

Course Code: B24BB1101					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)					R24
I B.B.A. I Semester MODEL QUESTION PAPER					
GENERAL ENGLISH					
(For Bachelor of Business Administration)					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer Question No.1 compulsorily					
Answer ONE Question from EACH UNIT					
Assume suitable data if necessary					
					10 x 2 = 20 Marks
			CO	KL	M
1.	a).	Write any two Synonyms for the following words. i. Aggravate ii. Hazardous	1	2	2
	b).	Write any two Antonyms for the following words. i. Courteous ii. Gloomy	1	2	2
	c).	Punctuate the following Sentence. Ravi, Venu and I went to Hyderabad yesterday	2	2	2
	d).	Choose the suitable cohesive devices: i. Wait until next week; you will be able to buy the book at a discount. a. then b. following which c. rather than ii. The ground is very slippery., I warn you not to play there today. a. to sum up b. to repeat c. as a result	2	3	2
	e).	Fill in the blanks with suitable verb forms that agree with the subject in the sentence. i. Cats and dogs (do/does) not get along. ii. Each of the girls (observe/observes) all the regulations.	3	2	2
	f).	Fill in the blanks with suitable Prepositions. i. I will see you Monday. ii. She has been working here 2012.	3	2	2
	g).	What are different types of an essay?	4	2	2
	h).	Mention various strategies involved in writing an essay.	4	2	2
	i).	Define a syllable and write the types of syllables.	5	2	2
	j).	Construct any four expressions used for directions.	5	2	2
					5 x 10 = 50 Marks
		UNIT-1	CO	KL	M
2.(i)		Rewrite the following roots adding suitable prefixes and write one example sentence each. i. Comfort ii. Cycle iii. Struct iv. Friend v. Ject vi. Cide vii. Form viii. Place ix. Use x. Duct	1	2	10
		OR			
2.(ii)		Rewrite the following roots adding suitable suffixes and write one example sentence each. i. Ego ii. Norm iii. Aqua iv. Carn v. Aero vi. Anthrop vii. Bio viii. Use ix. Faith x. Auto	1	2	10

		UNIT-2			
3.(i)		Write two meaningful sentences using the following sentence structures. i. Subject+Verb+Subject Complement ii. Subject+Verb+DirectObject+Indirect Object iii. Subject+Verb iv. Subject+Verb+Direct Object v. Verb+Object	2	2	10
		OR			
3.(ii)		Define a Cohesive Device and write the cohesive devices of Comparison and Adding Information with one example each.	2	2	10
		UNIT-3			
4.(i)	a)	Identify the errors and rewrite the sentences correctly. i. You can take Visakha Express to Mumbai. ii. Would you please repeat again what you said? iii. The committee has voted as per their choice. iv. The clothes were neatly hanged on the cloth line. v. The film show began when we arrived in the hall.	3	2	5
	b)	Fill in the blanks with suitable expressions as directed in brackets. i. The dog ran ____ the road. (Preposition) ii. I am fond ____ music. (Preposition) iii.old man wanted to see you in the morning. (Article) iv. Mr. Nautiyal bought new car. (Article) v. I have had lunch just now. (Article)	3	2	5
		OR			
4.(ii)	a)	Identify the errors and rewrite the sentences correctly. i. He will return your record back in an hour. ii. The number of houses are coming up in our town. iii. Ramesh helped not only me but also my brother when he was in need. iv. Either the teachers or the principal have to attend the meeting. v. Ravi along with his wife are to meet the owner of the building.	3	2	5
	b)	Fill in the blanks with suitable expressions as directed in brackets. i. Either my mother or my father (is, are) coming to the meeting. ii. The man with all the birds (live, lives) on my street. iii. No one the fact till yesterday. (know) iv. your name at the top of the page. (write) v. Ravi in the meeting last week. (be)	3	2	5
		UNIT-4			
5.(i)		Develop an essay on any one of the following topics. i. The proudest moment of your life. ii. Television journalism today is just entertainment.	4	2	10
		OR			
5.(ii)		Read the passage carefully and answer the questions given below. Joti, a gardener's son, was once invited to attend the marriage ceremony of a Brahmin friend. As he loved his friend dearly, he attended the function. The bridegroom was being led in a procession to the bride's	4	2	10

		house. The procession consisted of men, women and children mostly Brahmins. Joti was also walking along with the procession. One orthodox Brahmin recognized him and was annoyed at the sight of a low caste boy walking with the Brahmins in the marriage procession. Unable to contain himself, he shouted, "How dare you walk along with us? You are not our equal. Get behind! Otherwise, go away." Joti felt insulted. He left the procession and returned home. He narrated the whole incident to his father with anger in his eyes. However, his father advised him to observe old customs. That night Joti could not sleep. He was assailed by the insult he had suffered as a result of years of discrimination inflicted on lower castes. He felt compelled to find a way to end caste discrimination. As the lower caste people were not educated, they had accepted this mental slavery for ages. Joti therefore resolved to revolt against this mental slavery and educate the lower caste people. He became the first Indian to start a school for the untouchables as well as a girls' school in Maharashtra. We recognize him today as Mahatma Phule. 1. According to the passage, what has made low-caste people accept mental slavery? a) Poverty b) Old customs c) Apathy of change d) Lack of education 2. What kind of a man was Joti's father? a) A man of revolutionary ideas b) one who advised him to start a school for the untouchable c) A man who did not want Joti to break old traditions d) A man not in favor of Joti attending the marriage ceremony 3. Why did Joti quit the marriage procession? a) He was asked accordingly by his friend b) He could not tolerate his insult c) He had to see his ailing father d) he had no faith in such customary rituals 4. What does the author highlight in this passage? a) Joti's contribution to the upliftment of the people of lower classes b) Poverty of lower-class people in India c) Need for separate schools for d) Need for unity among different sections of people in India 5. Why was the Brahmin annoyed with Joti? a) He insulted his friend b) He left the marriage procession abruptly c) He was an uninvited guest d) He was walking along with other Brahmins in the marriage procession			
		UNIT-5			
6.(i).	a)	Define phonetics and write all consonant sounds with two examples each.	5	2	5
	b)	Develop a dialogue for the following context. Your college is planning for a tour and you are given a task to discuss with all your classmates regarding the financial aspects, food, etc. Use an informal tone.	5	2	5
		OR			
6.(ii).	a)	Develop a conversation for the following.	5	2	5

