C) When fallacy of equivocation results from lexical ambiguity ?
a) equivocation b) amphiboly
c) straw man fallacy d) red herring fallacy
- D) Which of the following is not a part of discourse ?
a) introduction b) interrogation c) confirmation d) refutation
- 21) A) Critical thinking skills : find the odd one out
a) seeking truth b) asking questions
c) solving problems d) being emotional
- B) 'Caesar was not ambitious because he had refused the crown thrice'.
a) deliberative persuasive discourse
b) forensic persuasive discourse
c) ceremonial persuasive discourse
d) none
- C) General layout of a final draft.
a) manuscript format b) first draft
c) final format d) none
- D) For effective conclusions, while writing an essay
a) establish a tone b) definition
c) offer closure d) none
- (Weightage : 3×1=3)**



M 7662

Reg. No. :

Name :

I Semester B.Com./B.B.A./B.B.A.T.T.M./B.B.M. Degree
(CCSS – Supple./Improv.) Examination, November 2014
(2013 and Earlier Admissions)
COMMON COURSE IN HINDI
1A07 1HIN : Creative Literature

Time: 3 Hours

Max. Weightage : 25

निर्देश : किसी एक प्रश्न का उत्तर लिखिए : (Weightage 4)

1. साहित्य और समाज के परस्पर संबंध के बारे में जैनेन्द्र कुमार ने अपने निबन्ध में कैसे विचार किया है ? स्पष्ट कीजिए।

2. 'राजनीति का बंटवारा' में व्यक्त व्यंग्य पर प्रकाश डालिए।

(1×4=4)

निर्देश : किसी एक प्रश्न का उत्तर लिखिए : (Weightage 4)

3. 'वक्त' नामक कविता की समीक्षा कीजिए।

4. 'नये इलाके में' कविता की विशेषताओं पर एक लेख लिखिए।

(1×4=4)

निर्देश : किन्हीं दो प्रश्नों के संक्षिप्त उत्तर लिखिए : (Weightage 2 for each)

5. 'पूस की रात' कहानी में भारतीय किसान की मार्मिक स्थिति का वर्णन किया गया है। समर्थन कीजिए।

6. युनस को शहनाज़ अपना बाप क्यों नहीं मानती ?

7. श्रवण, सवर्ण से अवर्ण क्यों बन गया ?

(2×2=4)

P.T.O.



निर्देश : किन्हीं तीन पद्यांशों की व्याख्या कीजिए : (Weightage 2 for each)

8. हल की तरह

कुदाल की तरह

या खुरपी की तरह

पकड़ भी लूँ कलम को

तो भी फसल काटने को

मिलेगी नहीं हमको ।

9. शव कोदें हम रंग, आदर मानव का मानव को हम कुत्सिन चित्र बना दें शव का ? गत युग के मृत आदर्शों के ताज मनोहर मानव के मोहांध हृदय में किए हुए घर ।

10. अभिव्यक्ति के इन सीधे-सादे रूपों को भी
सब भूल गए कोई
नहीं पहचानता ।

11. और न यह पूछने का-
किसन्त और सिपाही में
देश का सबसे बड़ा दुर्भाग्य कौन है !

12. अब यही है उपाय कि हर दरवाज़ा खटखटआओ और पूछो-
क्या यही है वो घर ?
समय बहुत कम है तुम्हारे पास ।

(3×2=6)

निर्देश : किन्हीं दो गद्यांशों की आलोचनात्मक व्याख्या कीजिए : (Weightage 2 for each)

13. अगर कोई सज्जन आपका प्रश्न सुनकर भी उसका उत्तर न दे तो उसके लिए उनसे अधिक आग्रह न करना चाहिए ।

14. धीर धीरे वैसे विषाक्त वातावरण में उसका शरीर शिथिल हो चला और मन टूट गया । ज्वर रहने लगा, बेहोशी के दौर आने लगे ।

15. उन्होंने अपने जीवन-विकास में समाज की लांछना की वैसे ही परवाह नहीं की, जैसे समाज को गौरव की । उनके कल्पनाशील हृदय ने अपने लिए एक आदर्श स्थापित कर लिया और बस, वे उसकी ओर सीधी रेखा में बढ़ते रहे ।

16. मैं इस धन और प्रतिष्ठा के मलवे के नीचे दबकर नहीं मरूँगा । मैं शोध करके नौकरी करूँगा । (2×2=4)



निर्देश : निम्नलिखित अवतरण पढ़कर प्रत्येक प्रश्न का उत्तर लिखिए : (Weightage 1 for each bunch)

17. यदि कहीं दो चार सज्जन इकट्ठे होकर किसी विषय पर एकान्त में बातचीत कर रहे हों तो अचानक बिना सूचना दिए उनके बीच में चले जाना अथवा उनकी बातें सुनना अशिष्टता है। ऐसे अवसर पर लोगों के पास जाकर बिना कुछ पूछे ही बातचीत करने लगना अनुचित है।

अ) यह अवतरण किस पाठ से लिया गया है ?

आ) इसका लेखक कौन है ?

इ) यहाँ अशिष्टता की बात क्यों है ?

ई) यहाँ क्या अनुचित है ?

18. वह तीन भाइयों में अकेली बहन होने के कारण विशेष दुलार में पलकर बड़ी हुई। विवाह उसके अबोधपन में ही हो गया और वैधव्य भी अनजाने आ पड़ा।

अ) प्रस्तुत गद्यांश किस पाठ का है ?

आ) इसके रचयिता कौन है ?

इ) उस अकेली बहन का नाम क्या है ?

ई) यहाँ किस समस्या की सूचना है ?

19. दोपहर हो चुकी है

हर तरफ ताले लटक रहे हैं

दीवारों से चिपके गोली के छर्रों

और सड़कों पर बिखरे जतों की भाषा में

एक दुर्घटना लिखी गयी है

हवा से फड़फड़ाते हुए हिन्दुस्तान के नक्शे पर

गाय ने गोबर कर दिया है।

अ) यह पद्यांश किस कविता से उद्धृत है ?

