

**B.A./B.Com./B.Sc./B.B.M./B.H.M. DEGREE EXAMINATION, DECEMBER
2008.**

(Examination at the end of Second Year)

Part I — English

Paper II — GENERAL ENGLISH

Time : Three hours

Maximum : 100 marks

SECTION A

(PROSE)

1. (a) Read the following passage carefully and answer the questions that follow ; **(5)**

I wasted ten pounds on an evening suit made in Bond street, the centre of fashionable life in London and got my good and noble hearted brother to send me a double watch chain of gold. It was not correct to wear a readymade tie and I learnt the art of tying one for myself.

- (i) Name the writer of the passage.
- (ii) What was Bond street famous for?
- (iii) Who sent the speaker a double watch chain of gold?
- (iv) Why did the speaker learn the art of tying?
- (v) What did the speaker buy in Bond street?

- (b) Read the following passage carefully and answer the questions that follow, choosing the right answer :

As our discussion drew to a close, the telephone rang. From the conversation I gathered that a man with whom Hammarskjold had planned to have dinner had been taken ill. He looked disappointed. Amazed at my temerity, I blurted, "I'd be honoured if you'd have dinner with me".

- (i) The 'I' in the passage is related to

- (1) Gandhi
- (2) Jhan Robbins
- (3) Orwell
- (4) Helen Keller

- (ii) Hammarskjold's reaction to the speaker was

- (1) He drank too much
- (2) He readily agreed to the suggestion
- (3) He rejected the offer
- (4) He was surprised

- (iii) Temerity in the passage suggests
- | | |
|---------------|--------------|
| (1) Courage | (2) Insult |
| (3) Happiness | (4) Timidity |
- (iv) Who did feel honoured with the dinner?
- | | |
|------------------|--------------------------|
| (1) Hammarskjold | (2) Robbins |
| (3) Abdul Kalam | (4) President of America |
- (v) Which word in the passage means dissatisfied?
- | | |
|------------------|--------------|
| (1) Disappointed | (2) Amazed |
| (3) Ill | (4) Temerity |

2. Answer any TWO of the following in not more than 100 words each : **(2 × 5 = 10)**

- (a) What are Barnum's suggestions for practising economy?
- (b) What are the problems that India would face in making Abdul Kalam's dream into a reality?
- (c) What are Hill's suggestions to write interestingly?
- (d) Why did Orwell decide to shoot the elephant?

3. Answer any ONE of the following in about 200 words : **(10)**

- (a) Summarize Gandhi's experiences in London as a student.
- (b) What message does Helen Keller convey regarding the use of 'senses'?
- (c) Justify the title of the essay 'Man's Peril'.

SECTION B

(POETRY)

4. (a) Answer any ONE of the following in not more than 100 words : **(5)**

- (i) How does Shelley compare himself with the west wind?
- (ii) How does the lover express his intense love for his beloved in "The Last Ride Together"?
- (iii) Bring out the grief of Mother India over the loss of her children.

(b) Explain any ONE of the following : **(5)**

- (i) And the hapless soldiers sigh,
Runs in blood down palace walls.

(ii) 'I am a part of all that I have meet'.

(iii) I first surmised the horses' heads

Were toward eternity.

5. Answer any ONE of the following in 200 words : **(10)**

(a) What are the Romantic elements in 'Ode to a Nightingale'?

(b) Appreciate the poem 'Mending Wall'.

(c) Bring out the central idea in the poem 'Advice to Fellow Swimmers'.

SECTION C

(SHORT STORIES)

6. Answer any ONE of the following in about 200 words : **(10)**

(a) Describe the tragic circumstances that led to the death of Ha' penny.

(b) Consider 'Diamond Rice' as a mild satire on society and an human foildes.

(c) Narrate the story 'The only American from Our Village'.

