



36213

I Semester B.B.A. Degree Examination, March/April 2022
(2021-22 - NEP)

Marketing Management

Time : 3 Hours

Max. Marks : 60

Answer the following question one full question from each:

ಕೆಳಗಿನ ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ, ಪೂರ್ಣ ಪ್ರಮಾಣದಲ್ಲಿ ಒಂದು ಪ್ರಶ್ನೆಗೆ ಉತ್ತರಿಸಿ :

1. Answer the following **four** questions, each carries **3** marks. **(4 × 3 = 12)**

ಕೆಳಗಿನ ನಾಲ್ಕು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ, ತಲಾ 3 ಅಂಕಗಳು :

- (a) Define marketing.
ಮಾರುಕಟ್ಟೆಯನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ.
- (b) Mention four functions of marketing.
ಮಾರಾಟ ವ್ಯವಸ್ಥೆಯ ನಾಲ್ಕು ಕಾರ್ಯಗಳನ್ನು ಬರೆಯಿರಿ.
- (c) What is E-business?
ಇ-ಬ್ಯುಸಿನೆಸ್ ಎಂದರೇನು?
- (d) What is tele marketing?
ಟೆಲಿ ಮಾರುಕಟ್ಟೆ ಎಂದರೇನು?

Or/ಅಥವಾ

- (e) What is digital marketing?
ಡಿಜಿಟಲ್ ಮಾರ್ಕೆಟಿಂಗ್ ಎಂದರೇನು?
- (f) What is social media marketing?
ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ ಮಾರ್ಕೆಟಿಂಗ್ ಎಂದರೇನು?
- (g) What is E-tailing?
E-ಟೈಲಿಂಗ್ ಎಂದರೇನು?
- (h) What is green marketing?
ಗ್ರೀನ್ ಮಾರ್ಕೆಟಿಂಗ್ ಎಂದರೇನು?



2. Answer the following **two** questions, each carries **6** marks: (2 × 6 = 12)

ಕೆಳಗಿನ ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ, ತಲಾ 6 ಅಂಕಗಳು :

- (a) Discuss the demographic and economic factors in Macro Environment.
ಮ್ಯಾಕ್ರೋ ಪರಿಸರದಲ್ಲಿ ಜನಸಂಖ್ಯಾ ಮತ್ತು ಆರ್ಥಿಕ ಅಂಶಗಳನ್ನು ಚರ್ಚಿಸಿ.
- (b) What are the elements of Micro Environment?
ಸೂಕ್ಷ್ಮ ಪರಿಸರದ ಅಂಶಗಳಾವುವು?

Or/ಅಥವಾ

- (c) What is Macro Environment? Why it is uncontrollable?
ಸಮಗ್ರ ಪರಿಸರ ಎಂದರೇನು? ಅದು ಹೇಗೆ ನಿಯಂತ್ರಿಸಲಾಗದು?
- (d) What are the elements of Macro Environment?
ಸಮಗ್ರ ಪರಿಸರದ ಅಂಶಗಳಾವುವು?

3. Answer the following question, it carries **12** marks: (1 × 12 = 12)

ಕೆಳಗಿನ ಪ್ರಶ್ನೆಗೆ ಉತ್ತರಿಸಿ. 12 ಅಂಕಗಳು :

- (a) What is Market segmentation? What are the requisites of it?
ಮಾರುಕಟ್ಟೆ ವಿಭಜನೆ ಎಂದರೇನು? ಅದರ ಅಗತ್ಯತೆಗಳಾವುವು?

Or/ಅಥವಾ

- (b) What is consumer behaviour? Explain the factors influencing consumer behaviour.
ಗ್ರಾಹಕರ ನಡವಳಿಕೆ ಎಂದರೇನು? ಗ್ರಾಹಕರ ನಡವಳಿಕೆ ಮೇಲೆ ಪ್ರಭಾವ ಬೀರುವ ಅಂಶಗಳಾವುವು?

4. Answer the following question, it carries **12** marks: (1 × 12 = 12)

ಕೆಳಗಿನ ಪ್ರಶ್ನೆಗೆ ಉತ್ತರಿಸಿ. 12 ಅಂಕಗಳು :

- (a) What is marketing mix? What are the elements of marketing mix?
ಮಾರುಕಟ್ಟೆ ಮಿಶ್ರಣ ಎಂದರೇನು? ಮಾರುಕಟ್ಟೆ ಮಿಶ್ರಣದ ಅಂಶಗಳಾವುವು?

Or/ಅಥವಾ

- (b) What is pricing? What are the factors influencing pricing policy?
ಬೆಲೆ ಎಂದರೇನು? ಬೆಲೆ ನೀತಿಯ ಮೇಲೆ ಪ್ರಭಾವ ಬೀರುವ ಅಂಶಗಳಾವುವು?



36213

5. Answer the following question, it carries 12 marks:

(1 × 12 = 12)

ಕೆಳಗಿನ ಪ್ರಶ್ನೆಗೆ ಉತ್ತರಿಸಿ. 12 ಅಂಕಗಳು :

- (a) Define services. What are the difference between goods and services?
ಸೇವೆಯನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ. ಸರಕು ಮತ್ತು ಸೇವೆಗಳ ನಡುವಿನ ವ್ಯತ್ಯಾಸಗಳಾವುವು?

Or/ಅಥವಾ

- (b) What is services? Explain the seven 'P's of services marketing.
ಸೇವೆ ಎಂದರೇನು? ಸೇವಾ ಮಾರುಕಟ್ಟೆಯ ಏಳು 'ಪಿ'ಗಳನ್ನು ವಿವರಿಸಿ.