		Shashi introduces her friend Amit Dutta to her English ProfessorDr. Rajeev Prakasam. Amit has been admitted to the first year B. Tech. Class. Use formal tone and write at least 12 exchanges.			
	b)	Develop a conversation for the following. Shashi introduces her friend Amit Dutta to her English ProfessorDr. Rajeev Prakasam. Amit has been admitted to the first year B. Tech. Class. Use formal tone and write at least 12 exchanges.	5	2	5

CO-COURSE OUTCOME KL-KNOWLEDGE LEVEL M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 10 marks



Course Code: B24BB1102					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)					R24
I B.B.A. I Semester MODEL QUESTION PAPER					
BUSINESS COMMUNICATION-I					
(For Bachelor of Business Administration)					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer Question No.1 compulsorily					
Answer ONE Question from EACH UNIT					
Assume suitable data if necessary					
10 x 2 = 20 Marks					
			CO	KL	M
1.	a).	What is Grapevine Communication?	1	1	2
	b).	List out 7Cs of Communication.	1	1	2
	c).	Explain the impact of informal messaging on e-platforms in professional settings.	2	3	2
	d).	Differentiate Direct and Indirect Negative messages.	2	2	2
	e).	Define business correspondence and provide an example.	3	1	2
	f).	What is a sales letter, and why is it used?	3	1	2
	g).	What is the main purpose of using PowerPoint in a presentation?	4	2	2
	h).	Explain two benefits of using infographics to present complex information.	4	3	2
	i).	Describe digital collaboration briefly.	5	2	2
	j).	What is the primary goal of media literacy?	5	2	2
5 x 10 = 50 Marks					
		UNIT-1	CO	KL	M
2.(i).	a).	Examine a professional setting and discuss how different types of communication interact.	1	2	5
	b).	Differentiate formal and informal communications.	1	2	5
		OR			
2.(ii).	a).	Explain how communication on social media platforms differs from traditional forms of communication.	1	2	5
	b).	Define communication and explain the barriers of communication in the business environment.	1	2	5
		UNIT-2			
3.(i).		Write an email to the bank manager requesting for sanctioning the loan applied for expanding your business in other states than Andhra Pradesh.	2	3	10
		OR			

3.(ii).		Since you are applying for a Visa to study MS abroad, you require your transfer certificate (TC) from your college. Communicate the same through a letter to the Principal of your institution.	2	3	10
		UNIT-3			
4.(i).	a).	Imagine you are a sales representative for a company launching a new eco-friendly water bottle designed to keep drinks cold for 24 hours. Write a sales letter to potential customers, highlighting the product's unique features, benefits, and the value it offers. Use persuasive language to capture the reader's attention and encourage them to make a purchase.	3	2	5
	b).	Imagine you purchased a product that did not meet your expectations due to a specific issue (e.g., defect, poor service, delay, etc.). Write a formal complaint letter to the company, explaining the problem and requesting a resolution. Then, draft a follow-up letter to inquire about the status of your complaint if no response has been received within a reasonable timeframe.	3	2	5
		OR			
4.(ii).	a).	You are a fresh graduate in Bachelor of Business Administration from the National Institute of Technology, Trichy. You found an advertisement in the Hindu that Infosys hires Web Developers. Prepare a CV for the position specified mentioning relevant credentials.	3	2	5
	b).	Write a job application letter aligning with the specific requirements and expectations of the job role you are applying for.	3	2	5
		UNIT-4			
5.(i).		Explain common challenges encountered in online meeting communication and discuss strategies to address these issues.	4	2	10
		OR			
5.(ii).		What is a virtual team, and how does communication differ in a virtual team compared to an in-person team?	4	2	10
		UNIT-5			
6.(i).		Explain why media literacy is essential in today's digital age.	5	2	10
		OR			
6.(ii).		Discuss the importance of digital citizenship in building a safe and respectful online community.	5	2	10

CO-COURSE OUTCOME KL-KNOWLEDGE LEVEL M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 10 marks

Course Code: B24BB1103					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)					R24
I B.B.A. I Semester MODEL QUESTION PAPER					
INDIAN SCIENCE, ENGINEERING AND TECHNOLOGY					
(PAST, PRESENT AND FUTURE)					
(For Bachelor of Business Administration)					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer Question No.1 compulsorily					
Answer ONE Question from EACH UNIT					
Assume suitable data if necessary					
10 x 2 = 20 Marks					
			CO	KL	M
1.	a).	What is Indian Traditional Knowledge or Indian Knowledge Systems (IKS)?	1	2	2
	b).	What are traditional livestock and veterinary sciences?	1	2	2
	c).	Define Ayurveda.	2	2	2
	d).	Explain the theory of Panchamahabhutas.	2	2	2
	e).	What are divisions of the time, and the unit of distance as per Bruhatsataka?	3	3	2
	f).	Explain Newton's laws of motion.	3	3	2
	g).	Explain Yasodhara Bhatta's process of distillation.	4	3	2
	h).	Write about Bhaskaracharya –II in terms of mathematical theories.	4	3	2
	i).	What are the types of crops in ancient Bharat?	5	2	2
	j).	Write a short note on ancient transport in Bharat.	5	2	2
5 x 10 = 50 Marks					
		UNIT-1	CO	KL	M
2.(i).	a)	Explain the Indian Traditional Knowledge Systems.	1	2	5
	b)	Write an introduction to the science and way of doing science and research in ancient Bharat.	1	2	5
		OR			
2.(ii).	a)	Elaborate traditional agricultural practices in Bharat.	1	2	5
	b)	Explain water-harvesting practices in ancient Bharat.	1	2	5
		UNIT-2			
3.(i).	a)	What is Ayurveda? How effective is it for physical and mental health?	2	2	5
	b)	What is the health regimen for well-being prescribed by Ayurveda?	2	2	5
		OR			
3.(ii).	a)	What is Yoga? Explain the types of Yoga and relate that to the well being of an individual.	2	2	5

	b)	Elaborate AshtangaYogas.	2	2	5
		UNIT-3			
4.(i).		Explain the Vaisesikadarsan Atomic theory and law of motion.	3	2	10
		OR			
4.(ii).		What is Bhaskaracharya's contribution to Physics in India? Explain his theory of gravity, Suryasiddhanta and Siddhantasiromani.	3	2	10
		UNIT-4			
5.(i).		What are the contributions made by Vatsyayana, Nagarjuna and Khanda to Chemistry in ancient India?	4	3	10
		OR			
5.(ii).		What is India's contribution of Mathematics to the outer world? Explain in detail Baudhayana'sSulbasutras.	4	3	10
		UNIT-5			
6.(i).	a)	Explain textile technology of ancient Bharat.	5	2	5
	b)	Write about dying, washing, spinning and weaving technology in ancient Bharat.	5	2	5
		OR			
6.(ii).	a)	Elaborate the agricultural practices in ancient Bharat.	5	2	5
	b)	Write about ancient transport in Bharat.	5	2	5