आ) सड़कों पर क्या बिखरा पड़ा है ?

इ) इन पंक्तियों के रचयिता कौन है ?

ई) यहाँ कवि क्या व्यक्त करना चाहते हैं ?

(3×1=3)



M 7811

Reg. No. :

Name :

I Semester B.Com./B.B.A./B.B.A.T.T.M./B.T.T.M./B.B.M. Degree
(CCSS – Regular) Examination, November 2014

(2014 Admission)

COMMON COURSE IN HINDI

1A07 1HIN : Srujanathmaka Sahitya

Time: 3 Hours

Max. Marks: 40

- I. कम से कम 300 शब्दों में किसी एक प्रश्न का विस्तृत उत्तर लिखिए : (1×7=7)
- 1) 'एक गौ' कहानी में गाय का मानवीकरण रोचक और हृदयस्पर्शी रहा है - अपना मत प्रकट कीजिए।
 - 2) 'आतिथ्य' कहानी यथार्थवादी कहानी है - स्पष्ट कीजिए।
- II. कम से कम 300 शब्दों में किसी एक प्रश्न का विस्तृत उत्तर लिखिए : (1×7=7)
- 3) 'यह दीप अकेला' कविता में कवि अज्ञेय ने अहं एवं आत्मविश्वास के प्रतीक के रूप में दीपक को दिखाया है। अपने मत का स्पष्टीकरण कीजिए।
 - 4) 'प्रौढ़ शिक्षा' में कवि धूमिल ने यातना के विरुद्ध भाषागत विद्रोह प्रकट किया है। तर्क सम्मत उत्तर दीजिए।
- III. किसी एक पद्यांश की सप्रसंग व्याख्या कम से कम 125 शब्दों में कीजिए : (1×3=3)
- 5) मेरा मन सुमिरै राम कूँ , मेरा मन रामहिं आहि ।
अब मन रामहिं हवै रह्या, सीस नवावौं काहि ॥
 - 6) कबहुँ निरखि हरि आपु छाँह कौ, कर सौं पकरन चाहत
किलकि हाँसत राज द्वै दतियाँ, पुनि-पुनि तिहिं अवगाहत ।

P.T.O.



IV. किन्हीं तीन पद्यांशों की सप्रसंग व्याख्या कम से कम 125 शब्दों में कीजिए :

(3×3=9)

7) शाम को आया दरवाजे, फिर नाम लिया,
प्रातःकाल चलते समय एक बार फिर उसने
मधुर नाम स्मरण किया।

8) कहाँ गया, धनपति कुबेर वह
कहाँ गयी उसकी वह अलका
नहीं ठिकाना कालिदास के
व्योम-प्रवाही गंगाजल का।

9) एक परिभाषा हम अपने लिए गढ़ते
एक दूसरे हमारे लिए
एक राह हम अपने लिए बनाते हैं
एक दूसरे हमारे लिए।

10) कविता को बिखराकर देखने से
सिवा रेशों के क्या दिखता है
लिखनेवाला तो
हर बिखरे अनुभव के रेशे को
समेटकर लिखता है।

11) काफी दुविधा के बाद
मुझे यह सचाई सकारनी पड़ी है
यद्यपि यह सही है कि सूरज
तुम्हारी जेब-घड़ी है।

V. किन्हीं तीन पर कम से कम 125 शब्दों में टिप्पणी कीजिए :

(3×3=9)

12) कबीर ने अपने दोहों में गुरु महिमा का वर्णन कैसे किया है ?

13) 'आओ हम पथ से हट जाएँ' कविता में कवि डॉ. हरिवंशराय बच्चन ने समय के अनुकूल परिवर्तन की माँग की है। स्पष्ट कीजिए।



- 14) 'बादल को घिरते देखा है' में कवि नागार्जुन ने हिमालय का वर्णन अत्यन्त सुंदर ढंग से किया है। स्पष्ट कीजिए।
- 15) निराला की राय में असल भक्त को क्या-क्या गुण होना चाहिए ?
- 16) 'अब नदियाँ नहीं सूखेंगी' कविता में सक्सेनाजी का आशावादी स्वर मुखरित हुआ है। स्पष्ट कीजिए।

VI. किन्हीं पाँच प्रश्नों के उत्तर लिखिए :

(5×1=5)

- 17) 'ठाकुर का कुआँ' में किस समस्या का चित्रण किया गया है ?
- 18) किसान हीरासिंह क्यों परेशान था ?
- 19) हीरासिंह सेठजी को तावान भरने की खुशी से राजी हुआ। क्यों ?
- 20) बालकृष्ण में सूरदास ने कृष्ण का वर्णन कैसे किया है ?
- 21) 'बुनी हुई रस्सी' में किसका वर्णन है ?
- 22) 'प्रौढ़ शिक्षा' में धूमिल ने क्या संदेश दिया है ?
- 23) 'अकेली' कहानी की सोद्देश्यता व्यक्त कीजिए।



M 7801

Reg. No. :

Name :

I Semester B.A./B.Sc./B.Com./B.B.A./B.B.A.T.T.M./B.B.M./B.C.A./B.S.W.
Degree (CCSS – Regular) Examination, November 2014
(2014 Admn.)