36213

I Semester B.B.A. Degree Examination, July/August 2023**(NEP Syllabus – 2020)****Marketing Management**

Time : 2 Hours

Max. Marks : 60

Answer the following questions choosing one full question from each module :

ಪ್ರತಿಯೊಂದು ಸಂಪೂರ್ಣ ಪ್ರಶ್ನೆಯನ್ನು ಆಯ್ಕೆ ಮಾಡಿಕೊಂಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ :

1. (a) Define Marketing. (2)
ಮಾರುಕಟ್ಟೆಯನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ.
- (b) Define the following : (4)
ಕೆಳಗಿನವುಗಳನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ :
(i) E Business
(ii) M Business
(iii) Green Marketing
(iv) Tele Marketing
- (c) Briefly explain the recent trends in marketing. (6)
ಮಾರುಕಟ್ಟೆಯ ಇತ್ತೀಚಿನ ಪ್ರವೃತ್ತಿಗಳನ್ನು ವಿವರಿಸಿ.
- Or/ಅಥವಾ
- (d) Briefly explain the functions of Marketing. (12)
ಮಾರುಕಟ್ಟೆಯ ಕಾರ್ಯಗಳನ್ನು ವಿವರಿಸಿ.
2. (a) What is Marketing Environment? (2)
ಮಾರುಕಟ್ಟೆಯ ಪರಿಸರ ಎಂದರೇನು?
- (b) What is micro and macro environment? (4)
ಸೂಕ್ಷ್ಮ ಮತ್ತು ಸಮಗ್ರ ಮಾರುಕಟ್ಟೆಯ ಪರಿಸರ ಎಂದರೇನು?
- (c) Explain the elements of Micro Environment. (6)
ಸೂಕ್ಷ್ಮ ಪರಿಸರದ ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ.
- Or/ಅಥವಾ
- (d) Discuss the elements of Macro Environment. (12)
ಸಮಗ್ರ ಪರಿಸರದ ಅಂಶಗಳನ್ನು ಚರ್ಚಿಸಿ.

P.T.O.

36213



3. (a) Define Market Segmentation. (2)
ಮಾರುಕಟ್ಟೆಯ ವಿಭಜನೆಯನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ.
- (b) What is Buying Decision process? (4)
ಗ್ರಾಹಕರ ಖರೀದಿ ಪ್ರಕ್ರಿಯೆಯೆಂದರೇನು?
- (c) Explain the requisites of sound market segment. (6)
ಧ್ವನಿ ಮಾರುಕಟ್ಟೆ ವಿಭಜನೆಯ ಅಗತ್ಯತೆಗಳನ್ನು ವಿವರಿಸಿ.

Or/ಅಥವಾ

- (d) What is consumer behaviour? Explain the factors influencing consumer behaviour. (12)
ಗ್ರಾಹಕರ ನಡವಳಿಕೆ ಎಂದರೇನು? ಗ್ರಾಹಕರ ನಡವಳಿಕೆಯ ಮೇಲೆ ಪ್ರಭಾವ ಬೀರುವ ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ.
4. (a) What is marketing mix? (2)
ಮಾರುಕಟ್ಟೆಯ ಮಿಶ್ರಣ ಎಂದರೇನು?
- (b) Define 4 P's : (4)
(i) Product
(ii) Price
(iii) Place
(iv) Promotion
7 P's ವ್ಯಾಖ್ಯಾನಿಸಿ :
(i) ಉತ್ಪನ್ನ
(ii) ಬೆಲೆ
(iii) ಸ್ಥಳ
(iv) ಪ್ರಚಾರ
- (c) Explain the product life cycle. (6)
ಉತ್ಪನ್ನ ಜೀವನ ಚಕ್ರವನ್ನು ವಿವರಿಸಿ.

Or/ಅಥವಾ

- (d) Briefly explain the factors influencing on pricing policy. (12)
ಬೆಲೆ ನೀತಿಯ ಮೇಲೆ ಪ್ರಭಾವ ಬೀರುವ ಅಂಶಗಳನ್ನು ವಿವರಿಸಿ.



36213

5. (a) Define Services. (2)
ಸೇವೆ ಎಂದರೇನು?
- (b) What are features of Services? (4)
ಸೇವೆಯ ಗುಣಲಕ್ಷಣಗಳು ಯಾವುವು?
- (c) Differentiate between goods and services. (6)
ಸರಕು ಮತ್ತು ಸೇವೆಯ ನಡುವಿನ ವ್ಯತ್ಯಾಸಗಳನ್ನು ವಿವರಿಸಿ.
- Or/ಅಥವಾ
- (d) Briefly explain the 7 P's of Service Marketing. (12)
ಸೇವೆ ಮಾರುಕಟ್ಟೆಯ 7 P'sಗಳನ್ನು ವಿವರಿಸಿ.
-



36211

I Semester B.B.A. Degree Examination, July/August 2023
(NEP – Scheme 2020)

Management Principles and Practices

Time : 2 Hours

Max. Marks : 60

Answer the following questions :

ಕೆಳಗಿನ ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ :

1. (a) What is Management? (2)
ನಿರ್ವಹಣೆ ಎಂದರೇನು?
- (b) Describe the different functional areas of Management. (4)
ನಿರ್ವಹಣೆಯ ವಿವಿಧ ಕ್ರಿಯಾತ್ಮಕ ಪ್ರದೇಶಗಳನ್ನು ವಿವರಿಸಿ.
- (c) Differentiate between Business Administration and Management. (6)
ವ್ಯವಹಾರ ನಿರ್ವಹಣೆ ಹಾಗೂ ಆಡಳಿತದ ವ್ಯತ್ಯಾಸಗಳನ್ನು ವಿವರಿಸಿ.

Or/ಅಥವಾ

- (d) Explain Henry Fayol's principles of Management. (12)
ಹೆನ್ರಿ ಫಾಯೋಲ್ ಅವರ ವ್ಯವಸ್ಥಾಪನ ತತ್ವಗಳನ್ನು ವಿವರಿಸಿ.
2. (a) What is planning? (2)
ಯೋಜನೆ ಎಂದರೇನು?
- (b) What is MBO and MBE? (4)
MBO ಹಾಗೂ MBE ಎಂದರೇನು?
- (c) Write the importance of Decision Making. (6)
ನಿರ್ಧಾರ ಕೈಗೊಳ್ಳುವಿಕೆಯ ಮಹತ್ವವನ್ನು ವಿವರಿಸಿ.

Or/ಅಥವಾ

- (d) Explain the steps involved in planning process. (12)
ಯೋಜನಾ ಪ್ರಕ್ರಿಯೆಯಲ್ಲಿ ಬರುವ ಹಂತಗಳನ್ನು ವಿವರಿಸಿ.