CO-COURSE OUTCOME KL-KNOWLEDGE LEVEL M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 10 marks

Course Code: B24BB1104					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)					R24
I B.B.A. I Semester MODEL QUESTION PAPER					
ENVIRONMENTAL SCIENCE AND SUSTAINABILITY					
(For Bachelor of Business Administration)					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer Question No.1 compulsorily					
Answer ONE Question from EACH UNIT					
Assume suitable data if necessary					
10 x 2 = 20 Marks					
			CO	KL	M
1.	a).	Explain the significance of environmental concepts in business operations.	1	2	2
	b).	Why is public awareness crucial in promoting environmental conservation?	1	2	2
	c).	How does homeostasis work in an ecosystem?	2	2	2
	d).	How do ecosystems maintain balance between producers and consumers?	2	2	2
	e).	What are the primary sources of air pollution in urban areas?	3	2	2
	f).	How does solid waste management benefit urban communities?	3	2	2
	g).	Give an example of how environmental changes can affect social structures.	4	2	2
	h).	What is the principle of sustainable development?	4	2	2
	i).	Describe the role of State Pollution Control Boards under the Water (Prevention and Control of Pollution) Act of 1974.	5	2	2
	j).	Explain the role of the Central Pollution Control Board under the Air (Prevention and Control of Pollution) Act of 1981.	5	2	2
5 x 10 = 50 Marks					
		UNIT - I	CO	KL	M
2.(i).	a).	Explain how environmental concepts are relevant to business operations.	1	2	5
	b).	Describe the significance of the concept of sustainability in resource management.	1	2	5
		OR			
2.(ii)	a).	Identify strategies for conserving natural resources and explain one in detail.	1	2	5
	b).	Discuss the role of public awareness and education in promoting sustainable resource management.	1	2	5
		UNIT - II			
3.(i).	a).	Explain the structure and functions of natural ecosystems. Provide examples.	2	2	5

	b).	Discuss the concept of ecosystem resilience and homeostasis. How are they important for ecosystem stability?	2	2	5
		OR			
3.(ii)	a).	What makes India a mega diverse nation, and why is biodiversity conservation important?	2	2	5
	b).	Explain the strategies for biodiversity conservation and their significance in sustainable development.	2	2	5
		UNIT - III			
4.(i)	a).	Explain the causes and effects of air pollution, focusing on its impact on businesses and communities.	3	2	5
	b).	Discuss the role of businesses in mitigating the effects of natural disasters, providing examples from India.	3	2	5
		OR			
4.(ii)	a).	What are the causes and effects of soil pollution, and how does it affect agriculture and businesses in India?	3	2	5
	b).	How can adopting cleaner technologies help businesses reduce environmental pollution and improve sustainability?	3	2	5
		UNIT - IV			
5.(i)	a).	Explain the concept of dynamic interactions between society and the environment. Provide an example of how human activities can impact environmental processes.	4	2	5
	b).	Describe the role of businesses in achieving Sustainable Development Goals (SDGs). How can businesses promote responsible consumption?	4	2	5
		OR			
5.(ii)	a).	Explain the concept of ecological economics and its relevance to human population growth.	4	2	5
	b).	Discuss the implications of demographic changes in India on its environmental and social systems.	4	2	5
		UNIT - V			
6.(i)	a).	Evaluate the role of environmental legislation in promoting sustainable development in India.	5	2	5
	b).	Examine the provisions of the Air (Prevention and Control of Pollution) Act of 1981 and analyze its contribution to air quality management in India.	5	2	5
		OR			
6.(ii)	a).	Discuss the primary objectives of the Environment (Protection) Act of 1986 and evaluate its effectiveness in addressing environmental issues in India.	5	2	5
	b).	Explain the key provisions of the Water (Prevention and Control of Pollution) Act of 1974 and discuss its impact on water pollution control in India.	5	2	5

CO-COURSE OUTCOME KL-KNOWLEDGE LEVEL M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 10 marks

Course Code: B24BB1105					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)					R24
I B.B.A I Semester MODEL QUESTION PAPER					
PRINCIPLES OF MANAGEMENT					
(For Bachelor of Business Administration)					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer Question No.1 compulsorily					
Answer ONE Question from EACH UNIT					
Assume suitable data if necessary					
10 x 2 = 20 Marks					
			CO	KL	M
1.	a).	Write the Principles of Management.	1	1	2
	b).	List the Levels of Management.	1	1	2
	c).	Write the Importance of Planning.	2	1	2
	d).	State the Significance of Objectives.	2	1	2
	e).	Define Authority and Responsibility.	3	1	2
	f).	Identify Centralization Vs Decentralization.	3	1	2
	g).	Define Motivation.	4	1	2
	h).	Name the Components of Staffing.	4	1	2
	i).	List the Types of Control.	5	1	2
	j).	Identify the Steps in Control.	5	1	2
5 x 10 = 50 Marks					
		UNIT-I	CO	KL	M
2.(i)	a)	Explain the Functions of Management.	1	2	5
	b)	Discuss the significance of Management.	1	2	5
		OR			
2.(ii)		Describe the Henry Fayol '14' Principles of Management	1	2	10
		UNIT-II			
3.(i)	a)	Outline the Nature of Planning.	2	2	5
	b)	Explain the various types of Plans.	2	2	5
		OR			
3.(ii)	a)	Describe the Planning Process.	2	2	5
	b)	Briefly explain the decision making process.	2	2	5
		UNIT-III			
4.(i)	a)	Discuss the Principles of Organization.	3	2	5
	b)	Explain various types of organisations.	3	2	5

		OR			
4.(ii)		Explain the Conflicts between Line and Staff? How to Overcome the Line and Staff Conflicts.	3	2	10
		UNIT-IV			
5.(i)		Discuss the Nature and Importance of Staffing.	4	2	10
		OR			
5.(ii)	a)	Describe the Process of Selection.	4	2	5
	b)	Contrast between Selection and Recruitment.	4	2	5
		UNIT-V			
6.(i)		Explain the Essentials of Sound Control System.	5	2	10
		OR			
6.(ii)		Discuss the Control Process and Various types of Control.	5	2	10

CO-COURSE OUTCOME KL-KNOWLEDGE LEVEL M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 10 marks