COMMON COURSE IN ENGLISH
1A02 ENG : Language Through Literature – I

Time : 3 Hours

Max. Marks : 40

- I. Write an essay of **200** words on **one** of the following : **(1×8=8)**
- 1) Write an essay on Shaw's humour as revealed in 'Spoken and Broken English'.
 - 2) Write an essay on what Mahatma Gandhi values most in politics and public life.
- II. Write an essay of **200** words on **one** of the following : **(1×8=8)**
- 1) Attempt a critical appreciation of the poem 'The Road Not Taken'.
 - 2) Write an essay on Stephen Leacock's experiences at the bank.
- III. Answer **two** of the following in about **80** words. **(2×4=8)**
- 1) Gandhiji's views on Possession.
 - 2) Annie Johnson's path to success.
 - 3) How can one be of use in life according to Marge Piercy ?
- IV. Answer **six** of the following in **not** more than **two** sentences. **(6×1=6)**
- 1) What is the only thing that can be possessed by everyone ?
 - 2) How does Shaw distinguish between company and home manners ?
 - 3) Why did the members of the staff of the office in Shelford leave one after the other ?
 - 4) In 1903 what dire straits did Annie Johnson find herself in ?
 - 5) What was the narrator's reaction to the sight of the accountant in 'My Financial Career' ?
 - 6) Which road was chosen by the narrator in 'The Road Not Taken' ? Why ?

P.T.O.



7) What is the distinction between 'the work of the world' and 'the thing worth doing' ?

8) How will nature revive itself after the war ?

V. Answer the following :

(10×1=10)

a) Fill in the following blanks with the correct word endings :

- 9) No human being is invinc _____
 10) He said he was not interested in curr _____ affairs.

b) Rewrite the following in **plain English** :

- 11) a vertically challenged person.
 12) an appliance for milling wooden dowels upto 10 millimeters in length ?

c) Identify the spelling mistakes in the sentence given below and write out the correct spellings :

13) Are you a responsible person ?

d) Give the British spelling of the following word :

14) analyze.

e) Rewrite the following sentences correctly.

- 15) The team of new players are in the changing room.
 16) Many imminent scientists agree with her.
 17) I like Tamil film old songs.
 18) I want red apples juicy round for dinner.



M 7735

Reg. No. :

Name :

I Semester B.Com./B.B.A./B.B.A. T.T.M. Degree (CCSS-Supple.)
Examination, November 2014
(2010 to 2013 Admn.) (Core Course)
1B01 COM/BBA/BBA(T) : PERSPECTIVES AND METHODOLOGY OF
BUSINESS STUDIES

Time : 3 Hours

Max. Wt. : 30

PART – A

This Part consist of **two** bunches of questions carrying **equal** weightage of **one**.
Each bunch consists of **four** objective type questions. Answer **all** questions.

- I. 1. The following is a public sector undertaking
- | | |
|--------------------|-----------------------------|
| a) L.I.C. of India | b) Reliance Industries Ltd. |
| c) Tata Tea Ltd. | d) Dhanalakshmi Bank |
2. Stock exchange is a constituent of
- | | |
|-----------------|-------------------|
| a) Money market | b) Capital market |
| c) Call market | d) NBFC |
3. Equity capital carries
- | | |
|-----------------------------------|-----------------------------------|
| a) a fixed rate of interest | b) a fixed rate of dividend |
| c) a fluctuating rate of interest | d) a fluctuating rate of dividend |
4. Service provided by a college is
- | | |
|-----------------------|---------------------|
| a) Intangible product | b) Tangible product |
| c) Fictitious product | d) None of these |
- (W = 1)**

II. Fill in the blanks :

5. Financial institutions which deal with short term funds is called _____ market.
6. When there is only one seller in the market, it is called _____
7. ERP means _____
8. The data collected by researcher directly is called _____ data. **(W = 1)**

P.T.O.



PART – B

Answer **any eight** questions in **one or two** sentences **each**. **Each** question carries a weightage of **one**.

9. Define innovation.
10. What is command economy ?
11. Expand :
 - a) F.D.I. .
 - b) M.N.C.
12. What is meant by share value maximisation ?
13. What is non-profit organisation ?
14. State the meaning of NGO.
15. Who is an entrepreneur ?
16. What is 'Quality of Working Life' ?
17. What is meant by knowledge management ?
18. What is E-business ? (W = 8×1=8)

PART – C

Answer **any six** questions. Answer **not** to exceed **one** page. **Each** question carries a weightage of **two** :

19. Write a note on division of labour.
20. Explain the elements of mixed economy.
21. Explain tertiary sector.
22. List the major stakeholders of a company.



23. Define corporate governance examine its need.
24. Enumerate the objectives of public sector undertakings.
25. List the functions of HRM.
26. Explain the ways of diagrammatic representation of data. (W = 6×2=12)

PART – D

Answer **any two**. Each question carries a weightage of **four**.

27. Explain different types of business entities.
28. Discuss the role of business in the economic development of a country.
29. Describe the functions of a) banks and b) Stock exchanges. (W = 2×4=8)



M 7869

Reg. No. :

Name :

I Semester B.B.A./B.B.A. R.T.M./B.B.A. T.T.M. Degree (CCSS – Regular)
Examination, November 2014
(2014 Admn.)
CORE COURSE
1B01 BBA/BBA(RTM)/BBA(TTM) : Principles and Practices of
Management

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** the questions. **Each** question carries **1/2** mark.

Fill in the blanks.

1. Arrangement of managerial positions in an organisation is known as

2. Fayol classified industrial activities into _____ groups.

3. Planning is the _____ function of management.

4. _____ function refers to the procurement and development of
individuals at work.

(4 × 1/2 = 2)

SECTION – B

Answer **any four** questions. **Each** question carries **1** mark.