SECTION D

(LANGUAGE WORKS)

7. Read the following passage and make a note on the main points : **(8)**

Education is the instrument for social economic and cultural change. If we are to work for social and national integration, if we are to foster moral and spiritual values, and increase productivity, agricultural and industrial, we have to use education in a proper way. Science and technology will help us to solve the problems of hunger and poverty, of disease and illiteracy, of superstition and deadening custom, of vast resources running to waste, of a rich country inhabited by poor people

8. Write an essay on any ONE of the following : **(8)**

(a) Corruption – the root cause of all evils.

(b) Child labour.

(c) Unemployment.

9. Answer any ONE of the following : **(8)**

(a) Write a report on a workshop you attended on the importance of written communication in 21st Century.

(b) Write a report to a popular newspaper on the result of hunting animals for pleasure.

10. Use FOUR of the following idioms and phrases in your own sentences : (8)

- (a) Make up for
- (b) Pay off
- (c) A titanic struggle
- (d) Black sheep
- (e) Poke fun at
- (f) Prodigal son
- (g) drop off
- (h) Give in.

11. Answer any ONE of the following : (8)

(a) Write a dialogue between two friends discussing on measures to control terrorism.

(b) Write a dialogue between a passenger, and a clerk in a railway station, who came to know the reservation details to go to New Delhi.

(c) Write a letter to the editor of a news paper on the rash driving of lorry drivers.

(d) Write a letter to your brother guiding him to plan his future career.

(DTEL 21)

**B.A./B.Com./B.Sc./B.B.M./B.H.M. DEGREE EXAMINATION, DECEMBER
2008.**

(Examination at the end of Second Year)

Part I — Telugu

Paper II — POETRY, PROSE, DRAMA, PROSODY, POETICS AND ESSAY

Time : Three hours

Maximum : 100 marks

1. దిగువ పద్యాల్లో ఒకదానికి ప్రతిపదార్థ తాత్పర్యాలు రాయండి : (8)

- (a) అంధేందూదయముల్ మహా బధిర శంఖారావముల్ మూకస
 ధ్రంథా భ్యాసనముల్ నవుంక వధూ కాంక్షల్ కృతఘ్నావళీ
 బంధుత్వంబులు భస్మహవ్యములు లుబ్ధ ద్రవ్యముల్ క్రోధ స
 ధ్గంధంబుల్ హరిభక్తి వర్జితుల రిక్తవర్ణ సంసారముల్.
- (b) అన విని వ్రేటువడ్డ యుర గాంగనయుం బలె నేయి వోయ భ
 గ్గన దరికొన్న భీషణ ప్రాతాశన కీల యనంగ లేచి, హె
 చ్చిన కనుదోయి కెంపు తన చెక్కుల గుంకుమ పత్ర భంగ సం
 జనిత నవీన కాంతి వెదచల్లగ గద్గద ఖిన్న కంది యై.

2. కింది వాటిలో ప్రతి భాగం నుంచి రెండింటికి సందర్భసహిత వ్యాఖ్యలు రాయండి :

(4 × 3 = 12)

అ భాగం

- (a) విష్ణునందుల్లము చేర్చి తారడవి నుండుట మేలు
 (b) తొలి జన్మము నోముల ఫలము తోయడ నేత్రా
 (c) తేనె పూసిన కత్తి ధాత్రి సురుడు
 (d) అభిమానముఁ గూర్మియు నెందుబోయెనో

ఆ భాగం

- (a) ఈ కలలు కాగితపు పీలికలైరాలినవి
 (b) తెలుగు లక్ష్మీ పాదాలకు వెలుగు పారాణినిడిరి
 (c) దేశమొక దెస నీవు ఒకదెస
 తేల్చుకొనుమెయ్యది ఘన
 (d) లేస్తొంది ఉష్ణకాంతుల్లో నుంచి ఒక హస్తం!