Course Code: B24BB1106					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)					R24
I B.B.A. I Semester MODEL QUESTION PAPER					
FINANCIAL ACCOUNTING					
(For Bachelor of Business Administration)					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer Question No.1 compulsorily					
Answer ONE Question from EACH UNIT					
Assume suitable data if necessary					
10 x 2 = 20 Marks					
			CO	KL	M
1.	a).	State the types of Business Organizations	1	1	2
	b).	Write about the Branches of Accounting	1	1	2
	c).	Calculate Depreciation by using Straight Line method, if the cost of the asset is Rs.5,00,000/- useful life period 10 years and Scrap value Rs.5000	2	3	2
	d).	Determine the difference between Tangible and Intangible assts	2	3	2
	e).	Demonstrate Golden Rules of Accounting	3	3	2
	f).	Predict the importance of Profit and loss account and Balance sheet	3	3	2
	g).	Predict Bank Reconciliation statement use	4	3	2
	h).	Determine any two reasons for the difference between the company's cash book and bank balance	4	3	2
	i).	Predict the use of company	5	3	2
	j).	Determine the differences between the Equity shares and Preference shares	5	3	2
5 x 10 =50Marks					
		UNIT-1			
2.(i)	a).	Define Accounting? Write about the Double Entry System	1	2	5
	b).	Identify the difference between Sole Trading and Partnership firms	1	2	5
		OR			
2.(ii)	a).	Identify the difference between Revenue and Capital expenditure	1	2	5
	b).	Write about any 5 Accounting Concepts and Conventions	1	2	5
		UNIT-2			
3.(i)		Journalize the following Transactions January 2018 1 Commenced business with cash 80,000 2 Deposited cash with bank 40,000 3 Purchased goods worth Rs. 10000 by cash	2	3	10

		4 Purchased goods from Mr. Revanth worth Rs. 30000 5 Returned goods worth Rs. 2000 to Mr. Revanth 6 Sold goods to Mr Sunil worth Rs. 25000 7 Received goods from Mr. Sunil worth Rs.2000 8 Paid to Mr. RevanthRs. 25000 in full settlement																																																
		OR																																																
3.(ii)	a).	Demonstrate the Preparation of Trial Balance	2	3	5																																													
	b).	Demonstrate about the errors which cannot identified by preparing Trial Balance	2	3	5																																													
		UNIT-3																																																
4.(i)	a).	Demonstrate about any 5 adjustments while preparing final accounts	3	3	5																																													
	b).	Demonstrate how to prepare three column cash book	3	3	5																																													
		OR																																																
4.(ii)		From the following trial balance of Mr. Mahesh for the year ending 31.03. 2010,demonstrate how to prepare Trading A/c, Profit & Loss ac and Balance sheet <table><tr><th>Particulars</th><th>Debit (Rs.)</th><th>Credit (Rs)</th></tr><tr><td>Purchases , sales</td><td>125000</td><td>175000</td></tr><tr><td>Returns</td><td>1000</td><td>4700</td></tr><tr><td>Rent</td><td>2500</td><td>500</td></tr><tr><td>Stock</td><td>15000</td><td></td></tr><tr><td>Debtors, Creditors</td><td>30000</td><td>25000</td></tr><tr><td>Salaries</td><td>22500</td><td></td></tr><tr><td>Wages</td><td>10800</td><td></td></tr><tr><td>Machinery</td><td>10000</td><td></td></tr><tr><td>Furniture</td><td>10000</td><td></td></tr><tr><td>Cash</td><td>29400</td><td></td></tr><tr><td>Interest</td><td>2500</td><td></td></tr><tr><td>Discount</td><td>5000</td><td>1000</td></tr><tr><td>Drawings, Capital</td><td>6300</td><td>63800</td></tr><tr><td></td><td>270000</td><td>270000</td></tr></table>	Particulars	Debit (Rs.)	Credit (Rs)	Purchases , sales	125000	175000	Returns	1000	4700	Rent	2500	500	Stock	15000		Debtors, Creditors	30000	25000	Salaries	22500		Wages	10800		Machinery	10000		Furniture	10000		Cash	29400		Interest	2500		Discount	5000	1000	Drawings, Capital	6300	63800		270000	270000	3	3	10
Particulars	Debit (Rs.)	Credit (Rs)																																																
Purchases , sales	125000	175000																																																
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Debtors, Creditors	30000	25000																																																
Salaries	22500																																																	
Wages	10800																																																	
Machinery	10000																																																	
Furniture	10000																																																	
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Drawings, Capital	6300	63800																																																
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		UNIT-4																																																
5.(i)	a).	Demonstrate the preparation of Bank Reconciliation Statement	4	3	5																																													
	b).	Determine the causes of disagreement between balance shown in the cash book and pass book	4	3	5																																													
		OR																																																
5.(ii)		Demonstrate the preparation of Banck Reconciliation statement as at 31 st December, 2004 of Nagamani and Co., who had cash at bank as per Cash Book Rs.20220 and as per Pass Book Rs.24626.	4	3	10																																													

		a) The following cheques were deposited on 26th December, but were not collected by 31st December 2004 i) Rs.320 ii) Rs.740 iii) Rs.214 b) The following cheques were issued but not encashed as on reconcile day 1) Rs.770 2) Rs.4000 3) Rs.940 4) Rs. 1150 c) The bank allowed interest Rs.200 and a commission was charged Rs.880 on 31st December, 2004 d) The book collected a bill of Rs. 3100 on the 31st December, 2004 but the intimation was received by the firm on 4th January, 2005.			
		UNIT-5			
6.(i)	a).	Predict the differences between Preference shares, Equity Shares and Debentures	5	3	5
	b).	Demonstrate the accounting entries while issuing shares	5	3	5
		OR			
6.(ii)		Demonstrate the preparation of Journal of JHP Limited from the following information. JHP limited a company with an authorized share capital of Rs.10,00,000 in equity shares of Rs.10 each of which 6,00,000 shares had been issued and fully paid on 30th June, 2005. The company proposed to make a further issue of 100000 of these Rs.10 shares at a price of Rs.14 each, the arrangement for payment being: A) Rs. 2 per share payable on application, to be received by 1st July, 2005; B) Allotment to be made on 10th July, 2005 and a further Rs.5 per share (including the premium) to be payable; C) The final call for the balance to be made and the money received by 30th April, 2006. Applications were received for 3,55,000 shares and were dealt with as follows: i) Applicants for 5000 shares received allotment in full ii) Applicants for 30,000 shares received on allotment one share for every two applied for; no money was returned to theses applicants, the surplus on application being used to reduce the amount due on allotment; iii) Applicants for 320000 shares received an allotment of one share for every four applied for the money due on allotment was retained by the company, the excess being returned to the applicants and iv) The money due on final call was received on the due date	5	3	10