3. (a) Define Organisation. (2)
ಸಂಘಟನೆಯನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ.
- (b) What is Staffing? Explain its importance. (4)
ಸಿಬ್ಬಂದಿ ನೇಮಕಾತಿ ಎಂದರೇನು? ಅದರ ಮಹತ್ವ ಬರೆಯಿರಿ.
- (c) Explain the principles of organization. (6)
ಸಂಘಟನೆಯ ತತ್ವಗಳನ್ನು ವಿವರಿಸಿ.

Or/ಅಥವಾ

- (d) Explain the various types of organization. (12)
ಸಂಘಟನೆಯ ವಿಧಗಳನ್ನು ವಿವರಿಸಿ.
4. (a) Define Communication. (2)
ಸಂವಹನ ಎಂದರೇನು?
- (b) Write the different types of Communication. (4)
ಸಂವಹನದ ವಿಧಗಳನ್ನು ಬರೆಯಿರಿ.
- (c) Explain the different styles of Leadership. (6)
ನಾಯಕತ್ವದ ವಿವಿಧ ಶೈಲಿಗಳನ್ನು ವಿವರಿಸಿ.

Or/ಅಥವಾ

- (d) Explain Maslow's need hierarchy theory of Motivation. (12)
ಮಾಸ್ಲೋರವರ ಪ್ರೇರಣಾ ಸಿದ್ಧಾಂತವನ್ನು ವಿವರಿಸಿ.
5. (a) What do you mean by social Responsibility? (2)
ಸಾಮಾಜಿಕ ಕರ್ತವ್ಯ ಎಂದರೇನು?
- (b) Discuss the principles of Co-ordination. (4)
ಸಮನ್ವಯದ ತತ್ವಗಳನ್ನು ವಿವರಿಸಿ ಬರೆಯಿರಿ.
- (c) What is Business ethics? Explain its importance. (6)
ವ್ಯವಹಾರ ನೀತಿಶಾಸ್ತ್ರ ಎಂದರೇನು? ಅದರ ಮಹತ್ವ ವಿವರಿಸಿ.

Or/ಅಥವಾ

- (d) What is Control? Explain the steps involved in controlling. (12)
ನಿಯಂತ್ರಣ ಎಂದರೇನು? ನಿಯಂತ್ರಣದ ವಿವಿಧ ಹಂತಗಳನ್ನು ವಿವರಿಸಿರಿ.



36211

I Semester B.B.A. Degree Examination, March/April 2022
(2021-22 – NEP)

Management Principles and Practice

Time : 3 Hours

Max. Marks : 60

Answer the following question one full question from each:

ಕೆಳಗಿನ ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ, ಪೂರ್ಣ ಪ್ರಮಾಣದಲ್ಲಿ ಒಂದು ಪ್ರಶ್ನೆಗೆ ಉತ್ತರಿಸಿ :

1. Answer the following **four** questions, each carries **3** marks. **(4 × 3 = 12)**

ಕೆಳಗಿನ ನಾಲ್ಕು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ, ತಲಾ 3 ಅಂಕಗಳು :

- Define management.
ನಿರ್ವಹಣೆಯನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ.
- State the four functions of management.
ನಿರ್ವಹಣೆಯ ನಾಲ್ಕು ಕಾರ್ಯಗಳನ್ನು ತಿಳಿಸಿ.
- What do you mean by classical management era?
ಶಾಸ್ತ್ರೀಯ ನಿರ್ವಹಣಾ ಯುಗ ಎಂದರೇನು?
- What is administration?
ಆಡಳಿತ ಎಂದರೇನು?

Or/ಅಥವಾ

- What is organization?
ಸಂಘಟನೆ ಎಂದರೇನು?
- Write any four characteristics of management.
ನಿರ್ವಹಣೆಯ ನಾಲ್ಕು ಗುಣಲಕ್ಷಣಗಳನ್ನು ಬರೆಯಿರಿ.
- 'Is management a science' – Explain.
'ನಿರ್ವಹಣೆಯು ಒಂದು ವಿಜ್ಞಾನವಾಗಿದೆ' – ವಿವರಿಸಿ.
- What is co-ordination?
ಸಮನ್ವಯತೆ ಎಂದರೇನು?



2. Answer the following **two** questions, each carries **6** marks:
ಕೆಳಗಿನ ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿ, ತಲಾ 6 ಅಂಕಗಳು :

(2 × 6 = 12)

- (a) Explain the planning process.
ಯೋಜನೆಯ ಪ್ರಕ್ರಿಯೆಗಳನ್ನು ವಿವರಿಸಿ.
- (b) What are the steps in decision making process?
ನಿರ್ಧಾರ ತೆಗೆದುಕೊಳ್ಳುವಿಕೆಯ ವಿವಿಧ ಹಂತಗಳಾವುವು?

Or/ಅಥವಾ

- (c) Explain the types of planning.
ಯೋಜನೆಯ ವಿಧಗಳನ್ನು ವಿವರಿಸಿ.
- (d) Write a note on MBO and MBE.
ಎಂ.ಬಿ.ಒ. ಮತ್ತು ಎಂ.ಬಿ.ಇ. ಬಗ್ಗೆ ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ.

3. Answer the following question, it carries **12** marks:
ಕೆಳಗಿನ ಪ್ರಶ್ನೆಗೆ ಉತ್ತರಿಸಿ. 12 ಅಂಕಗಳು :

(1 × 12 = 12)

- (a) Define organization. Explain the principles of organization.
ಸಂಘಟನೆಯನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿರಿ. ಸಂಘಟನೆಯ ತತ್ವಗಳನ್ನು ವಿವರಿಸಿ.

Or/ಅಥವಾ

- (b) Explain the nature and importance of staffing.
ಸಿಬ್ಬಂದಿಯ ಸ್ವರೂಪ ಮತ್ತು ಪ್ರಾಮುಖ್ಯತೆಯನ್ನು ವಿವರಿಸಿ.

4. Answer the following question, it carries **12** marks:
ಕೆಳಗಿನ ಪ್ರಶ್ನೆಗೆ ಉತ್ತರಿಸಿ. 12 ಅಂಕಗಳು :

(1 × 12 = 12)

- (a) What is Direction? Explain the principles of Direction.
ನಿರ್ದೇಶನ ಎಂದರೇನು? ನಿರ್ದೇಶನದ ತತ್ವಗಳನ್ನು ವಿವರಿಸಿ.