5. What is Harmony of objectives ?

6. Explain planning premises.

7. Explain the principle of “Direct Personal Contact” in co-ordination.

8. What is upward communication ?

9. What do you mean by departmentation by products ?

10. Explain “Line and staff organisation”.

(4 × 1 = 4)

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. "Management is a profession". Do you agree ? Give reasons.
12. State the contributions of George Elton Mayo.
13. What is objective ? State its importance.
14. State the factors affecting the degree of decentralisation.
15. What is Direction ? State its features.
16. Explain the features of a good control system.
17. What are the merits of scientific management ?
18. Define Top Level management. State its functions. **(6×3=18)**

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. What is supervision ? State the functions of a supervisor.
20. What is formal communication ? State its merits and demerits.
21. Define planning. State the steps involved in planning. **(2×8=16)**

M 7671M

Reg. No.:

Name :

**I Semester B.Com./B.B.A./B.B.A.T.T.M./B.B.M. Degree
(CCSS – Supple./Improve.) Examination, November 2014**

COMMON COURSE IN MALAYALAM

**1A 07-1 MAL : സാഹിത്യ സംസ്കാരപഠനങ്ങൾ
(2012 and 2013 Admn.)**

Time : 3 Hours

Max. Weightage : 30

I. താഴെ കൊടുത്തിരിക്കുന്ന അഞ്ചു വിഭാഗം ചോദ്യങ്ങളിൽ നാലു വിഭാഗത്തിന് ഉത്തരമെഴുതുക. (ഓരോ വിഭാഗത്തിന്റേയും മൂല്യം 1). **(4×1=4 വെയിറ്റ്)**

1) അടുക്കള തിരിച്ചു പിടിക്കുക എന്ന ലേഖനത്തെ അടിസ്ഥാനമാക്കി ഉത്തരമെഴുതുക.

എ) ദഹനക്കേടിന് പഴയ അടുക്കളയിലുണ്ടായിരുന്ന മരുന്ന്

ബി) പൊള്ളിയാൽ ചെയ്തിരുന്ന പരിഹാരക്രിയ

സി) മുറിവിന് ചെയ്തിരുന്ന മരുന്ന്

ഡി) 'കോളാക്കുപ്പികളിൽ കുടുങ്ങിപ്പോയിരിക്കുന്നു നമ്മുടെ കുട്ടികളുടെ ജീവിതം' - വിവക്ഷിതമെന്ത് ?

2) താഴെപ്പറയുന്ന കവിതകൾ ആരാണെഴുതിയതെന്നെഴുതുക.

എ) പൂത്തൻകലവും അരിവാളും

ബി) കുടിയൊഴിക്കൽ

സി) ചാക്കാല

ഡി) തച്ചന്റെ മകൾ

3) "ഈ ലഹളയിൽ സൈരജീവിതഗീതത്തിന്റെ താളവും ലയവും പോയ്!"

എ) ഏതു ലഹളയിൽ ?

ബി) ആരോടാണു കവി പറയുന്നത് ?

സി) സൈരജീവിതഗീതം എന്നതുകൊണ്ടർത്ഥമാക്കുന്നതെന്ത് ?

ഡി) ഏതു കവിത ?

P.T.O.



4) ഇംഗ്ലീഷിലേക്ക് വിവർത്തനം ചെയ്യുക.

- എ) പ്രസ്താവന
- ബി) അച്ചടക്കം
- സി) സാഹസികത
- ഡി) അന്വേഷണം

5) മലയാളത്തിലേക്ക് വിവർത്തനം ചെയ്യുക.

- എ) Chariot
- ബി) Charity
- സി) Lyric
- ഡി) Morality

II. എഴുപത്തഞ്ചു വാക്കിൽ കവിയാതെ അഞ്ചു ചോദ്യങ്ങളിൽ നാലെണ്ണത്തിന് ഉത്തരമെഴുതുക (വെയിറ്റേജ് 1). (4x1=4 വെയിറ്റേജ്)

- 6) “അതിപുരാതനൻ, ഇലച്ചാർത്തിന്മേലേ കൂതിപ്പോൻ, സൂര്യനെപ്പിടിക്കാൻ ചാടുവോൻ” – വിവക്ഷിതമെന്ത് ?
- 7) ചിഹ്നാന്തര വിവർത്തനം (inter semiotics) എന്നാലെന്ത് ?
- 8) യുഗപരിവർത്തനം എന്ന കവിതയിൽ വിശ്വാസവും പരിവർത്തനവും തമ്മിലുള്ള സംഘർഷം എങ്ങനെ ആവിഷ്കരിക്കപ്പെട്ടിരിക്കുന്നു ?
- 9) “എതിരുനിന്ന കശ്ശലരെ നീയരിഞ്ഞുതള്ളി പതിരുപോലെ പാഞ്ഞവരിൽ മാരിവിത്തും വീഴ്ത്തി” സന്ദർഭമെഴുതുക.
- 10) “ചുരമാന്തിയെഴുന്ന കരുത്തിൻ തിരമാലകൾ ചീറിയലച്ചു” – വിവക്ഷിതമെന്ത് ?

III. നൂറ്റമ്പതു വാക്കിൽ കവിയാതെ ആറുചോദ്യങ്ങളിൽ നിന്നും അഞ്ചെണ്ണത്തിനു ഉത്തരമെഴുതുക (വെയിറ്റേജ് 2). (5x2= 10 വെയിറ്റേജ്)

- 11) “അപ്പോഴാണു മതിലിന്റെ മുകളിൽ നീലാകാശത്ത് ഉണങ്ങിയ കമ്പ് പൊങ്ങിയത്” – പ്രതീക്ഷയും യാഥാർഥ്യവും തമ്മിലുള്ള അകലം ഈ സന്ദർഭത്തിൽ ബഷീർ ധ്വനിപ്പിക്കുന്നതെങ്ങനെ ?
- 12) ദേവകി നിലയങ്ങോട് ‘പത്തായ’-ത്തിലൂടെ സ്തുരിക്കുന്ന സാമൂഹികത വിശദമാക്കുക.
- 13) ‘അടുക്കള തിരിച്ചു പിടിക്കുക’ – എന്ന ലേഖനത്തിലൂടെ സാരാജോസഫ് ലക്ഷ്യമാക്കുന്നതെന്ത് ?



