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CHOICE BASED FIRST SEMESTER B.A. DEGREE EXAMINATION FEBRUARY 2021 Paper I: History

Duration:3 Hours

Max Marks:120

I. Answer any FOUR of the following:

 $(4\times5=20 \text{ Marks})$

- 1. Mention any two inscriptions that give us the achievements of Kings.
- 2. What is meant by 'Orientalism?
- 3. What are the specific findings of the following sites. a) Harappa b) Mohenjodaro c) Lothal d) Kalibangan
- 4. Why are the Vedas called 'Srutis'? In which Veda is there reference to magic and witcheraft?
- 5. Write any three features of Gandhara Art.

II. Answer any FOUR of the following:

 $(4\times10=40 \text{ Marks})$

- 6. Point out the Nationalist writings on Ancient India in the Pre- Independence Period.
- 7. Mention the divisions that took place in Jainism and Buddhism and note the changes that occurred because ot it.
- 8. What were the noticeable changes in religion and philosophy from early to Later Vedic Age?
- 9. Analyse the causes and results of the Kalinga war.
- 10. Examine the contibutions of the Satavahanas to art, architecture and literature.

III. Answer any THREE of the following:

 $(3\times20=60 \text{ Marks})$

- 11. Give an account of the life and culture from the Palaeolithic to Neolithic age.
- 12. Examine the fortunes, doctrines of Buddhism and the significance of the Buddhist Councils.
- 13. Examine the sources of Ashoka's Dhamma, its doctrines and the functions of Ahsoka's Dhamma.
- 14. On the outline Map provided: (a) Mark the Harappan culture and write an explanatory note on it. (b)Locate the following places and write and explanatory note on each one of them. 1. Harappa 2. Mohenjodaro 3. Lothal 4.Kalibangan 5.Rupar

CHOICE BASED CREDIT SYSTEM FIRST SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021 Psychology - I

Duration:3 Hours

Max Marks:80

I. Answer any SIX of the following:

(6X2=12 Marks)

- 1. What are the Root Words of Psychology?
- 2. Mention the Goals of Psychology.
- 3. Write a note on Frontal Lobe.
- 4. What is Sensation?
- 5. Give an example for Terminal Threshold.
- 6. What is Insomnia?
- 7. Discuss the law of Pragnanz.

II. Answer any FOUR of the following:

(4X5=20 Marks)

- 1. Write about the method of Naturalistic Observation.
- 2. Describe the functions of a Neuron.
- 3. Explain the Errors in perception.
- 4. Write a note on Dreams.
- 5. Write a note on Thalamus,

III. Answer any FOUR of the following:

(4X12=48 Marks)

- 1. Explain the various branches in the Field of Psychology.
- 2. Explain the functioning of Autonomic Nervous System
- 3. What is Extra Sensory Perception explain the various types of ESP?
- 4. Explain the Sages of Sleep.
- 5. Explain the various Schools of Psychology.

CHOICE BASED CREDIT SYSTEM

FIRST SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021

Economics - I

Micro Economics

Duration:3 Hours

Max Marks:120

I. Answer any FOUR of the following:

(4X5=20 Marks)

- 1. For the following demand and supply equations find market equilibrium price and quantity algebraically Q = 10 5P, Q = -5 + 5P.
- 2. Write a note on Budget Line.
- 3. Write a note on external economies.
- 4. Write a note on Kinked Demand Curve.
- 5. Write a note on cardinal utility.

II. Answer any FOUR of the following:

(4X10=40 Marks)

- 6. Why does the demand curve slope downwards? Give Reasons.
- 7. Explain the concept of Consumer Surplus.
- 8. Explain the relationship between Average cost and Marginal cost.
- 9. Explain the features of Monopolistic competition.
- 10. Explain the scope of Micro Economics.

III. Answer any THREE of the following:

(3X20=60 Marks)

- 11. Explain the degrees of price elasticity of demand. What are the factors determining it?
- 12. Explain the concept of consumer equilibrium with the help of indifference curve.
- 13. What is perfect competition? Explain the price output determination of firm and industry under perfect competition in the short-run.
- 14. Explain the short run and long run cost output relationship.