Or/ಅಥವಾ

- (b) What do you mean by leadership? Explain the styles of leadership.
ನಾಯಕತ್ವ ಎಂದರೇನು? ನಾಯಕತ್ವದ ಶೈಲಿಗಳನ್ನು ವಿವರಿಸಿ.



36211

5. Answer the following question, it carries 12 marks:

(1 × 12 = 12)

ಕೆಳಗಿನ ಪ್ರಶ್ನೆಗೆ ಉತ್ತರಿಸಿ. 12 ಅಂಕಗಳು :

(a) What is controlling? Explain the steps in controlling.

ನಿಯಂತ್ರಿಸುವುದು ಎಂದರೇನು? ನಿಯಂತ್ರಣದ ಹಂತಗಳನ್ನು ವಿವರಿಸಿ.

Or/ಅಥವಾ

(b) What is business social responsibility? Explain arguments for and against business social responsibility.

ವ್ಯಾಪಾರ ಸಾಮಾಜಿಕ ಜವಾಬ್ದಾರಿ ಎಂದರೇನು? ಅದರ ಪರ ಮತ್ತು ವಿರುದ್ಧವಾದ ವಾದಗಳನ್ನು ವಿವರಿಸಿ.

First Semester B.B.A. Degree Examination
July / August 2023
(NEP Scheme - 2022-23 Syllabus)

HINDI LANGUAGE
Group-I -Paper - I : Khatha Purnima and Grammar
कथापूर्णमा और व्याकरण

Time: 2 Hours

Max. Marks: 60

I. एक शब्द, वाक्यांश या शब्द में उत्तर लिखिए: (सभी प्रश्न अनिवार्य हैं)

10x1=10

- 1) जमींदार के हवेली के पास क्या थी ?
- 2) पैसे माँगने कौन आया था ?
- 3) बुढ़िया ने झोपड़ी से क्या लाई ?
- 4) मगध का राजकुमार कौन है ?
- 5) मुन्नी ने कितनी रुपया इकट्ठा करके रखी थी ?
- 6) बीजों का थाला किसके हाथ में था ?
- 7) कालिन्दीचरण के साथ कितने लोग आए ?
- 8) शारणदाता कहानी का लेखक कौन है ?
- 9) सोमाबुआ की पडोसन कौन है ?
- 10) कालिन्दीचरण और उनके मित्र किस विषय में कठिबद्ध है ?

II. किन्हीं तीन का सप्रसंग व्याख्या कीजिए।

3x4=12

- 1) "पिएगा चिलम, जाड़ा तो क्या जाता है, हाँ मन जरा बदल जाता है"।
- 2) "राजकीय रक्षण की अधिकारिणी तो सारी प्रजा है, मन्त्रिवर।"
- 3) "उषा के आलीक में सभा - मण्डप दर्शकों से भर गया।"
- 4) "जमींदार ने पहले आनाकानी की फिर टोकरी उठाने को आगे बढ़ा।"
- 5) "वाह ! तुम माँ और बेटे की बातों में मैं क्यों बुरी बनू।

III. किन्हीं दो का उत्तर लिखिए।

2x7=14

- | | |
|-----------------|---------------------|
| 1) पूस की रात। | 2) पत्नी। |
| 3) चीफ की दावत। | 4) भोलाराम का जीवन। |

IV. किसी का चरित्र चित्रण।

1x5=5

- | | | |
|-------------|---------------|------------|
| 1) मधुलिका। | 2) रकीकुद्दीन | 3) सोमनाथ। |
|-------------|---------------|------------|

V. किन्हीं दो प्रश्नों के उत्तर लिखिए।

2x7=14

- 1) विकारी शब्द किसे कहते हैं ? कितने भेद हैं ? सोदाहरण के साथ समझाइए।
- 2) सर्वनाम किसे कहते हैं ? कितने भेद हैं ? सोदाहरण के साथ समझाइए।
- 3) क्रिया विशेषण किसे कहते हैं ? कितने भेद हैं ? सोदाहरण के साथ समझाइए।
- 4) शब्द किसे कहते हैं ? कितने भेद हैं ? सोदाहरण के साथ समझाइए।

VI. किसी एक प्रश्न का उत्तर लिखिए।

1x5=5

- 1) क्रिया किसे कहते हैं ? भेदों को सोदाहरण के साथ लिखिए।
- 2) विशेषण किसे कहते हैं ? भेदों को सोदाहरण के साथ लिखिए।
- 3) विस्मयादिबोधक अव्यय किसे कहते हैं ? कितने भेद हैं सोदाहरण के साथ लिखिए।

* * *

35108

I Semester B.B.A. Degree Examination, March/April 2022
(NEP 2021 – 22 Syllabus)

HINDI LANGUAGE – I
Hindi Kahani and Hindi Grammar
कथा पूर्णिमा और हिन्दी व्याकरण

Time : 3 Hours

Max. Marks : 60

I. एक शब्द या एक वाक्यों में उत्तर लिखिए (सभी प्रश्न अनिवार्य हैं) :

(10×1=10)

- 1) खेत का सत्यानाश किसने किया ?
- 2) अरुण कौन है ?
- 3) रफीकुद्दीन कौन है ?
- 4) भोलाराम को क्या बीमारी थी ?
- 5) अकेली कहानी के लेखक कौन है ?
- 6) सोमा बुआ के पड़ोसी कौन है ?
- 7) सर्वनाम की परिभाषा लिखिए ।
- 8) समुच्छय बोधक किसे कहते हैं ?
- 9) विस्मयादी बोधक किसे कहते हैं ?
- 10) संज्ञा के कितने भेद हैं ?