CO-COURSE OUTCOME KL-KNOWLEDGE LEVEL M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 10 marks

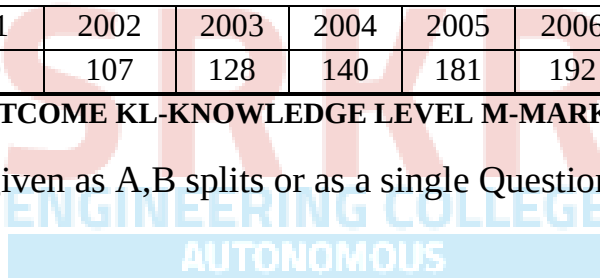
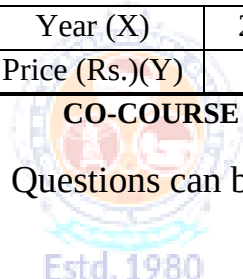
Course Code: B24BB1107											
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)					R24						
I B.B.A. I Semester MODEL QUESTION PAPER											
BUSINESS STATISTICS AND LOGIC											
(For Bachelor of Business Administration)											
Time: 3 Hrs.			Max. Marks: 70 M								
Answer Question No.1 compulsorily											
Answer ONE Question from EACH UNIT											
Assume suitable data if necessary											
10 x 2 = 20 Marks											
			CO	KL	M						
1.	a).	Describe Frequency distribution	1	2	2						
	b).	Explain Weighted Arithmetic mean	1	2	2						
	c).	Define Range and coefficient of Range	2	1	2						
	d).	Define Kurtosis what are different types of kurtosis	2	2	2						
	e).	Explain Scatter diagram	3	2	2						
	f).	Describe Rank Correlation coefficient	3	2	2						
	g).	Define coefficient of colligation	4	1	2						
	h).	Give criterion of independence for attributes A and B.	4	3	2						
	i).	Describe Mathematical models for Time Series	5	2	2						
	j).	Explain Utility of Time Series Analysis	5	2	2						
Answer ONE Question from EACH UNIT											
All questions carry equal marks											
Assume suitable data if necessary											
5 x 10 =50Marks											
		UNIT-1									
2.(i)	a).	Illustrate the following data through a multiple bar diagram.				1	2	5			
		Year	Sales('000Rs.)	Gross Profit ('000Rs.)	Net Profit ('000Rs.)						
		2020	120	40	20						
		2021	135	45	30						
		2022	140	55	35						
		2023	150	60	40						
b).	Calculate the Arithmetic mean for the following frequency distribution							1	3	5	
	Marks	0-10	10-20	20-30	30-40	40-50	50-60				60-70
	Number of Students	6	5	8	15	7	6				3
	OR										

2.(ii)		From the following data compute Q_1 , Q_3 , D_6 , and P_{80}								1	3	10		
	Age	20-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60					
	Number of Students	60	80	90	150	180	130	140	60					
		UNIT-2												
3.(i)	a).	Calculate mean deviation from median from the following data								2	3	5		
		Class Interval		2-4		4-6		6-8					8-10	
		Frequency		3		4		2					1	
	b).	Find the Karl Pearson coefficient of Skewness for the following age distribution.								2	3	5		
		Age in years		0-6	6-12	12-18	18-24	24-30	30-36				36-42	
		Frequency		6	11	25	35	18	12				6	
		OR												
3.(ii)		Below are given the number of runs scored by two batsmen in eight matches.								2	3	10		
		Batsman A		27	16	39	45	101	80				40	52
		Batsman B		0	100	80	5	60	40				10	121
		Determine who is better run scorer? Also find which of the two batsmen is more consistent in scoring.												
		UNIT-3												
4.(i)	a).	Define correlation and correlation coefficient, explain types of correlation. What are the properties of correlation coefficient?								3	2	5		
		Calculate coefficient of correlation between birth rate and death rate for the following data:												
		Year		2011	2012	2013	2014	2015	2016				2017	
	b).	Birth rate		24	26	32	33	35	30	32	3	3	5	
Death rate		15	20	22	24	27	24	20						
OR														
4.(ii)		Regression equations of two variables x and y are as follows: $3x + 2Y - 26 = 0$ and $6x + y - 31 = 0$. Find (i) Mean values of x and y. (ii) The regression coefficients of x on y and y on x. (iii) The coefficient of correlation. (iv) The most probable value of y when x = 5.								3	3	10		
		UNIT-4												
5.(i)	a).	What do you mean by Consistency of data? Explain the conditions for consistency of data for one attribute and two attributes.								4	2	5		
		Given the following ultimate class frequencies, find the frequencies of positive classes. $(ABC) = 149$, $(AB\gamma) = 738$, $(A\beta C) = 225$, $(A\beta\gamma) = 1,196$,												

		(αBC)=204, (αBγ)=1,762, (αβC) = 171, and (αβγ)=21,824.																							
		OR																							
5.(ii)		800 candidates of both sexes appeared at an examination. The boys outnumbered the girls by 15% of the total. The number of candidates who passed exceeds the number failed by 480. Equal number of boys and girls failed in the examination. Prepare a 2 x 2 table and find the coefficient of association and coefficient of Colligation. Comment.	4	3	10																				
		UNIT-5																							
6.(i)	a).	What is Time Series? Describe the components of Time Series.	5	2	5																				
	b).	From the following series of annual data, find the trend line by the method of semi averages. Also estimate the value 2019. <table><tr><td>Year</td><td>2010</td><td>2011</td><td>2012</td><td>2013</td><td>2014</td><td>2015</td><td>2016</td><td>2017</td><td>2018</td></tr><tr><td>Value</td><td>170</td><td>231</td><td>261</td><td>267</td><td>278</td><td>302</td><td>299</td><td>298</td><td>340</td></tr></table>	Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	Value	170	231	261	267	278	302	299	298	340	5	3	5
Year	2010	2011	2012	2013	2014	2015	2016	2017	2018																
Value	170	231	261	267	278	302	299	298	340																
		OR																							
6.(ii)		The prices of a commodity during 2001-2006 are given below. Fit a parabola $Y = a + b X + cX^2$ to these data. Determine thePrice for the year 2007 <table><tr><td>Year (X)</td><td>2001</td><td>2002</td><td>2003</td><td>2004</td><td>2005</td><td>2006</td></tr><tr><td>Price (Rs.)(Y)</td><td>100</td><td>107</td><td>128</td><td>140</td><td>181</td><td>192</td></tr></table>	Year (X)	2001	2002	2003	2004	2005	2006	Price (Rs.)(Y)	100	107	128	140	181	192	5	3	10						
Year (X)	2001	2002	2003	2004	2005	2006																			
Price (Rs.)(Y)	100	107	128	140	181	192																			