CHOICE BASED CREDIT SYSTEM

FIRST SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021

Political Science - I

Duration:3 Hours

Max Marks:120

I. Answer any FOUR of the following:

(4X5=20)

Marks)

- 1. Explain the concept of Behavioural Approach.
- 2. Write a note on Devine Origin Theory.
- 3. Analyse the concept of Sovereignty.
- 4. Write a note on universal aduld franchise.
- 5. Explain the Meaning and Nature of Law.

II. Answer any FOUR of the following:

(4X10=40 Marks)

- 6. Explain the areas comes under Political Science.
- 7. Critically Evaluate the Patriarchal Theory.
- 8. Critically evaluate the Monistic and Pluralistic Theory of Sovereignty.
- 9. Critically evaluate the Direct and Indirect Democracy.
- 10. "State is known by the Rights ,that it maintains" Discuss.

III. Answer any THREE of the following:

(3X20=60 Marks)

- 11. Narrate the Scope and importance of study of Political Science.
- 12. Critically evaluate the Force theory.
- 13. Explain the essentials of Democracy.
- 14. Explain the types of Rights with examples.

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CHOICE BASED FIRST SEMESTER B.A DEGREE EXAMINATION FEBRUARY 2021 Political Science I

Duration:3 Hours

Max Marks: 120

I. Answer any FOUR of the following:

 $(4\times5=20 \text{ Marks})$

- 1. Political Science helps to understand the concept of state and Government. Explain
- 2. Define Nationalism and expalin its meaning.
- 3. Explain the Meaning of Sovereignty
- 4. Write a note on Universal Adult Franchise.
- 5. Explain the Meaning and Nature of Law

II. Answer any FOUR of the following:

 $(4\times10=40 \text{ Marks})$

- 6. Critically evaluate the Behavioural approach
- 7. Evaluate the relationdship between political science and psychology.
- 8. Narrate the Criticism of Austin's Monistic Theory
- 9. Explain the Merits and Demerits of Democracy
- 10. Explain the Meaning and Importance of Liberty

III. Answer any THREE of the following:

 $(3\times20=60 \text{ Marks})$

- 11. Narrate the Scope and importance of study of Political Science
- 12. Narrate the essentials of a successful democracy.
- 13. What are the methods of acquiring and losing of citizenship?
- 14. Explain the Concept of Justice with its kinds

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CHOICE BASED CREDIT SYSTEM FIRST SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021

Office Practice & Management

Paper I: Elements of Accounts & Office Management

Duration:3 Hours

Max Marks:120

I. Answer any FOUR of the following:

(4X5=20 Marks)

- 1. What are the objectives of book-keeping?
- 2. State the advantages of ledger.
- 3. What is a Purchases Returns Book? Give a specimen.
- 4. What is Office Management? What are it's features?
- 5. What are the different levels of Management? Which positions are found in the top level Management?

II. Answer any FOUR of the following:

(4X10=40 Marks)

- 6. Analyze the following transactions and state the types of accounts that need to be debited and credited. Give the answers in a neat table.
 - 1. Suryani commenced business with cash Rs.1,00,000.
 - 2. Purchased machinery for cash Rs.10,000
 - 3. Purchased goods from Romil on credit Rs.50,000
 - 4. Sold goods for cash Rs.1,00,00
 - 5. Paid wages to Jaimin Rs.15,000
 - 6. Paid salaries by cash Rs.5,000
 - 7. Paid Lipton & Co. by cheque for the purchases made Rs.10,000
 - 8. Bought furniture by cash Rs. 4,000
 - 9. Paid electricity charges by cash Rs.1,000
 - 10. Bank paid insurance premium on furniture as per standing instructions Rs.300
- From the following transactions Prepare Cash account in the books of Mr. Joshi and balance it.
 - 2019 July 1 Started Business with Cash Rs 80,000.
 - 4 Purchased goods on credit from Mr. Desmukh Rs 30,000.
 - 6 Cash Sales Rs 40,000
 - 10 Paid Rent Rs 9,000.
 - 15 Cash Purchases Rs 8,000.
 - 20 Credit sales to Mr. Kulkarni Rs 27,000.
 - 22 Paid cash to Mr. Deshmukh Rs 27,000.
 - 23 Received cash from Mr. Kulkarni Rs 10,000.
 - 31 Paid wages Rs 5,000.
- 8. Enter the following transactions in the Purchases Returns and Sales Returns Books 2019 January
 - 1 Returned goods worth Rs.2,500 to Ram and Co. Kolkata
 - 2 Ramesh and Co, returned us goods worth Rs.1,000
 - 10 Allowance granted to Mohan for breakage Rs.500
 - 15 Returned goods worth Rs.1,000 to Varma and Co. Delhi
 - 18 Allowance granted to Chandra for overcharge Rs.300
 - 25 Allowance claimed from Krishna & Co., Mumbai for shortage Rs.500
 - 26 Suresh and Co. returned us goods worth Rs.200.
 - 28 Returned goods worth Rs. 350 to Dev and Bros., Chennai
- 9. Explain briefly the management functions of an office.