II. किन्हीं तीन पर संदर्भ सहित व्याख्या कीजिए :

(3×4=12)

- 1) मुन्नी से कल न कह देना, नहीं तो लड़ाई करेगी।
- 2) कृषक-बालिके ! वह बड़ी-ऊबड़-खाबड़ भूमि है।
- 3) आप बचकर चले गए, इसके लिए खुदा का लाख लाख शुक्र है।
- 4) अम तुमारा दुआ करेगा ? तुमारा खाल क्या करेगा ?
- 5) ऐसे तो मत कहो, महाराज । उम्र तो बहुत थी।



III. किन्हीं दो कहानी की सारांश विस्तार से लिखिए :

(2×7=14)

- 1) अकेली
- 2) भोलाराम का जीव
- 3) पुरस्कार
- 4) पूस की रात

IV. किसी एक की टिप्पणी लिखिए :

(1×5=5)

- 1) एक टोकरी भर मिठ्ठी
- 2) पत्नी
- 3) सोमा बुआ ।

V. किन्हीं दो प्रश्नों के लिए उत्तर लिखिए :

(2×7=14)

- 1) वर्ण किसे कहते हैं ? हिन्दी वर्णमाला पर विश्लेषण कीजिए ।
- 2) सँज्ञा किसे कहते हैं ? उसके भेदों को उदाहरण सहित लिखिए ।
- 3) क्रिया किसे कहते हैं ? उसके भेदों को उदाहरण सहित लिखिए ।
- 4) सम्बन्ध बोधक किसे कहते हैं ? उसके भेदों को उदाहरण सहित लिखिए ।

VI. किसी एक प्रश्न के लिए उत्तर लिखिए :

(1×5=5)

- 1) क्रिया विशेषण किसे कहते हैं ? भेदों को उदाहरण सहित लिखिए ।
 - 2) सर्वनाम किसे कहते हैं ? उसके भेदों को उदाहरण सहित लिखिए ।
 - 3) समुच्चय बोधक किसे कहते हैं ? भेदों को उदाहरण सहित लिखिए ।
-



36212

I Semester B.B.A. Degree Examination, March/April 2022
(2021-22 – NEP Syllabus)

Fundamentals of Business Accounting

Time : 3 Hours

Max. Marks : 60

Answer the following questions. **One** full question from each.

I. Answer the questions.

(4 × 3 = 12)

1. (a) Define Accounting.
- (b) Mention the users of accounting.
- (c) What is accounting standards?
- (d) State the accounting concepts.

Or

- (e) What are the objectives of accounting standards?
- (f) Explain the accounting conventions.
- (g) What are the limitations of accounting?
- (h) What are the functions of accounting?

II. Answer all the following questions. **6** marks each.

(2 × 6 = 12)

2. (a) Explain the process of accounting.
- (b) From the following information prepare Trial Balance.

	Rs.
Capital	24,000
Stock	8,500
Furniture	2,600
Purchase	8,950
Cash at Bank	7,300
Carriage	500
Sales	22,500
Buildings	17,100
Return inwards	1,900
Return outwards	350

Or



- (c) Briefly explain the rules for accounting.
- (d) Prepare Kishore's account in the books of Smt. Laxmi from the following transactions:

01.8.2021 Sold goods to Harish Rs. 26,000

14.8.2021 Bills receivable received from Harish Rs. 55,000

15.8.2021 Sales to Harish Rs. 7,500

16.8.2021 Discount allowed to Harish Rs. 8,000

18.8.2021 Received cheques from Harish Rs. 3,900

19.8.2021 Cash received from Harish Rs. 5,000

3. (a) Enter the following transactions in a three column cash book.

2022 Jan.

- 1 Balance of cash in hand Rs. 6,000 and at Bank Rs. 8,000
- 3 Bought goods for cash Rs. 400 and for cheque Rs. 1,500
- 5 Drew cash for office use Rs. 1,500
- 6 Paid Anush by cheque Rs. 4,900 in full settlement of account for Rs. 5,000
- 7 Paid wages Rs. 1,200
- 8 Paid Veeru by cheque Rs. 800
- 10 Sold goods for cash Rs. 4,000
- 12 Received cheque from Varsha for Rs. 2,050 in full settlement of account for Rs. 2,100
- 13 Paid Rs. 4,500 into Bank
- 17 Received cheque from Karthik Rs. 2,100 on account and deposited same into Bank
- 19 Paid Karan Rs. 800
- 23 Drew cheque for personal use Rs. 100
- 28 Paid wages by cheque Rs. 1,000

Or



(b) From the following particulars prepare a Bank Reconciliation Statement as on 31 March 2020.

- (i) Bank balance as per pass book on 31.3.2020 Rs. 15,200
- (ii) Bank charges debited in the pass book Rs. 130
- (iii) Cheques issued but not presented to bank for payment Rs. 2,000
- (iv) Cheque deposited into bank but not credited in the pass book Rs. 7,000
- (v) A cheque entered as deposit in the cash book instead of payment of Rs. 220
- (vi) Rs. 364 paid into bank had been entered twice in the cash book
- (vii) A cheque drawn for Rs. 9 had been incorrectly entered in the cash book as Rs. 99

4. (a) From the following Trial balance and information of Miss. Sharadhi, prepare trading and profit and loss account and balance sheet as on 31.3.2021.

Particulars	Debit (Rs.)	Credit (Rs.)
Cash at Bank	9,700	
Cash in hand	200	
Insurance	1,300	
Printing and stationery	1,500	
Taxes	3,500	
Furniture	5,000	
Machinery	30,000	
Wages	9,600	
Salaries	11,000	
Drawings and capital	10,000	50,000
Bills receivable and bills payable	5,000	6,000
Debtors and creditors	16,200	12,000
Returns	2,500	3,500
Purchases and sales	1,03,500	1,62,500



Particulars	Debit (Rs.)	Credit (Rs.)
Opening stock	25,000	
Discount allowed	16,667	
Commission received	-	38,889
Rent paid	22,222	-
Total	2,72,889	2,72,889

Adjustments:

- (i) Closing stock Rs. 18,075
- (ii) Outstanding expenses wages Rs. 409, salaries Rs. 6,000 and rent Rs. 370
- (iii) Insurance paid in advance Rs. 300
- (iv) Write off Rs. 200 as bad debts and make a provision for doubtful debts @ 5% on debtors
- (v) Depreciate machinery @ 10% and furniture @ 8%

Or

- (b) Following balances were extracted from the books of Nikitha as on 31st March 2020.