- 14) വിവർത്തനം കൊണ്ട് നിർവ്വഹിക്കപ്പെടുന്ന സാംസ്കാരിക ധർമ്മങ്ങൾ എന്തെല്ലാം ?
- 15) 'കിരാതവൃത്തം' ആവിഷ്കരിക്കുന്ന ദളിതവസ്ഥ പരിചയപ്പെടുത്തുക.
- 16) 'കാവിലെ പാട്ട്' എന്ന കവിതയെ ആസ്പദമാക്കി ഇടശ്ശേരിയുടെ കവിതകളുടെ പ്രത്യേകതകൾ എഴുതുക.

IV. എ) മൂന്നു വാക്കിൽ കവിയാതെ ഉത്തരമെഴുതുക (വെയിറ്റേജ് 4).

(2x4=8 വെയിറ്റേജ്)

- 17) നവീന മലയാള നാടകസാഹിത്യത്തിൽ പി. എം. താജിനുള്ള സ്ഥാനം 'രാവുണ്ണി'യെ അടിസ്ഥാനമാക്കി പരിശോധിക്കുക.

അല്ലെങ്കിൽ

“മതിലുക”ളിലെ ആഖ്യാനകല വിശകലനം ചെയ്യുക.

- 18) ഏതെങ്കിലും ഒരു വിഷയത്തെക്കുറിച്ച് ഉപന്യസിക്കുക.
 എ) മാദ്ധ്യമങ്ങളും കേരളീയ സംസ്കാരവും.
 ബി) മലയാള ഭാഷ നേരിടുന്ന വെല്ലുവിളികൾ.

ബി) 19) മലയാളത്തിലേക്ക് വിവർത്തനം ചെയ്യുക.

(1x4=4 വെയിറ്റേജ്)

Team Anna suffered a vertical split Wednesday with Anna Hazare and some top activists choosing to part ways with Aravind Kejriwal and his cronies, opposing their plans to form a political party. The anti-corruption crusader asked Kejriwal not to use his name and photos in his protests any more. After a roller-coaster ride of 18 months in which they came together to run a high-voltage anti-graft movement, the group led by Hazare had acrimonious discussions with Kejriwal and his group, including Prashant Bhushan and Shanti Bhushan on the issue of forming a political party. "It is unfortunate that Team Anna has separated," Hazare said, announcing the separation. The formal parting of ways came two days after Kejriwal made public the result of a 'referendum' in which 76 per cent of the respondents reportedly supported formation of a political party.

Hazare rejected the results of the poll conducted through SMSes and social media like Facebook. Hazare has been against politicisation of the movement from the beginning and on Wednesday instructed the Kejriwal's India Against Corruption (IAC) not to use his name and photographs for their campaigns or elections.



M 7806

Reg. No.:

Name :

**I Semester B.Com./B.B.A./B.B.A.T.T.M./B.T.T.M./B.B.M. Degree
 (CCSS-Regular) Examination, November 2014
 COMMON COURSE IN MALAYALAM
 1A 07-1 MAL : സാഹിത്യരൂപങ്ങൾ
 (2014 Admn.)**

Time : 3 Hours

Max. Marks : 40

I. മൂന്നു വാക്കിൽ കവിയാതെ നാലുചോദ്യങ്ങളിൽ രണ്ടെണ്ണത്തിന് ഉത്തരമെഴുതുക.

- 1) കവിതാവിവർത്തനത്തിൽ വിവർത്തകൻ നേരിടുന്ന പ്രശ്നങ്ങളെക്കുറിച്ച് ഉപന്യസിക്കുക.
- 2) വ്യത്യസ്തമായ പ്രണയാഖ്യാനമാണ് 'പ്രേമലേഖനം' - സമർത്ഥിക്കുക.
- 3) എം. കെ. രാമചന്ദ്രന്റെ വിവരണകൗശലം പാഠ്യഭാഗത്തെ ആധാരമാക്കി വിവരിക്കുക.
- 4) ഇടപ്പള്ളിയുടെ കാവ്യശൈലി 'മണിനാദ'ത്തെ ആസ്പദമാക്കി വിവരിക്കുക. (2x7=14)

II. നൂറമ്പത്ത് വാക്കിൽ കവിയാതെ ആറുചോദ്യങ്ങളിൽ നാലെണ്ണത്തിന് ഉത്തരമെഴുതുക.

- 5) "നീ പറയുന്നതുകേട്ടാൽ കല്ലുകൾ പോലും കത്തിജ്വലിക്കും. നീ ഒരിക്കലും ഒന്നും പറയുകയില്ല, അല്ലേ?" ആരുടെ വാക്കുകൾ? വിവക്ഷിതമെന്ത്?
- 6) ഇ. വി. കൃഷ്ണപിള്ളയുടെ ഉപന്യാസശൈലിയുടെ പ്രത്യേകതകൾ എന്തെല്ലാം?
- 7) "കണ്ടറിഞ്ഞീടാത്ത നിന്നെ ഞാനെന്നതിനാ - യിണ്ടലോടിത്രമേൽ സ്നേഹിച്ചു" സാരസ്യാ എഴുതുക.
- 8) "പ്രാണരക്ഷണത്തിനായിത്തീരി കവർന്നിടിൽ പാപമില്ലതിലെന്നു ചൊല്ലിലേ പുരാണങ്ങൾ" ആരാണിങ്ങനെ പറഞ്ഞത്? പറയാൻ കാരണമെന്ത്?
- 9) "കാർന്നിഴൽ നീന്തിടുന്ന കൺകളാലവൾ പിന്നെ - ക്കാൽ നടക്കാരൻ നിൽക്കും പൂഴിയിൽ പൂത്തുകിനാൾ" വരികളിലെ ധ്വന്യാർത്ഥം വ്യക്തമാക്കുക.
- 10) 'ഞാനീ ത്യാഗമൊക്കെ ചെയ്തിട്ട് എന്നോടിങ്ങനെയാണല്ലോ പെരുമാറുന്നത്' ആരുടെ വാക്കുകൾ? ഇങ്ങനെ പറയാൻ കാരണമെന്ത്? (4x3=12)

P.T.O.