CO-COURSE OUTCOME KL-KNOWLEDGE LEVEL M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 10 marks



Course Code: B24BB1201					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)					R24
I B.B.A. II Semester MODEL QUESTION PAPER					
HUMAN BEHAVIOUR AND ORGANIZATION					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer Question No.1 compulsorily					
Answer ONE Question from EACH UNIT					
Assume suitable data if necessary					
10 x 2 = 20 Marks					
			CO	KL	M
1.	a)	Discuss the organisational behaviour and its importance.	1	2	2
	b)	Outline the contributing disciplines of OB.	1	2	2
	c)	Explain the concept of type A & B personalities.	2	2	2
	d)	Describe the influence of motivation on perception.	2	2	2
	e)	Summarize the difference between group and work teams.	3	2	2
	f)	Associate the role of power and authority in group conflicts.	3	2	2
	g)	Explain the key traits of an effective leader.	4	2	2
	h)	Describe briefly about autocratic leadership and its characteristics.	4	2	2
	i)	Paraphrase the organisational impact on employee motivation and Job satisfaction.	5	2	2
	j)	Illustrate the challenges of managing cross cultures.	5	2	2
Answer ONE Question from EACH UNIT					
All questions carry equal marks					
Assume suitable data if necessary					
5 x 10 = 50 Marks					
		UNIT-1	CO	KL	M
2(i)		Explain the importance and historical development of Organisational Behaviour.	1	2	10
		OR			
2(ii)		Paraphrase different models of Organisational Behaviour.	1	2	10
		UNIT-2			
3(i)	(a)	Explain briefly the key determinants of Personality.	2	2	5
	(b)	Restate the components of attitude.	2	2	5
		OR			
3(ii)	(a)	Interpret the types of Values.	2	2	5
	(b)	Explain about the need hierarchy theory of motivation.	2	2	5
		UNIT-3			

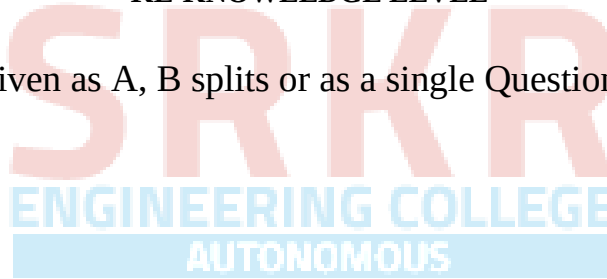
4(i)		Discuss the phases of five stage model of group development with examples.	3	2	10
		OR			
4(ii)		Describe different types of teams.	3	2	10
		UNIT-4			
5(i)		Summarize the trait theories of leadership and explain its advantages and disadvantages.	4	2	10
		OR			
5(ii)		Explain the contingency theories that states effective leadership.	4	2	10
		UNIT-5			
6(i)		Explain the steps for building a high performing organisational culture.	5	2	10
		OR			
6(ii)		Describe the causes of stress and explain different techniques of managing Stress.	5	2	10

CO-COURSE OUTCOME

KL-KNOWLEDGE LEVEL

M-MARKS

NOTE: Questions can be given as A, B splits or as a single Question for 10 marks



Course Code: B24BB1202					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)					R24
I BBA II Semester MODEL QUESTION PAPER					
MARKETING MANAGEMENT					
(For Bachelor of Business Administration)					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer Question No.1 compulsorily					
Answer ONE Question from EACH UNIT					
Assume suitable data if necessary					
10 x 2 = 20 Marks					
			CO	KL	M
1.	a).	Write the Concepts of Marketing.	1	1	2
	b).	Recognize Selling Vs Marketing.	1	1	2
	c).	Define Segmentation.	2	1	2
	d).	Write about Target Market.	2	1	2
	e).	Recall Branding of Products.	3	1	2
	f).	Write about Packaging and Labelling.	3	1	2
	g).	List out the Objectives of Pricing.	4	1	2
	h).	Write about Physical Distribution.	4	1	2
	i).	Define Integrated Marketing Communication.	5	1	2
	j).	Define Advertising.	5	1	2
Answer ONE Question from EACH UNIT					
All questions carry equal marks					
Assume suitable data if necessary					
5 x 10 = 50 Marks					
		UNIT-I	CO	KL	M
2.(i)	a)	Describe the Elements of Marketing - Mix.	1	2	5
	b)	Explain the importance of Marketing	1	2	5
		OR			
2.(ii)		Discuss the Factors Influencing Marketing Environment.	1	2	10
		UNIT-II			
3.(i)	a)	Interpret the Basis for Segmentation.	2	2	5
	b)	Discuss the factors influencing Consumer Behavior.	2	2	5
		OR			
3(ii)		Describe the Various Patterns of Targeting and Positioning Strategies.	2	2	10
		UNIT-III			

4.(i)	a)	Explain the Classification of Products.	3	2	5
	b)	Compare the difference between Consumer goods and Industrial goods.	3	2	5
		OR			
4.(ii)	a)	Summarize the New Product Development Process.	3	2	5
	b)	Explain the various stages of product life cycle.	3	2	5
		UNIT-IV			
5.(i)		Discuss the Factors Influencing Pricing Decisions.	4	2	10
		OR			
5.(ii)		Explain the Factors Influencing the Choice of Channel.	4	2	10
		UNIT-V			
6.(i)		Discuss the Meaning and Importance of Promotion.	5	2	10
		OR			
6.(ii)		Explain the Elements of Promotion Mix.	5	2	10

CO-COURSE OUTCOME KL-KNOWLEDGE LEVEL M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 10 marks