	Rs.		Rs.
Debit Balances:		Opening stock	34,200
Plant and machinery	20,000	Motor car	12,000
Manufacturing wages	34,500	Purchases	1,02,000
Salaries	15,850	Sales returns	3,100
Furniture	10,000	Bad debts	1,400
Freight on purchases	1,860	Interest and bank charges	400
Freight on sales	2,140	Cash at bank	4,200
Buildings	24,000	Cash in hand	1,120
Manufacturing expenses	9,500	Credit balances:	
Insurance and tax	4,250	Capital account	80,000
Goodwill	25,000	Sundry creditors	44,560

**36212**

	Rs.		Rs.
General expenses	8,200	Bank loan	15,000
Factory fuel and power	1,280	Purchases returns	1,740
Sundry debtors	78,200	Sales	2,50,850
Factory lighting	950	Provision for bad debts	2,000

Prepare the trading and profit and loss account for the year ended 31st March 2020 and the balance sheet as on that date taking into consideration the following information.

- (i) Stock in hand on 31st March 2020 was valued at Rs. 30,500
- (ii) Depreciate plant and machinery by 10%, furniture by 5% and motor car by Rs. 1,000
- (iii) Bring provision for bad debts to 5% on Sundry debtors
- (iv) A commission of 1% on the gross profit is to be provided for works Manager
- (v) A commission of 2% on net profit (after charging the works Manager's commission) is to be credited to the General Manager

5. (a) What is tally software? Explain its features.

Or

(b) Using tally packages journalize the following transactions in the books of Vinaya Trader and also write the voucher types in tally.

- (i) Vinaya commenced the business by cash Rs. 10,00,000, building Rs. 20,000 and furniture Rs. 10,000.
- (ii) Paid into Canara Bank Rs. 50,000.
- (iii) Bought goods for cash Rs. 40,000.
- (iv) Sold goods for cash Rs. 20,000.
- (v) Sold goods to Guru on credit Rs. 10,000.
- (vi) Bank interest paid Rs. 5,000.

P.T.O.



- (vii) Guru returned goods Rs. 2,000
 - (viii) Bought computer worth Rs. 30,000
 - (ix) Carriage paid Rs. 5,000
 - (x) Cash received from Guru Rs. 8,000
 - (xi) Withdraw for personal use Rs. 2,000
 - (xii) Interest received from Bank Rs. 2,000
 - (xiii) Bought goods from Manjunath on credit Rs. 50,000
-

I Semester B.B.A. Degree Examination, July/August 2023
(NEP Syllabus – 2021-22)

Fundamentals of Business Accounting

Time : 2 Hours

Max. Marks : 60

Answer **all** the following questions. Choose one full question from each Part.

1. Answer the following questions :

- (a) What is accounting? (2)
- (b) What are the objectives of accounting standards? (4)
- (c) What are the objectives of accounting? (6)

Or

- (d) Explain the concepts of accounting. (12)

2. Answer the following questions :

- (a) State the meaning of trial balance. (2)
- (b) Write the three rules of accounting. (4)
- (c) Explain the features of journal. (6)

Or

- (d) Journalise the following transactions in book of Mr. Shamitha Mitra :
2023

- Feb. 1 Mr. Shamitha Mitra commenced business with cash Rs.50,000
- 3 Paid into Bank Rs.10,000
- 4 Bought goods for cash Rs.10,000
- 8 Bought furniture for cash Rs.5,000
- 10 Sold goods for cash Rs.6,000
- 15 Paid rent to landlord Rs.3,000
- 17 Sold furniture for cash Rs.1,000
- 24 Sold goods to Murthy on credit Rs.4,000
- 25 Received commission from Suresh Rs.200
- 31 Drew cash for personal use for Rs.2,000

(12)



3. Answer the following questions

- (a) Mention the different types of subsidiary books.
- (b) Write any four features of cash book.
- (c) Write the simple format of invoice.

(2)

(4)

(6)

Or

- (d) From the following transactions prepare a simple cash book in book of Mr. Jagadev

2023

Jan. 1	Cash in hand Rs. 30,000
4	Cash received from Mr. Sagar Rs. 12,000
8	Paid Insurance Rs. 8,000
13	Bought furniture for cash Rs. 13,000
16	Sold goods for cash Rs. 28,000
17	Purchased goods for cash Rs. 17,400
20	Purchased stationery Rs. 1,100
24	Paid cash to Ankitha on account Rs. 12,500
27	Sold goods for cash Rs. 18,200
28	Paid monthly rent Rs. 2,500
30	Paid salary Rs. 3,500

(12)

4. Answer the following questions

- (a) Write the meaning of final accounts.

(2)

- (b) Where you will show the following transactions in the final accounts:
Closing Stock, Rent received, Buildings, Capital.

(4)

- (c) Mr. Ankith Kumar's ledger shows the following balances. Prepare the trial balance.



36212

	Rs.
Capital A/c	60,000
Bank overdraft	20,000
Machinery A/c	27,000
Cash at Bank	20,000
Wages A/c	5,000
Purchases A/c	62,000
Cash A/c	36,000

(6)

Or

- (d) From the following Trial Balance, prepare the Trading and Profit and Loss Account and the Balance Sheet as at 31st December 2022.

Trial Balance

Particulars	Amount	Amount
Capital	-	50,000
Drawings	15,000	-
Purchases	40,000	-
Sales	-	70,000
Purchase returns	-	3,000
Sales returns	2,000	-
Wages	4,000	-
Salaries	8,000	-
Sundry Debtors	12,000	-
Sundry Creditors	-	10,000
Bills Receivable	5,000	-
Bills Payable	-	4,000
Furniture	15,000	-
Opening Stock	13,000	-
General expenses	3,000	-
Insurance	1,000	-
Cash in hand	19,000	-
	<u>1,37,000</u>	<u>1,37,000</u>



Adjustments :

- (i) Closing Stock Rs.20,000.
- (ii) Salary is prepaid amounted to Rs.100.
- (iii) Insurance prepaid Rs.200.
- (iv) Provide 5% of Sundry Debtors for doubtful debts..
- (v) Depreciate furniture by 10%.

(12)

5. Answer the following questions :

- (a) What is Tally software?
- (b) Name the different types of vouchers and its uses.
- (c) What are the advantages of accounting software?