III. നൂറ് വാക്കിൽ കവിയാതെ ആറുചോദ്യങ്ങളിൽ നാലെണ്ണത്തിന് ഉത്തരമെഴുതുക.

- 11) 'ഭൂമിയിലൊരു സ്വർഗ്ഗമുണ്ടെങ്കിൽ അതിവിടെയാണെന്ന് ആരും സമ്മതിച്ചുപോകും' എവിടെ ? വ്യക്തമാക്കുക.
- 12) "വിടതരൂ! മതി പോകട്ടെ ഞാനുമെൻ - നടനവിദ്യയും മുകസംഗീതവും" ഈ വിഷാദത്തിന് കാരണമെന്ത് ?
- 13) "താജപോലീവർ വാടിക്കിടക്കെ പേടിക്കുന്നേൻ" പേടിക്ക് കാരണമെന്ത് ?
- 14) വിവർത്തനം എന്നാലെന്ത് ?
- 15) ചീർ മരങ്ങളെക്കുറിച്ച് ലേഖകൻ പറയുന്നതെന്തെല്ലാം ?
- 16) ഈഡിപ്പസ് ചെയ്ത പാപമെന്ത് ? (4×2=8)

IV. ഒരു വാക്കിലോ വാക്യത്തിലോ കവിയാതെ ആറൊണ്ണത്തിന് ഉത്തരമെഴുതുക.

- 17) സാരാമ്മയും കേശവൻ നായരും തങ്കക്കുട്ടനിട്ട പേരെന്തായിരുന്നു ?
- 18) ഇന്ത്യയിലെ സ്വിറ്റ്സർലാന്റ് എന്നറിയപ്പെടുന്ന സ്ഥലം ഏത് ?
- 19) 'ചന്ദ്രനെന്നാലിപ്പിള്ളർക്കുമൃതം വിളമ്പട്ടെ' - ആരുടെ വാക്കുകൾ ?
- 20) 'ശ്യാമയാം നിശ്ശബ്ദ കാമനം' ഏതാണ് ?
- 21) പരാജയത്തിന്റെ കലാരൂപം എന്ന് വിവർത്തനത്തെ വിശേഷിപ്പിച്ചതാര് ?
- 22) 'കുടിയൊഴിക്കൽ' എന്ന കൃതിയുടെ കർത്താവാരാണ് ?
- 23) ഉപന്യാസം എന്ന പദത്തിനർത്ഥം എന്ത് ?
- 24) 'ഉയരുന്ന യവനിക' ആരുടെ കൃതിയാണ് ? (6×1=6)



K15U 0557

Reg. No. :

Name :

I Semester B.B.A./B.B.A. R.T.M./B.B.A. T.T.M. Degree
(CCSS – Reg./Supple./Improv.) Examination, November 2015
Complementary Course BBA/BBA (RTM)/BBA (TTM)
1C02 : BUSINESS ECONOMICS
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries ½ mark.

1. Allocation of capital among various-investment projects is called
2. Expansion and contraction of demand are caused by changes in
3. Demand forecasting for a period of maximum one year is _____ forecasting.
4. Revenue per unit of a commodity sold is _____ (4×½=2)

SECTION – B

Answer **any four** questions. **Each** question carries 1 mark.

5. What is demand forecasting ?
6. Define managerial economics.
7. What is opportunity cost ?
8. Define marginal revenue.
9. What is supply schedule ?
10. What is pure competition ? (4×1=4)

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. What are the factors determining supply of a commodity ?
12. Explain diseconomies of scale.
13. Distinguish between economic and accounting cost.
14. Explain the important macro economic parameters.
15. Explain the objectives and uses of managerial economics.
16. What are the basic tools of managerial economics ?
17. Explain the methods for measuring price elasticity of demand.
18. Explain the qualities of good demand forecasting. **(6×3=18)**

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Explain the Law of Demand. Explain the factors determining demand.
 20. What is Revenue ? With the help of a diagram explain the relationship between TR, MR and AR.
 21. What is monopolistic competition ? Explain the features of monopolistic competition. **(2×8=16)**
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K15U 0556

Reg. No. :

Name :

I Semester B.B.A./B.B.A.R.T.M./B.B.A.T.T.M. Degree (CCSS – Reg./
Supple./Improv.) Examination, November 2015
Complementary Course
1C01 B.B.A./B.B.A.(R.T.M.)/B.B.A. (T.T.M.)
BUSINESS STATISTICS
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the 4 questions. **Each** question carries $\frac{1}{2}$ marks.

1. Define statistics as a method.
2. What is Tabulation ?
3. Explain class intervals.
4. What do you mean by two dimensional diagram ? (4x $\frac{1}{2}$ =2)

SECTION – B

Answer **any 4** questions. **Each** question carries 1 mark.

5. What is cartograms ?
6. Explain less than ogives.
7. Define a median.
8. Find out Ist quartile from the following :
X : 8, 10, 15, 7, 6, 14, 18
9. Find the value of coefficient of correlation from the following data :
X : 50 40 30 20 10
Y : 10 20 30 40 50
10. Find the value of mean if Median = 8 and Mode = 10. (4x1=4)

P.T.O.



SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. Explain the features of a good measure of central tendency.
12. State the merits of Harmonic mean.
13. Distinguish between Mean Deviation and Standard Deviation.
14. What is Lepto Kurtic Curve ?
15. The Arithmetic mean of 25 observation was found to be 40. Later on it was discovered that a value was taken 25 instead of 52. Find the correct mean.
16. From the following obtain regression equation line of Advertisement expense on sales.