10. Explain in detail the staffing and directing functions of Management.

III. Answer any THREE of the following:

(3X20=60 Marks)

- 11 Enter the following transactions in the books of Mr. Smart.
 - 2019 Nov. 1 Bought goods of Rs 20,000 from Sunita.
 - 4 Sold goods to Vrijaya Rs.12,000
 - 6 Purchased machinery for cash Rs 25, 000
 - 8 Paid for Traveling Expenses Rs 500.
 - 12 Mr. Smart paid Rs 11,000 towards furniture purchased.
 - 14 Placed an order for goods Rs 7,000 to Veeru.
 - 16 Paid to Sunita Rs 15,000 on account
 - 19 Veeru executed the order which was placed on 14th Nov.
 - 22 Paid wages Rs 600.
 - 25 Paid rent Rs 2,000.
 - 28 Sold goods to Shashi for Rs.13,000
 - 29 Paid salary Rs. 15,000
 - 31 Taxes paid in cash Rs 4,000.
- 12. Ajay had the following transactions in the month of January 2019. Post these into appropriate ledgers and balance them.

2019

- January 1 Commenced business with cash Rs.50,000
- January 3 Paid into bank Rs.25,000
- January 5 Purchased furniture for cash Rs.5,000
- January 8 Purchased goods and paid by cheque Rs.15,000
- January 14 Purchased Goods from K. Murthy Rs.35,000
- January 18 Cash Sales Rs. 10,000
- January 20 Sold Goods to Ashok on credit Rs.28,000
- January 25 Paid cash to K. Murthy in full settlement Rs.34,200
- January 28 Cash received from Ashok Rs.20,000

13 Following transactions were recorded in the books of Darshan Traders:—

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	2019	
	March 1	Sold to Chandra Light House :-
		50 Tubelights @ Rs.60 each Less: 20% T. D.
		20 Heaters @ Rs.120 each Less: 25% T. D.
	5	Purchased from Charat Ram Electric Co.:-
		25 Table Fans @ Rs.600 each
		20 Ceiling Fans @ Rs.800 each
	10	Chaudhary & Sons purchased from us:-
		80 Dozen Bulbs @ Rs.90 per Dozen
	12	Purchased from Ram Lal & Sons one Typewriter for Rs.6,000 on credit, for office use.
	16	Sri Ram & Sons sold to us :-
		10 Electric Irons @ Rs.180 each less: 10% T. D.
	20	Chandra Light House returned :-
		5 Tubelights sold on March 1.
	22	Sold goods to Jai Bhagwan & Co. for cash Rs.10,000.
	25	Returned to Sri Ram & Sons 2 Electric Irons purchased on March 16.

You are required to prepare (i) Purchase Book; (ii) Sales Book; (iii) Purchase Return Book, and (iv) Sales Return Book and post the entires in the ledger.

14. What is Scientific Management and who proposed it? Explain at length the Principles of Scientific Management and briefly explain the techniques.

CHOICE BASED CREDIT SYSTEM FIRST SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021

Office Practice & Management

Paper I: Elements of Accounts & Office Management

Duration:3 Hours

Max Marks:120

I. Answer any FOUR of the following:

(4X5=20 Marks)

- 1. What are the objectives of book-keeping?
- 2. State the advantages of ledger.
- 3. What is a Purchases Returns Book? Give a specimen.
- 4. What is Office Management? What are it's features?
- 5. What are the different levels of Management? Which positions are found in the top level Management?