(2)

(4)

(6)

Or

- (d) What are the special features of Tally Accounting Software?

(12)

First Semester B.Com. / B.B.A. Degree Examination
July / August 2023
(NEP - 2021 - 2022 Syllabus)
ENGLISH LANGUAGE
PAPER - I : THINKING ENGLISH

Time : 2 Hours

Max. Marks: 60

Instructions : Answer all the questions.

UNIT - I (PROSE)

1. Answer the following questions in Three or Four sentences each. (4x2=8)
 - a) What would Helen Keller wish to do if she were to be the president of a university?
 - b) What was the routine of Jim Corbett during Sunday evening?
 - c) To which American President Chief Seathl addresses the letter?
 - d) Who were walking across the market square and what were they carrying?
2. Answer any TWO of the following questions in about a page each. (2x5=10)
 - a) Explain the things that Helen Keller wants to see if she gets her eyesight.
 - b) Sketch the character of Chamari.
 - c) How does chief Seathl trace the differences between the ways of life of the Red Indians and the Europeans?
 - d) Explain how the superintendent changes his opinions with regard to the General's dog and why?

UNIT - II (POETRY)

3. Annotate any TWO of the following: (2x4=8)
 - a) Lord, I do not want to go into their school,
Please help me that I need not go again.
 - b) They also serve who only stand and wait.
 - c) Into that heaven of freedom, my father,
Let my country awake
 - d) And he likes having thought of it so well
He says again, 'Good fences make good neighbours.'
- IV. Answer any TWO of the following in about a page each: (2x5=10)
 - a) What makes the black boy shun the ways of the white man?
 - b) Write a critical analysis of the sonnet "On his Blindness".
 - c) Summarize the poem "Where the Mind is Without Fear".
 - d) What are the two opposite views presented in the poem "Mending Wall"?

UNIT - III (GRAMMAR)

5. Rewrite as directed:

(1x6=6)

- Raju is slow and works _____.
(Fill in the blanks with suitable adjective from of 'slow')
- She is good _____ english. (Fill in the blank with suitable preposition)
- The police _____ no stone unturned to trace the culprits.
(Fill in the blank with suitable verb form of the word 'leave')
- The shop _____ (open / opens / is opening) at 9'o clock every morning.
(Choose the right answer from the brackets)
- When people get proper health care, it is bound to increase their life _____.
(Fill in the blanks with suitable noun form of the word 'expect')
- I have more than one _____ (idea/ideas) to solve this problem.
(Fill in the blank with the correct form of the noun given in the brackets)

6. Fill in the blanks with suitable articles (a, an, the):

(6x1=6)

- The greatest invention of the 20th century is _____ computer.
- Geetha's father is _____ MLA.
- The Mettur dam is _____ old multipurpose project of the South Indian State Tamilnadu across the Cauvery river.
- My father works in _____ university.
- _____ harder you work, the greater are the chances of your success.

7. Fill in the blanks with suitable prepositions given in the brackets.
(in, at, to, on, about, of, from)

(6x1=6)

- Don't depend _____ others; you must stand on your own feet.
- There is always something wonderful _____ every person.
- My younger brother is good _____ chemistry.
- Books are a great source _____ happiness.
- I have know him _____ a long time.
- Discrimination _____ any form should be avoided.

8. Rewrite as directed:

(6x1=6)

- He was jobless for six months. (Change into present perfect)
- She works at a bank. (Change into future continuous)
- I waited for an hour. (Change into present perfect)
- She takes good care of her heath. (Change into simple past)
- Most people want peace in the country. (Change into simple past)
- He earns a six figure salary. (Change into present perfect continuous)

I Semester B.Com./B.B.A. Degree Examination, March/April 2022
ENGLISH LANGUAGE Paper – I
(NEP 2021 – 22 Syllabus)

Time : 3 Hours

Max. Marks : 60

Note : Answer *all* questions.

UNIT – I (Prose)

- I. Answer the following questions in **3-4** sentences : **(4×2=8)**
- 1) Explain the 'Epicurean Motto' according to Helen Keller.
 - 2) What was the initial salary of Chamari ? How did it enhance ?
 - 3) On what condition does Chief Seathl accept the offer of the Great Chief in Washington ?
 - 4) Describe the market place before the entry of Chameleon.
- II. Answer **any two** of the following in about **a page each** : **(2×5=10)**
- 1) Sketch the character of Chamari.
 - 2) Describe the thoughts of Helen Keller about the use of our sensory organs.
 - 3) How does chief Seathl show his respect and love for land and creation ?
 - 4) Explain the chameleonic attitude of the police superintendent.

UNIT – II (Poetry)

- III. Annotate **any two** of the following : **(2×4=8)**
- 1) When I consider how my light is spent
 Ere half my days, in this dark world and wide.
 - 2) Lord, the negroes have had too much work already
 Why should we learn again from foreign books.
 - 3) And he likes having thought of it so well
 He says again, "Good fences make good neighbours"
 - 4) Into that heaven of freedom, My Father,
 let my country awake.



IV. Answer **any two** of the following in about **a page each** :

(2×5=10)

- 1) What is the 'Prayer of a Black Boy' ?
- 2) How does Milton regret 'On His Blindness' ?
- 3) What are Tagore's thoughts and aspirations in 'Where the mind is without Fear' ?
- 4) Comment on the significance of the title 'Mending wall'.

UNIT – III (Grammar)

V. Rewrite as directed :

(6×1=6)

- 1) Rakesh is a committed documentary maker. His total _____ has brought him great success.
(Fill in the blank with the suitable noun form of the underlined word)
- 2) Good films are a source of great entertainment. They _____ millions of people after a long day's hard work.
(Fill in the blank with the verb form of the underlined word)
- 3) Shankar is a brilliant student. _____ answers all the questions.
(Fill in the blank with a pronoun)
- 4) The vase is beautiful. There are pictures carved _____ on its outer surface.
(Fill in the blank with the adverbial form of the underlined word)
- 5) My niece Suhani is a very _____ child.
(Fill in the blank with the adjective form of 'mischief')
- 6) I predicted that India would lose the match, _____ my prediction was wrong.
(Fill in the blank with a suitable conjunction)

VI. Fill in the blanks with suitable articles : (a, an, the)

(6×1=6)

- 1) Ramya is _____ intelligent girl.
- 2) _____ Chief Minister will visit Davangere next week.
- 3) My father is _____ teacher.
- 4) _____ moon is the favourite subject of many poets.
- 5) Raju was met with _____ accident.
- 6) We saw _____ tiger crossing the road.