Sales (in 000) : 91 53 45 76 89 95 80 65

Advertisement expenses : 15 8 7 12 17 25 20 13

Estimate the advertisement expenses for a sale of Rs. 1,20,000.

17. Find the coefficient of quartile deviation from the following data.

Marks in statistics above mark : 0 10 20 30 40 50 60 70 80

No. of Students : 150 140 100 80 80 70 30 14 0

18. Calculate mode from the following :

Marks : 0 – 10 10 – 20 20 – 25 25 – 30 30 – 40 40 – 50

Frequency : 8 12 5 9 12 10

(6×3=18)



SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Define statistics as a data. Explain its features.

20. Find Harmonic Mean from the following :

Class	f.
5 – 10	2
10 – 15	9
15 – 20	29
20 – 25	54
25 – 30	11
30 – 35	5

21. Calculate trend by four-year moving average of the data given below :

Year	Production
2001	614
2002	615
2003	652
2004	678
2005	681
2006	655
2007	717
2008	719
2009	708
2010	779
2011	757

(2×8=16)



K15U 0503

Reg. No. :

Name :

**I Semester B.A./B.Sc./B.Com./B.B.A./B.B.A. T.T.M./B.B.A. R.T.M./B.T.T.M./
B.B.M./B.C.A./B.S.W./B.A. Afsal-UI-Ulama Degree (CCSS – Reg./Supple./
Improv.) Examination, November 2015
(2014 Admn. Onwards)
COMMON COURSE IN ENGLISH
1A01 ENG : Communicative English – I**

Time : 3 Hours

Max. Marks : 40

I. Answer **any one** of the following questions in **not** more than **two** pages : **(1×6=6)**

- 1) You are the Sales Officer of P and C Computers. You want to introduce your products to the staff and students of SB University. Write a letter to the Dean, Academic Programmes introducing your organisation and requesting permission to make a presentation.
- 2) Prepare a CV and cover letter for the post of Sales Manager in K. K. Public Limited Company, Kottayam. You are replying to the advertisement placed in the Malayala Manorama newspaper.

II. Answer **any one** of the following questions in **not** more than **two** pages : **(1×6=6)**

- 3) Write an essay on the topic "Have we become slaves of Technology".
- 4) Write a paraphrase for the following text :

The lives of people all over the world are greatly influenced by the climate of the country which they inhabit. For example, climatic conditions have a bearing upon the sort of clothes people wear. In a cold climate, warm clothes are required, and materials for making such clothes are provided by the animals found in cold countries. Similarly, people in hot climates. Climate also decides the type of house people live in; For a hot climate, flat roofs and wide verandahs are suitable. But in cold countries sloping roofs and thick walls are required. Food is also the product of climatic conditions – people eat what is easily cultivated – wheat in temperate climates and rice in the tropics. In general, the hottest parts of the world are those nearest to the equator, but other factors have a bearing upon climate in addition to latitude. Distance from the sea, for example, is important, since this will influence temperature, rainfall and humidity. Another vital factor is height; places at high altitude are always cooler than places at sea level in the same latitude.

P.T.O.



III. Transcribe **any eight** of the following words :

(8×1=8)

- 5) Sandwich
- 6) Steering
- 7) Management
- 8) Bureau
- 9) Cabinet
- 10) Blazer
- 11) Curtain
- 12) Valet
- 13) Radish
- 14) Lecture.

IV. Mark the primary stress in **any four** of the words given below. Need not transcribe.

($\frac{1}{2}$ ×4=2)

- 1) Economy
- 2) Yourself
- 3) Consideration
- 4) Legality
- 5) Lyrical
- 6) Become.

V. Answer **any four** of the following questions in about **two** or **three** sentences : (4×1=4)

- 1) What is IPA ?
- 2) What do you mean by RP ?
- 3) Mark the intonation for the given sentence :
The Performance was fabulous.
- 4) What is a syllable ? Give an example for a polysyllabic word.
- 5) Give the weak forms of the following words : her, does.
- 6) What do you mean by intonation ?



VI. Answer 14 of the following questions according to the directions provided : (14x1=14)

- a) Identify the nouns given in the sentence below :
Sarojini Naidu wrote many poems.
- b) Give two examples of nouns which are never used in singular form.
- c) Give two examples of verbal nouns.
- d) Fill in the blanks with suitable pronouns :
He loves _____ wife and cannot live without _____.
- e) Transform into the superlative degree :
This flower is beautiful.
- f) Correct the following sentence :
She is one of the best student in our class.
- g) Use appropriate conjunctions in the following sentence :
_____ pleasure _____ popularity can actually redeem your soul.
- h) Add a suitable question tag :
He seldom calls on us these days.
- i) Fill in the blanks with the suitable tense of the word given in brackets :
I am very tired; I _____ (just return) from office.
- j) Fill in the blanks with appropriate articles :
I met _____ talented girl at _____ dance festival.
- k) Insert appropriate modal auxiliaries in the blank :
_____ you make out what he said ?
- l) Choose the appropriate preposition from the words given and fill in the blanks :
Diabetes is a chronic disorder, the diagnosis _____ which is accompanied _____ considerable physical and mental stress.
(to, by, in, of)
- m) Insert a suitable relative pronoun in the space provided :
The train _____ derailed yesterday carried 573 passengers.
- n) Which are the open-class items among English words ?