SRKR
ENGINEERING COLLEGE
AUTONOMOUS

Course Code: B24BB1203					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)					R24
I BBA II Semester MODEL QUESTION PAPER					
BUSINESS ECONOMICS					
(For Bachelor of Business Administration)					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer Question No.1 compulsorily					
Answer ONE Question from EACH UNIT					
Assume suitable data if necessary					
					10 x 2 = 20 Marks
			CO	KL	M
1.	a).	List the Factors of Production.	1	1	2
	b).	Name the Economic Goods.	1	1	2
	c).	State the Law of Demand.	2	1	2
	d).	Write the Purpose of Demand Forecasting.	2	1	2
	e).	Show the production Function.	3	1	2
	f).	Define Opportunity Cost.	3	1	2
	g).	Write about Market Structure.	4	1	2
	h).	List the Features of Oligopoly.	4	1	2
	i).	Define Inflation.	5	1	2
	j).	Write about Globalization.	5	1	2
Answer ONE Question from EACH UNIT					
All questions carry equal marks					
Assume suitable data if necessary					
					5 x 10 = 50 Marks
		UNIT-I	CO	KL	M
2.(i)		Explain the Nature of Business Economics.	1	2	10
		OR			
2.(ii)		Contrast between Micro and Macro Economics.	1	2	10
		UNIT-II			
3.(i)	a)	Discuss the determinants to demand.	2	2	5
	b)	Explain the exceptions of Law of Demand.	2	2	5
		OR			
3.(ii)		Demonstrate the Degrees of Price Elasticity of Demand.	2	2	10
		UNIT-III			
4.(i)		Illustrate the Law of Variable Proportion.	3	2	10

		OR			
4(ii)		Explain Break-even Analysis and Determine the Break-even Point.	3	2	10
		UNIT-IV			
5.(i)	a)	Explain about the Features of Monopoly.	4	2	5
	b)	Discuss the features of Oligopoly.	4	2	5
		OR			
5.(ii)		Describe the AR&MR in Perfect Competition.	4	2	10
		UNIT-V			
6.(i)		Interpret the Methods of Measuring national Income.	5	2	10
		OR			
6.(ii)		Describe the Phases of Trade Cycles.	5	2	10

CO-COURSE OUTCOME KL-KNOWLEDGE LEVEL M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 10 marks



SRKR
ENGINEERING COLLEGE
AUTONOMOUS

Course Code: B24BB1204					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)					R24
I BBA II Semester MODEL QUESTION PAPER					
EMERGING TECHNOLOGIES AND APPLICATION					
Bachelor of Business Administration					
Time:3Hrs.			Max.Marks:70M		
Answer Question No.1compulsorily					
Answer ONE Question from EACH UNIT					
Assume suitable data if necessary					
10x 2= 20Marks					
			CO	KL	M
1.	(a)	Describe few advantages of cloud computing	1	2	2
	(b)	Describe few cloud based enterprise solutions	1	2	2
	(c)	Summarize the applications of IoT	2	2	2
	(d)	Explain various IoT categories	2	2	2
	(e)	Explain industry 4.0 impact on business models	3	2	2
	(f)	Summarize the advantages of Business process optimization	3	2	2
	(g)	Explain digital identity challenges	4	2	2
	(h)	Describe the applications of consensus mechanism	4	2	2
	(i)	Explain AR/VR applications in marketing	5	2	2
	(j)	Summarize the benefits of immersive technologies	5	2	2
Answer ONE Question from EACH UNIT					
All questions carry equal marks					
Assume suitable data if necessary					
5x 10 =50 Marks					
		UNIT-1			
2.i)	(a)	Explain IAAS, PAAS, SAAS models	1	2	5
	(b)	Explain about cloud deployment models along with their advantages and disadvantages	1	2	5
		OR			
2.ii)		Explain about any 2 cloud governance frameworks	1	2	10
		UNIT-II			
3.i)	(a)	Explain various sensors technologies	2	2	5
	(b)	Discuss IoT characteristics	2	2	5
		OR			
3.ii)		Discuss data processing and storage in IoT	2	2	10
		UNIT-III			
4.i)		Explain about smart automation and manufacturing the key pillars of Industry 4.0 and specify their benefits	3	2	10

		OR			
4.ii)		Explain about cyber physical systems and digital twins	3	2	10
		UNIT-IV			
5.i)	(a)	Explain the features of smart contracts	4	2	5
	(b)	Explain the applications of smart contracts	4	2	5
		OR			
5.ii)		Discuss digital identity Challenges and Opportunities in block chain technology	4	2	10
		UNIT-V			
6.i)	(a)	Explain the differences between AR and VR	5	2	5
	(b)	Explain Technological limitations and advancements of AR/VR	5	2	5
		OR			
6.ii)	(a)	Explain challenges and opportunities of AR/VR	5	2	5
	(b)	Discuss AR/VR Integration with existing business processes.	5	2	5

CO-COURSE OUTCOME KL-KNOWLEDGE LEVEL M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 10 marks



Course Code: B24BB1205					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)					R24
I B.B.A. II Semester MODEL QUESTION PAPER					
MEDIA LITERACY AND CRITICAL THINKING					
Bachelor of Business Administration					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer Question No.1 compulsorily					
Answer ONE Question from EACH UNIT					
All questions carry equal marks					
10 x 2 = 20 Marks					
			CO	KL	M
1.	a).	Describe media literacy.	1	2	2
	b).	Explain the core principles of media literacy.	1	2	2
	c).	Compare between broadcast and digital media texts.	2	2	2
	d).	Explain the meaning of semiotics in media analysis.	2	2	2
	e).	Interpret media production dynamics.	3	2	2
	f).	Illustrate two techniques for analyzing audience consumption patterns.	3	2	2
	g).	Summarize the ethical principles in media.	4	2	2
	h).	Explain any two self-regulatory bodies for media in India.	4	2	2
	i).	Restate digital media literacy.	5	2	2
	j).	Explain digital citizenship.	5	2	2
Estd. 1980 AUTONOMOUS					
Answer ONE Question from EACH UNIT					
All questions carry equal marks					
Assume suitable data if necessary					
5 x 10 =50Marks					
	UNIT-1		CO	KL	M
2.(i)	a). Explain the core principles of media literacy and how do they contribute to critical thinking?		1	2	5
	b). Explain the significance of media literacy in today's society.		1	2	5
	OR				
2.(ii)	a). Describe how media literacy has evolved over time, especially in the Indian context.		1	2	5
	b). Illustratethe role of media as a powerful communication tool in shaping societal perceptions and behaviors.		1	2	5
	UNIT-2				
3.(i)	Explain the concept of "media texts" and their different forms (print, broadcast, digital, and social media).		2	2	10