3. కింది వాటిలో ప్రతి భాగం నుంచి ఒకదానికి సమాధానం రాయండి :

(2 × 10 = 20)

అ భాగం

- (a) ప్రహ్లాదుని విష్ణుభక్తి తత్పరతను వివరించండి.
 (b) నిగమశర్మ అక్క పాత్ర స్వభావాన్ని విశ్లేషించండి.

ఆ భాగం

- (a) 'ఆర్తగీతం' ఆధారంగా తిలక్ సామాజిక అర్థిని ప్రదర్శింప చేయండి.
 (b) దాశరథి ఆంధ్రాభిమాన్ని వివరించండి.

4. కింది వాటిలో ప్రతి భాగం నుంచి ఒకదానికి సమాధానం రాయండి :

(2 × 10 = 20)

అ భాగం

- (a) పానుగంటి వారి మాతృభాషాభిమానాన్ని విశదీకరించండి.
(b) రాయల నాటి జన జీవనాన్ని వివరించండి.

ఆ భాగం

- (a) బహుకాల దర్శనంలో శ్రీరాములు వాత్ర విశిష్టతను పేర్కొనండి.
(b) పెద్దన వర్ణనా కౌశలాన్ని సాదాహరించండి.

5. దిగువ వాటిలో రెండింటికి సమాధానాలు రాయండి :

(2 × 10 = 20)

- (a) బసవరాజు
(b) కమల
(c) పురుషోత్తమరావు
(d) వరవిక్రయం - సందేశం

6. కింది వాటిలో ఒకదానిని గూర్చి వ్యాసం రాయండి :

(10)

- (a) నేటి సమాజంలో స్త్రీల స్థితిగతులు
(b) ప్రపంచీకరణ - సంస్కృతి పరిరక్షణ
(c) పర్యావరణ పరిరక్షణ

7. (a) (i) కింది వద్యాపాదానికి గణవిభజన చేసి, ఛందస్సును గుర్తించి, యతిని పేర్కొనండి.

(5)

మోదముతోడ ధైత్యకుల ముఖ్యుడు రమ్మన చీరబంచెఁద్ర

లేదా

(ii) కింది వాటిలో ఒకదానికి సాదాహరణంగా లక్షణాన్ని తెల్పండి.

- (1) శార్దూలం
(2) సీసం.

(b) (i) కింది వద్యంలో అలంకారాన్ని తెల్పి లక్షణంతో సమన్వయించండి.

(5)

సుదతీ నూతన మదనా

మదనాగతురంగ పూర్ణ మణిమయ సదనా

సదనా మయ గజ రదనా

రదనాగేంద్రవిభ కీర్తి రస నరసింహ

లేదా

(ii) కింది అలంకారాల్లో ఒకదానికీ సోదాహరణంగా లక్షణం తెల్పండి.

(1) ఉపమాలంకారం

(2) స్వభావోక్తి అలంకారం.

(DBME 21)

B.B.M. DEGREE EXAMINATION, DECEMBER 2008.

(Examination at the end of Second Year)

Part II – Business Management

Paper I — MACRO ECONOMICS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What are the problems involved in the measurement of national income?
2. Critically examine say's law of market.
3. What are the factors that govern investment? Explain its demand function.
4. What are the determinants of interest rates in an economy?
5. Illustrate the functions of commercial banks.
6. State the recent trends in Indian banking.
7. Elucidate different phases of business cycles.
8. Explain the nature and significance of macro economics.
9. Critically examine Keynesian theory of income and output.
10. Answer any TWO of the following :
 - (a) Bank rate.
 - (b) Multiplier.
 - (c) Personal income.
 - (d) Credit creation.

B.B.M. DEGREE EXAMINATION, DECEMBER 2008.