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(4X10=40 Marks)

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 - 28 Returned goods worth Rs. 350 to Dev and Bros., Chennai
- 9. Explain briefly the management functions of an office.

10. Explain in detail the staffing and directing functions of Management.

III. Answer any THREE of the following:

(3X20=60 Marks)

- 11 Enter the following transactions in the books of Mr. Smart.
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		20 Ceiling Fans @ Rs.800 each
	10	Chaudhary & Sons purchased from us:-
		80 Dozen Bulbs @ Rs.90 per Dozen
	12	Purchased from Ram Lal & Sons one Typewriter for Rs.6,000 on credit, for office use.
	16	Sri Ram & Sons sold to us :-
		10 Electric Irons @ Rs.180 each less: 10% T. D.
	20	Chandra Light House returned:—
		5 Tubelights sold on March 1.
	22	Sold goods to Jai Bhagwan & Co. for cash Rs.10,000.
	25	Returned to Sri Ram & Sons 2 Electric Irons purchased on March 16.

You are required to prepare (i) Purchase Book; (ii) Sales Book; (iii) Purchase Return Book, and (iv) Sales Return Book and post the entires in the ledger.

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CRE	EDIT BASED FIRST SEMESTER B.A. DEGREE EXAMINATION FEB JOURNALISM AND MASS COMMUNICATION	RUARY 2021
Т:	PAPER - Introduction to Mass Communication and Journalis	
1 111	He: 5 ATS.	lax. Marks: 120
I.	Write short notes on any FOUR	4×5=20
1.	Barriers of Communication	
2.	Magic Bullet Theory	
3.	Tabloids	
4.	James Augustus Hickey	
5.	Feedback	
6.	Body Language	
ıı.	Answer any FOUR of the following:	4×10=40
7.	Explain the elements of Communication	
8.	Discuss the role of Radio as Medium of Communication	
9.	Make a note on New Media as communication mode	
10.	Write a detailed note on Mangaluru Samachara	
11.	What are the attributes of a Journalist?	
12.	Explain the content pattern of a daily newspaper	
III.	Answer any TWO of the following:	2×20=40
13.	Explain the characteristics of Post Independent press in India	
14.	What are models of Communication? Explain Shannon and Weaver model	

- 15. Define Communication. Write in detail the different types of Communication
- 16. Write in detail the Principles, Functions and Scope of Journalism

IV. Practical Question.

1X20=20

17. List out all communication mediums/channels and touch points a campaign planner can employ for conducting six-month awareness campaign on Covid-19 vaccination. Illustrate each with an example.

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CHOICE BASED CREDIT SYSTEM FIRST SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021 Secretarial Practice Theory I

Duration:3 Hours Max Marks:80

I. Answer any SIX of the following:

(6X2=12 Marks)

- 1. What is meant by Emotional Intelligence?
- 2. Mentioin the components of Emotional Intelligence.
- 3. Give two examples each for Strength and Weakness.
- 4. Give any two examples for negative self image.
- 5. Give any four examples of stress caused by environmental events.
- 6. Give two examples for efffective public speaking.
- 7. Write any two barriers to effective listening.

II. Answer any FOUR of the following:

(4X5=20 Marks)

- 1. Give example and explain the soft skills required for employment.
- 2. Explain any four techniques to build social awareness.
- 3. Explain in detail any two factors in understanding self and others.
- 4. Write a note on Time Matrix.
- 5. Why goals need to be set?

III. Answer any FOUR of the following:

(4X12=48 Marks)

- 1. What are the attributes of soft skills? Explain with examples.
- 2. Explain Low and High esteem personality characters.
- 3. Elucidate Johari Window.
- 4. Explain the stages of team development.
- 5. Explain the conflict types and how it can be resolved.