K15U 0506

Reg. No. :

Name :

**I Semester B.Com./B.B.A./B.B.A.T.T.M./B.B.A.R.T.M./B.T.T.M./B.B.M.
Degree (CCSS – Reg./Supple./Improv.) Examination, November 2015
(2014 Admn. Onwards)
COMMON COURSE IN HINDI
1A07 1 HIN : Srujanathmak Sahitya**

Time : 3 Hours

Max. Marks : 40

- I. कम से कम **300** शब्दों में किसी एक प्रश्न का विस्तृत उत्तर लिखिए । (1×7=7)
- 1) 'ठाकुर का कुआँ' में भारतीय समाज के अन्तर्गत फैली जातिगत भेदभाव की प्रवृत्ति का अकन है। स्पष्ट कीजिए।
- 2) 'आतिथ्य' काहनी का आलोचनात्मक विश्लेषण कीजिए।
- II. कम से कम **300** शब्दों में किसी एक प्रश्न का विस्तृत उत्तर लिखिए । (1×7=7)
- 3) बादल को घिरते देखा है - कविता में नागार्जुन ने प्रकृति वर्णन का अनूठा दृश्य उपस्थित किया है। अपना मत प्रकट कीजिए।
- 4) सर्वेश्वर दयाल सक्सेनाजी का आशावादी स्वर 'अब नदियाँ नहीं सुखेंगी' में मुखरित हुआ है। स्पष्ट कीजिए।
- III. कम से कम **125** शब्दों में किसी एक पद्यांश की सप्रसंग व्याख्या कीजिए । (1×3=3)
- 5) चकवी बिछुरी रैणि की, आइ मिली परभाति
जे जन बिछुरे राम सँ, ते दिन मिले न राति।
- 6) मुख दधि दोछि, वुद्धि इक कीन्ही दोना वीठी दुरायौ
डारि साँटी, मुसुकाइ जसोदा, स्यामहि कंठ लगायौ ॥
- IV. कम से कम **125** शब्दों में किन्हीं तीन पद्यांशों की सप्रसंग व्याख्या कीजिए । (3×3=9)
- 7) यह वह विश्वास नहीं, जो अपनी लघुता में भी काँपा
वो पीडा, जिसकी गहराई को स्वयं उसी ने नापा,
कुत्सा, अपमान, अवज्ञा के घुँघुआते कडुवेतम में
वह सदा द्रवित, चिर जागरूक, अनुरक्त नेत्र
उल्लम्ब बाहु, वह चिर अखंड अपनापा।

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- 8) काफी दूविधा के बाद
मुझे यह सचाई सकारनी पडी है
यद्यपि यह सही है कि सूरज
तुम्हारी जेब - घडी है।
- 9) अलख नाभि से उठनेवाले
निज के ही उन्मादक परिमल
के पीछे धावित हो-होकर
तरल तरूण कस्तूरी मृग को
अपने पर चिढते देखा है।
- 10) कविता को
बिखराकर देखने से
सिवा रेशों के क्या दिखता है
लिखनेवाला तो
हर बिखरे अनुभव के रेशे को
समेटकर लिखता है।
- 11) योगिराज जल्द ही
विश्व पर्यटन करके लौटे वैकुंठ को।
तेल एक बूँद भी उस पात्र से गिरा नहीं
उल्लास मन में भरा था यह सोचकर
तेल का रहस्य एक अवगत होगा नया।

V. किन्हीं तीन पर कम से कम 125 शब्दों में टिप्पणी कीजिए।

(3×3=9)

- 12) सूरदास के बाल-लीला वर्णन पर लिखिए।
- 13) प्रियतम कविता के द्वारा कवि क्या संदेश देना चाहता है ?
- 14) 'अब नदियाँ नहीं सूखेंगी' में कवि का समाज के प्रति जो दृष्टिकोण है, वह व्यक्त कीजिए।
- 15) 'प्रौढ शिक्षा' के द्वारो धूमिल क्या-क्या कहना चाहता है ?
- 16) नागार्जुन ने हिमालय का वर्णन अपनी कविता में कैसे किया है ?

VI. किन्हीं पाँच प्रश्नों के उत्तर लिखिए।

(5×1=5)

- 17) 'एक गौ' में किस समस्या का वर्णन है ?
- 18) आतिथ्य यथार्थवादी कहानी है। क्यों ?
- 19) 'अकेली' नाम की सार्थकता पर प्रकाश डालिए।
- 20) कबीर ने गुरु महिमा का वर्णन कैसे किया है ?
- 21) 'आओ हम पथ से हट जाएँ' में बच्चन ने किसके परिवर्तन की माँग की है ?
- 22) 'बुनी हुई रस्सी' में कवि का कौन-सा विचार अभिव्यक्त है ?
- 23) मधु, गोरस, अंकुर आदि में क्या प्रकट होती है।



K15U 0555

Reg. No. :

Name :

**I Sem. B.B.A./B.B.A. R.T.M./B.B.A. T.T.M. Degree
(CCSS – Reg./Supple./Improv.) Examination, November 2015**

Core Course

**1B01 BBA/BBA (RTM)/BBA (TTM) : PRINCIPLES AND PRACTICES OF
MANAGEMENT
(2014 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** the questions. **Each** question carries ½ mark.

Fill in the blanks.

1. A profession is an _____ backed by organised knowledge and training.
2. One unit one plan is the principle of _____.
3. _____ is the process of getting things done by others.
4. _____ is concerned with the estimation of workforce in future. **(4×½=2)**

SECTION – B

Answer **any four** questions. **Each** question carries 1 mark.

5. Explain the concept stability of tenure.
6. What do you mean by strategy ?
7. Explain the principle of “early beginning” in co-ordination.
8. What is downward communication ?

P.T.O.



9. Explain 'Departmentation by Territory'.
10. What do you mean by functional organisation ? **(4×1=4)**

SECTION – C

Answer **any six** questions. **Each** question carries **3** marks.

11. "Management is a science". Do you agree ? Give reasons.
12. Explain Abraham Maslow's need theory of hierarchy.
13. Define policy. State its merits.
14. Explain the need for departmentation.
15. State the importance of co-ordination.
16. Explain the qualities of a good supervisor.
17. State the significance of planning.
18. What is middle level management ? State its functions. **(6×3=18)**

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Define communication. State the importance of communication.
20. What is scientific management ? State the principles of scientific management.
21. What is delegation of Authority ? State its merits. **(2×8=16)**