(Examination at the end of Second Year)

Part II — Business Management

Paper II — BUSINESS STATISTICS

Time: Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What are the sources of secondary data? State the tools used in research.
2. Distinguish between questionnaire and schedule. Explain the methods of data collection.
3. What are the phases in report writing? State the essentials of a good report.
4. Define hypothesis. How do you formulate and test its significance?
5. State Baye's rule. Explain its applications.
6. Construct Fisher's Ideal Index Number for the following data and show how it satisfies the Time and Factor Reversal Tests :

Commodity	Base Year		Current Year	
	Quantity	Price	Quantity	Price
A	20	12	30	14
B	13	14	15	20
C	12	10	20	15
D	8	6	10	4
E	5	8	5	6

7. Fit a least square line to the following data :
 - (a) Using x as independent variable.
 - (b) x as dependent variable.

x : 1 3 4 8 9 11 14

y : 1 2 4 5 7 8 9

Hence obtain :

- (i) The regression coefficients of y on x and x on y .
- (ii) \bar{x} and \bar{y} .
- (iii) Coefficient of correlation between x and y .
- (iv) What is the estimated value of y when $x = 10$ and of x when $y = 5$?

8. From the data given below estimate the number of persons living between the age of 35 and 42 :

Age (in years) :	20	30	40	50
No. of persons :	513	439	346	243

9. Find Karl Pearson's coefficient of correlation from the following series of marks secured by 10 students in class test in Mathematics and Statistics :

Marks in Maths :	45	70	65	30	90	40	50	75	85	60
Marks in Statistics :	35	90	70	40	95	40	60	80	80	50

Also calculate its probable error.

Assume 60 and 65 as working means.

10. Given below are the figures of production (in lakh kg.) of a sugar factory :

Year :	1999	2000	2001	2002	2003	2004	2005
Production :	40	45	46	42	47	50	46

Fit a straight line trend by the least squares method and tabulate the trend.

(DBBF 21)

B.B.M. DEGREE EXAMINATION, DECEMBER 2008.

(Examination at the end of Second Year)

Part II — Business Management

Paper III — BASIC BUSINESS FINANCE

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What are the goals of business finance?
2. Explain the features of equity shares.
3. What are the sources of industrial finance in the country?

4. Discuss the nature and significance of cost of capital.
5. How do you compute different kinds of leverages?
6. What are the causes and evils of under capitalisation?
7. How do you manage inventory in a manufacturing company?
8. What are the factors that influence dividend policy of a firm?
9. Describe the merits of amalgamation and mergers.
10. Answer any TWO of the following :
 - (a) Convertible debentures
 - (b) Capital market
 - (c) Optimum capital structure
 - (d) Credit terms.

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(DBFM 21)

B.B.M. DEGREE EXAMINATION, DECEMBER 2008.

(Examination at the end of Second Year)

Part II — Business Management

Paper IV — FUNDAMENTALS OF MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the role of wholesaler in the channel of distribution of goods.
2. Discuss the stages in the development of marketing concept.
3. Describe the significance of marketing in a developing economy.
4. Discuss the recent trend in consumerism.
5. Bring out the impact of environment on marketing.
6. Enumerate the factors that influence consumer behaviour.
7. Elucidate the bases of segmenting the market for shampoo and computers.

8. Critically examine different stages in the life cycle of a product.
9. What are different methods of pricing?
10. Narrate the merits and demerits of advertising.

(DBPPM 21)

B.B.M. DEGREE EXAMINATION, DECEMBER 2008.

(Examination at the end of Second Year)

Part II — Business Management

Paper V — PRINCIPLES OF PERSONNEL MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the nature and significance of personnel management.
2. What are the sources of recruitment? How does it differ from selection?
3. Describe executive development programmes followed by Indian corporates.
4. What are the features of an ideal incentive plan?
5. Examine the causes and consequences of labour turnover.
6. Discuss the role of management and unions in industrial relations.
7. What are the basic principles of wage and salary administration?
8. Describe the progress of collective bargaining in India.
9. Bring out the forms of worker's participation in management.
10. Write short notes on any TWO of the following :
 - (a) Job evaluation
 - (b) Conciliation
 - (c) Industrial democracy
 - (d) Theory X.