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CHOICE BASED THIRD SEMESTER B.A. DEGREE EXAMINATION FEBRUARY 2021 HISTORY - III

Duration:3 Hours

Max Marks:120

I. Answer any FOUR of the following:

(4X5=20 Marks)

- 1. Mention the literary work, the author and its significance, which describes the Chittor expedition of Alauddin Khilji.
- 2. Name the Mongol invader who posed a challenge to Iltumish. How did he face him?
- 3. Why is the year 1398 significant in the history of the Delhi Sultanate?
- 4. What is Nayankara System? Mention its defects.
- 5. Who was Ramaraya? What is his role in the decline of Vijayangara Empire?

II. Answer any FOUR of the following:

(4X10=40 Marks)

- 6. Describe the work of Balban as the minister under the Slave dynasty.
- 7. Examine how Firuz Tughlaq reversed Muhammad- bin -Tughlaq's policy in all aspects.
- 8. Examine the agrarain economy of the Delhi sultanate.
- 9. Describe the power struggle between the Vijayanagara kings and the Bahamani sultans.
- 10. Examine the economic activities undertaken during the Vijayanagara period.

III. Answer any THREE of the following:

(3X20=60 Marks)

- 11. Examine the internal reforms of Allauddin Khilji with special reference to his ordinances, agrarian policies and market reforms.
- 12. "Mohammad bin Tughluq was a mixture of two opposites". Examine the validity of this statement with regard to his life and career.
- 13. Trace the expansion of the Vijayanagara Empire during the reign of Krishnadevaraya.
- 14. On the outline Map provided: (a) Mark the extent of Bahamani Kingdom and write an explanatory note on it. (b) Locate the following places and write an explanatory note on it.
 - 1. Gulbarga 2. Bidar3. Golkonda 4. Warrangal 5. Talikote

CHOICE BASED CREDIT SYSTEM THIRD SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021 Psychology - III

Duration:3 Hours Max Marks:80

I. Answer any SIX of the following:

(6X2=12 Marks)

- 1. Differentiate between Cross sectional and Longitudinal research designs.
- 2. Name the Abnormalities of Sex Chromosomes.
- 3. What is meant by Pretend play?
- 4. What is meant by Ectoderm?
- 5. What are reflexes?
- 6. State any two negative influences of Peer Relations.
- 7. What are the symptoms of FAS?

II. Answer any FOUR of the following:

(4X5=20 Marks)

- 8. Write a short note on Ovulation.
- 9. Explain the factors leading to delayed language development.
- 10. Briefly explain the bodily growth and changes that take place during Early childhood.
- 11. Explain the effects of parents work of the growth of children.
- 12. Briefly explain the factors leading to Birth complications.

III. Answer any FOUR of the following:

(4X12=48 Marks)

- 13. Illustrate the stages of Cognitive development given by Piaget.
- 14. Illustrate the different States of arousal of a newborn,
- 15. Explain the development of Self esteem and emotional growth during late childhood.
- 16. What is Friendship? Explain Selman's stages of Friendship.
- 17. What is Life span development? Explain the different domains of development.

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CHOICE BASED CREDIT SYSTEM

THIRD SEMESTER B.A./B.Sc. DEGREE EXAMINATION, FEBRUARY 2021

Economics - III

Monetary Economics

Duration: 3 Hours

Max Marks: 120

I. Answer any FOUR of the following:

(4X5=20 Marks)

- 1. Write a note on components of money supply.
- 2. Write a note on Deflation.
- 3. Write a note on RTGS.
- 4. Write a note on Bank Rate Policy.
- 5. Write a note on Stagflation.

II. Answer any FOUR of the following:

(4X10=40 Marks)

- 6. Briefly explain the various forms of money.
- 7. Explain the measures to control Inflation.
- 8. Explain the Balance sheet of a Commercial Bank.
- 9. Explain the objectives of Monetary policy.
- 10. Explain Saving Investment theory of money.

III. Answer any THREE of the following:

(3X20=60 Marks)

- 11. What is Money? Explain its Functions.
- 12. Define Index Number. How are they constructed?
- 13. Explain the functions of a Central Bank.
- 14. Explain the functions of a Commercial Bank.