VII. Fill in the blanks with suitable prepositions given in brackets :

(6×1=6)

(in, among, on, near, at, for)

- 1) Dr. Radhakrishnan's birthday is celebrated _____ 5th September.
- 2) She is waiting _____ you.
- 3) Sanjay comes _____ 10 o'clock to the office.
- 4) The neighbours quarrelled _____ themselves.
- 5) My brother lives _____ Delhi.
- 6) The switch board is _____ the window.

VIII. Rewrite as directed :

(6×1=6)

- 1) Sahana plays tennis every day.
(Change into simple past tense)
 - 2) Bhuvana teaches Sanskrit.
(Change into present continuous tense)
 - 3) She is driving very fast.
(Change into simple present tense)
 - 4) Sujay completed his home work.
(Change into present perfect tense)
 - 5) Vasanta is going to the library.
(Change into future continuous tense)
 - 6) They watch a good movie.
(Change into present perfect continuous tense)
-



96118

**I Semester All Courses Examination, March / April 2022
(NEP 2021 –22 Syllabus)
(Open Elective Course)
BUSINESS ORGANISATION**

Time : 3 Hours

Max. Marks : 60

Answer the following questions :

(3×4=12)

ಕೆಳಗಿನ ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿರಿ.

1. a) What is concept of business organisation ?

ವ್ಯವಹಾರದ ಪರಿಕಲ್ಪನೆ ಎಂದರೇನು ?

b) Write social responsibilities of business towards public.

ಸಾರ್ವಜನಿಕರಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ವ್ಯವಹಾರದ ಸಾಮಾಜಿಕ ಹೊಣೆಗಾರಿಕೆಗಳನ್ನು ಬರೆಯಿರಿ.

c) Mention any three functional areas of business.

ವ್ಯವಹಾರದ ಯಾವುದಾದರೂ ಮೂರು ಕಾರ್ಯವ್ಯಾಪ್ತಿಗಳನ್ನು ತಿಳಿಸಿ.

d) Write any three objectives of business.

ವ್ಯವಹಾರದ ಯಾವುದಾದರೂ ಮೂರು ಉದ್ದೇಶಗಳನ್ನು ಬರೆಯಿರಿ.

OR/ ಅಥವಾ

e) What is business ?

ವ್ಯವಹಾರ ಎಂದರೇನು ?

f) Mention the 4 essentials of successful business.

ಯಶಸ್ವಿ ವ್ಯವಹಾರದ 4 ಅವಶ್ಯಕತೆಗಳನ್ನು ಸೂಚಿಸಿ.

g) Explain any 3 scopes of business in brief.

ವ್ಯವಹಾರದ ಯಾವುದಾದರೂ 3 ವ್ಯಾಪ್ತಿಗಳನ್ನು ಸಂಕ್ಷಿಪ್ತವಾಗಿ ವಿವರಿಸಿ.

h) Explain social responsibility of business towards consumer.

ಗ್ರಾಹಕರಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ವ್ಯವಹಾರದ ಸಾಮಾಜಿಕ ಹೊಣೆಗಾರಿಕೆಗಳನ್ನು ವಿವರಿಸಿ.



2. a) Explain any 6 features of joint stock company.

(6×2=12)

ಕೂಡು ಬಂಡವಾಳ ಸಂಸ್ಥೆಯ ಯಾವುದಾದರೂ 6 ಲಕ್ಷಣಗಳನ್ನು ವಿವರಿಸಿ.

b) Write a note on sole proprietorship.

ಏಕಸ್ವಾಮ್ಯದ ವ್ಯಾಪಾರದ ಬಗ್ಗೆ ಟಿಪ್ಪಣಿ ಬರೆಯಿರಿ.

OR/ ಅಥವಾ

c) Explain any 6 merits of partnership.

ಪಾಲುದಾರಿಕೆಯ ಯಾವುದಾದರೂ 6 ಅನುಕೂಲಗಳನ್ನು ವಿವರಿಸಿ.

d) Explain any 6 features of partnership.

ಪಾಲುದಾರಿಕೆಯ ಯಾವುದಾದರೂ 6 ಲಕ್ಷಣಗಳನ್ನು ವಿವರಿಸಿ.

3. a) What is public cooperation ? Explain its features.

(12×1=12)

ಸಾರ್ವಜನಿಕ ನಿಗಮ ಎಂದರೇನು ? ಇದರ ಲಕ್ಷಣಗಳನ್ನು ವಿವರಿಸಿ.

OR/ ಅಥವಾ

b) What is departmental undertaking ? Explain its merits and demerits.

ವಿಭಾಗೀಯ ಸಂಸ್ಥೆಗಳು ಎಂದರೇನು ? ಇದರ ಅನುಕೂಲಗಳು ಮತ್ತು ಅನಾನುಕೂಲಗಳನ್ನು ವಿವರಿಸಿ.

4. a) Explain the recent trends in Business combination.

(12×1=12)

ವ್ಯಾಪಾರ ಸಂಯೋಜನೆಯ ಇತ್ತೀಚಿನ ಪ್ರವೃತ್ತಿಗಳನ್ನು ವಿವರಿಸಿರಿ.

OR/ ಅಥವಾ

b) What is business combination ? Explain its types.

ವ್ಯಾಪಾರ ಸಂಯೋಜನೆ ಎಂದರೇನು ? ಇದರ ವಿಧಗಳನ್ನು ವಿವರಿಸಿ.

5. a) What is management ? Explain its objectives of management.

(12×1=12)

ನಿರ್ವಹಣೆ ಎಂದರೇನು ? ನಿರ್ವಹಣೆಯ ಉದ್ದೇಶಗಳನ್ನು ವಿವರಿಸಿ.

OR/ ಅಥವಾ

b) Explain the functions of management.

ನಿರ್ವಹಣೆಯ ಕಾರ್ಯಗಳನ್ನು ವಿವರಿಸಿ.