	OR			
3.(ii)	Describe the role of media representations in shaping individual perceptions and societal attitudes.	2	2	10
	UNIT-3			
4.(i)	Interpret the role of digital media in changing media consumption and production dynamics in India.	3	2	10
	OR			
4.(ii)	Explain the various techniques used to critically evaluate media content and analyze audience consumption patterns.	3	2	10
	UNIT-4			
5.(i)	Explain the ethical issues faced by media organizations in the digital age. How do regulations address these concerns?	4	2	10
	OR			
5.(ii)	Describe the role of self-regulatory bodies in ensuring ethical standards in media practices.	4	2	10
	UNIT-5			
6.(i)	Explain how digital media has influenced traditional media practices, especially in news reporting and audience interaction.	5	2	10
	OR			
6.(ii)	Describe the types of cybercrimes that can occur in the digital information space. How do these crimes affect individuals and society?	5	2	10

CO-COURSE OUTCOME KL-KNOWLEDGE LEVEL M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 10 marks

Course Code: B24BB1206					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)					R24
I BBA II Semester MODEL QUESTION PAPER					
INDIAN CONSTITUTION					
Bachelor of Business Administration					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer Question No.1 compulsorily					
Answer ONE Question from EACH UNIT					
Assume suitable data if necessary					
10 x 2 = 20 Marks					
			CO	KL	M
1.	a).	Explain the term "economic justice" as mentioned in the Indian Constitution.	1	2	2
	b).	Describe two landmark land reform cases.	1	2	2
	c).	Restate the provision of Article 19(1)(g).	2	2	2
	d).	Summarize two fundamental rights that impact business practices.	2	2	2
	e).	Explain when the fundamental duties were added.	3	2	2
	f).	Describe two fundamental duties under Article 51-A.	3	2	2
	g).	Interpret fiscal federalism.	4	2	2
	h).	Describe the articles related to trade and commerce.	4	2	2
	i).	Associate one constitutional case with its influence on the financial landscape.	5	2	2
	j).	Summarize two economic outcomes of the Aadhaar judgment.	5	2	2
5 x 10 = 50 Marks					
	UNIT-1		CO	KL	M
2.i)	a)	Describe how the Preamble reflects the Indian Constitution's economic goals.	1	2	5
	b)	Summarize the constitutional and economic implications of the crypto currency ban imposed by the RBI.	1	2	5
		OR			
2. ii)	a)	Illustrate two key economic milestones in the constitutional history of post-colonial India.	1	2	5
	b)	Discuss the role of constitutional design in ensuring legal regulation for economic justice.	1	2	5
		UNIT-2			
3.i)	a)	Explain the rights guaranteed under Article 19(1)(g) of the Indian Constitution.	2	2	5

	b)	Describe the implications of Article 19(1)(g) for business operations in India.	2	2	5
		OR			
3.ii)		Describe how Article 19(1)(g) has been a point of contention in balancing individual freedoms and state-imposed regulations.	2	2	10
		UNIT-3			
4.i)		Explain the significance of fundamental duties added by the 42nd Amendment Act, with a focus on their relevance to business practices.	3	2	10
		OR			
4.ii)	a)	Summarize the key moral and civic duties outlined in Article 51-A.	3	2	5
	b)	Describe how the 42nd Amendment Act influenced corporate social responsibility.	3	2	5
		UNIT-4			
5.i)		Explain the provisions of Articles 301 to 307 of the Indian Constitution and their importance in ensuring free trade and commerce within the country.	4	2	10
		OR			
5.ii)		Describe the role of Article 280 in addressing fiscal imbalances between the Union and the states.	4	2	10
		UNIT-5			
6.i)		Illustrate the significance of landmark cases such as the ban on diesel engine cars in promoting environmental sustainability and economic interests.	5	2	10
		OR			
6.ii)	a)	Describe the role of the judiciary in addressing ownership disputes in the broadcast media sector.	5	2	5
	b)	Explain the key constitutional issues involved in the lifting of restrictions on crypto currency transactions.	5	2	5

CO-COURSE OUTCOME KL-KNOWLEDGE LEVEL M-MARKS

NOTE : Questions can be given as A,B splits or as a single Question for 10 marks

Course Code: B24BB1207					
SAGI RAMA KRISHNAM RAJU ENGINEERING COLLEGE (A)					R24
I B.B.A. II Semester MODEL QUESTION PAPER					
BUSINESS COMMUNICATION-II					
Department of English and Foreign Languages					
Time: 3 Hrs.			Max. Marks: 70 M		
Answer Question No.1 compulsorily					
Answer ONE Question from EACH UNIT					
Assume suitable data if necessary					
					10 x 2 = 20 Marks
			CO	KL	M
1.	a).	Define Communication and write different types of communication.	1	1	2
	b).	Explain why effective communication is important in the workplace.	1	2	2
	c).	Write any three common barriers to effective communication?	2	2	2
	d).	Explain how psychological barriers can impact communication.	2	3	2
	e).	Write various stages to be followed during a presentation.	3	1	2
	f).	Discuss how tone of voice can affect the delivery of a presentation.	3	3	2
	g).	Distinguish verbal and non-verbal communications.	4	2	2
	h).	How can body language influence the perception of the audience during a presentation?	4	2	2
	i).	What is the structure of a group discussion?	5	1	2
	j).	Write different types of an interview.	5	2	2
Estd. 1980 AUTONOMOUS					
Answer ONE Question from EACH UNIT					
All questions carry equal marks					
Assume suitable data if necessary					
					5 x 10 = 50 Marks
		UNIT-1	CO	KL	M
2. i)	a)	Explain the various forms of communication and how they influence interpersonal relationships in different contexts.	1	2	5
	b)	Illustrate the nature and importance of communication.	1	2	5
		OR			
2. ii)	a)	Discuss the fundamental principles of effective communication.	1	3	5
	b)	Explain how fundamental principles contribute to successful interactions in a business?	1	3	5
		UNIT-2			
3.i)		Illustrate the impact of technological barriers on communication in the modern workplace.	2	2	10
		OR			

3.ii)		Discuss key strategies for overcoming barriers to effective communication in a business environment.	2	3	10
		UNIT-3			
4.i)		Describe the significance of verbal communication skills in delivering an effective presentation.	3	2	10
		OR			
4.ii)		What is a presentation and outline the key steps involved in preparing a presentation?	3	3	10
		UNIT-4			
5.i)		Describe how to incorporate effective non-verbal communication strategies into a presentation.	4	2	10
		OR			
5.ii)		Explain how visual aids in presentations can enhance the audience's understanding of the content.	4	2	10
		UNIT-5			
6.i)	a)	What is an Interview and what are the Dos and Don'ts of an interview.	5	2	5
	b)	Write any four frequently asked questions of an interview with answers.	5	2	5
		OR			
6.ii)	a)	Define the characteristics of a successful group discussion and list the roles participants may take.	5	2	5
	b)	Explain the Dos and the Don'ts of a group discussion?	5	2	5