CHOICE BASED CREDIT SYSTEM THIRD SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021 Political Science - III

Duration:3 Hours Max Marks:120

I. Answer any FOUR of the following:

(4X5=20 Marks)

- 1. Mention the committees of Constituent Assembly.
- 2. Mention the Six Fundamental Rights with examples.
- 3. Write the composition of Legislative Assembly.
- 4. Write on the First citizen of the state.
- 5. Mention few examples for Public Interest Litigation in India.

II. Answer any FOUR of the following:

(4X10=40 Marks)

- 6. "Indian Constitution is a bag of Borrowings" Discuss.
- 7. Mention and Explain the Fundamental duties with its criticism.
- 8. Elaborate the position of President of India.
- 9. Prime minister is the Real Executive and leader of the cabinet' Discuss.
- 10. Breifly elaborate the composition, Jurisdiction and Limitation to High Court.

III. Answer any THREE of the following:

(3X20=60 Marks)

- 11. Explain the salient features of Indian Constitution.
- 12. Breifly Narrate the Principles of DPSP.
- 13. Elaborate the connection between union and state with illustrations.
- 14. Write a essay on Delay in Justice.

CHOICE BASED CREDIT SYSTEM

THIRD SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021

Office Practice & Management

Paper III: Accountancy & Human Resource Management I

Duration:3 Hours

Max Marks: 120

I. Answer any FOUR of the following:

 $(4\times5=20 \text{ Marks})$

- 1. What are the methods of maintaining Capital accounts of partners? Explain.
- 2. X and Y were partners sharing profits in the ratio of 2:1. They admit Z into partnership. X contributes 1/3 of his share and Y contributes 1/6 of his share to Z. Calculate the sacrifice ratio and new profit sharing ratio.
- 3. Rahul, Ravi and Rohit are partners sharing profits and losses in the ratio of 5:3:2. Rohit retires and his share is taken by Rahul and Ravi in the ratio of 3:2. Find out the new profit sharing ratio and gaining ratio.
- 4. State the characteristics of selection.
- 5. What is the nature of TQM?

II. Answer any FOUR of the following:

 $(4\times10=40 \text{ Marks})$

- 6. Ajith and Vijith are partners of a firm sharing profits and losses in the ratio of 2:3. Their capitals were Rs 1,00,000 and Rs 90,000. The profit during the year was Rs 65,000. According to the partnership deed, both partners are allowed salary, Rs 1,000 each per month. Interest allowed on capital @ 6% p.a. The drawings at the end of the period were Rs 7,500 for Ajith and Rs 5,000 for Vijith. Interest is to be charged @ 5% p.a. on drawings. Prepare partners capital accounts.
- 7. Raju and Jagadish are partners sharing profits and losses in the ratio of 3:2. Their Balance Sheet as on 1-1-2019 was as follows:

LIABILIT	IES	Rs.	ASSETS	Rs.
Creditors		9,00,000	Cash at Bank	3,00,000
Capitals:			Debtors	24,00,000
Raju:	36,00,000		Buildings	20,00,000
Jagadish:	<u>27,00,000</u>	63,00,000	Machinery	18,00,000
			Stock	7,00,000
		72,00,000		72,00,000

At the time of Admission of Shiva, the assets and liabilities were revalued as follows:

- 1. Provide a reserve for doubtful debts on debtors at Rs. 2,40,000.
- 2. Building and Machinery were revalued at Rs.22,25,000 and Rs. 20,00,000 respectively.
- 3. Creditors were paid at Rs. 8,00,000 in full settlement

Pass journal entries and prepare Revaluation Account from the above details.

8. Rao, Raj and Ram are partners in a business sharing profits and losses in the ratio of 4:3:2. Raj retires on 1st January 2019, when the balance sheet stood as follows:

I	LIABILITIES	Rs.	ASSETS	Rs.
Sundry cree	ditors	50,000	Cash at bank	70,000
Bills payab	le	25,000	Bills receivable	30,000
Reserve fut	nd	45,000	Sundry debtors	1,20,000
Capital acc	ounts: Rs.		Stock	2,00,000
Rao	2,00,000		Machinery	1,40,000
Raj	2,50,000		Building	1,60,000
Ram	<u>1,50,000</u>	6,00,000		
		7,20,000		7,20,000

The goodwill of the firm is to be valued at two years' purchase of average of profits of the past three years. The profit for the years 2016, 2017 and 2018 were Rs. 95,000, Rs.1,00,000 and Rs.75,000 respectively. Pass journal entries and show the necessary ledger accounts. Assume that the goodwill account is raised at its full value, but is written back to the capital accounts of the continuing partners immediately.

- 9. Explain with a model the role of the HR manager in the new millennia.
- 10. Explain the types of fringe benefits.

III. Answer any THREE of the following:

 $(3\times20=60 \text{ Marks})$

A, B and C were in partnership sharing profits and losses equally. Their Balance Sheet as on 31-12-2019 was as follows:

LIABILITIES	Rs.	ASSETS	Rs.
Sundry Creditors	1,20,000	Cash in Hand	20,000
Bills Payable	45,000	Cash at Bank	30,000
Capital Accounts:		Stock	2,65,000
A:4,20,000		Bills Receivable	80,000
B:4,50,000		Debtors	1,00,000
C: <u>2,38,000</u>	11,08,000	Motor Car	78,000
		Plant	4,00,000
		Buildings	<u>3,00,000</u>
	12,73,000		12,73,000

On 1-1-2020, D was admitted as a partner on the following basis:

- 1. Value of buildings to be depreciated by 10%.
- 2. Value of plant to be appreciated by 20%.
- 3. A reserve of 10% to be created on debtors for doubtful debts.
- 4. Stock to be taken at Rs.2,10,000.
- 5. The goodwill of the firm was to be valued at 2 years purchase of the average profits for the last 3 years. The profits for the last 3 years were Rs. 2,00,000, Rs.3,00,000 and Rs.4,00,000 respectively.

- 6. D agrees to bring Rs. 2,50,000 as his capital and necessary amount for his share of good will.
- 7. All partners agreed to share profits and losses equally.

You are required to prepare profit and loss a/c, capital a/c and opening Balance Sheet of the new firm.

12. Raju, Hari and Ananth were partners sharing profits in the ratio of 5:3:2. Their Balance Sheet as on 31-12-2018 is as follows:

1	Liabilities	Rs.	Assets	Rs.
Capital ac	counts:		Cash	1,24,000
Raju	2,60,000		Stock	3,68,000
Hari	2,00,000		Debtors	3,40,000
Ananth	1,80,000	6,40,000	Investments	2,80,000
Creditors		3,80,000	Furniture	1,40,000
Bills Paya	lble	2,80,000	Bills Receivable	2,18,000
Reserves		1,50,000	Goodwill	1,00,000
Profit & L	Loss a/c	1,20,000		
		15,70,000		15,70,000

Ananth died on 1-10-2019, Profits of the deceased partner to the date of death to be calculated on the basis of the average of the three preceding years.

The goodwill of the firm to be taken at 2 years purchases of the average profits of the preceding 4 years.

Profits of the past 4 years were: 2015-68,000; 2016-36,000; 2017-42,000; 2018-36,000.

Bad debts Rs. 20,000; Reserve for doubtful debts 5%; Depreciate stock 5%; Furniture 15%;

Appreciate investments 10%.

Prepare Revaluation a/c, Capital a/c's of the partners & the Balance Sheet, assuming that the Executor's of Ananth agreed to keep the amount as a loan at 8%.

- 13. Explain the various types of interviews for jobs.
- 14. Explain the Modern methods of Performance Appraisal with each of their benefits and weaknesses.

CHOICE BASED CREDIT SYSTEM

THIRD SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021

Office Practice & Management

Paper III: Accountancy & Human Resource Management I

Duration:3 Hours

Max Marks:120

I. Answer any FOUR of the following:

 $(4\times5=20 \text{ Marks})$

- 1. What are the methods of maintaining Capital accounts of partners? Explain.
- 2. X and Y were partners sharing profits in the ratio of 2:1. They admit Z into partnership. X contributes 1/3 of his share and Y contributes 1/6 of his share to Z. Calculate the sacrifice ratio and new profit sharing ratio.
- 3. Rahul, Ravi and Rohit are partners sharing profits and losses in the ratio of 5:3:2. Rohit retires and his share is taken by Rahul and Ravi in the ratio of 3:2. Find out the new profit sharing ratio and gaining ratio.
- 4. State the characteristics of selection.
- 5. What is the nature of TQM?

II. Answer any FOUR of the following:

 $(4\times10=40 \text{ Marks})$

- 6. Ajith and Vijith are partners of a firm sharing profits and losses in the ratio of 2:3. Their capitals were Rs 1,00,000 and Rs 90,000. The profit during the year was Rs 65,000. According to the partnership deed, both partners are allowed salary, Rs 1,000 each per month. Interest allowed on capital @ 6% p.a. The drawings at the end of the period were Rs 7,500 for Ajith and Rs 5,000 for Vijith. Interest is to be charged @ 5% p.a. on drawings. Prepare partners capital accounts.
- 7. Raju and Jagadish are partners sharing profits and losses in the ratio of 3:2. Their Balance Sheet as on 1-1-2019 was as follows:

LIABILITIES	Rs.	ASSETS	Rs.
Creditors	9,00,000	Cash at Bank	3,00,000
Capitals:		Debtors	24,00,000
Raju: 36,00,000		Buildings	20,00,000
Jagadish: <u>27,00,000</u>	63,00,000	Machinery	18,00,000
		Stock	7,00,000
Total Control of the	72,00,000		72,00,000

At the time of Admission of Shiva, the assets and liabilities were revalued as follows:

- 1. Provide a reserve for doubtful debts on debtors at Rs. 2,40,000.
- 2. Building and Machinery were revalued at Rs.22,25,000 and Rs. 20,00,000 respectively.
- 3. Creditors were paid at Rs. 8,00,000 in full settlement

Pass journal entries and prepare Revaluation Account from the above details.

8. Rao, Raj and Ram are partners in a business sharing profits and losses in the ratio of 4:3:2. Raj retires on 1st January 2019, when the balance sheet stood as follows:

	LIABILITIES	Rs.	ASSETS	Rs.
Sundry cre	editors	50,000	Cash at bank	70,000
Bills payab	ole	25,000	Bills receivable	30,000
Reserve fu	nd	45,000	Sundry debtors	1,20,000
Capital acc	counts: Rs.		Stock	2,00,000
Rao	2,00,000		Machinery	1,40,000
Raj	2,50,000		Building	1,60,000
Ram	<u>1,50,000</u>	6,00,000		,00,000
· 		7,20,000		7,20,000

The goodwill of the firm is to be valued at two years' purchase of average of profits of the past three years. The profit for the years 2016, 2017 and 2018 were Rs. 95,000, Rs.1,00,000 and Rs.75,000 respectively. Pass journal entries and show the necessary ledger accounts. Assume that the goodwill account is raised at its full value, but is written back to the capital accounts of the continuing partners immediately.

- 9. Explain with a model the role of the HR manager in the new millennia.
- 10. Explain the types of fringe benefits.

III. Answer any THREE of the following:

 $(3\times20=60 \text{ Marks})$

11. A, B and C were in partnership sharing profits and losses equally. Their Balance Sheet as on 31-12-2019 was as follows:

LIABILITIES	Rs.	ASSETS	Rs.
Sundry Creditors	1,20,000	Cash in Hand	20,000
Bills Payable	45,000	Cash at Bank	30,000
Capital Accounts:		Stock	2,65,000
A:4,20,000		Bills Receivable	80,000
B:4,50,000		Debtors	1,00,000
C: <u>2,38,000</u>	<u>11,08,000</u>	Motor Car	78,000
		Plant	4,00,000
		Buildings	<u>3,00,000</u>
	12,73,000		<u>12,73,000</u>

On 1-1-2020, D was admitted as a partner on the following basis:

- 1. Value of buildings to be depreciated by 10%.
- 2. Value of plant to be appreciated by 20%.
- 3. A reserve of 10% to be created on debtors for doubtful debts.
- 4. Stock to be taken at Rs.2,10,000.
- 5. The goodwill of the firm was to be valued at 2 years purchase of the average profits for the last 3 years. The profits for the last 3 years were Rs. 2,00,000, Rs.3,00,000 and Rs.4,00,000 respectively.

- 6. D agrees to bring Rs. 2,50,000 as his capital and necessary amount for his share of good will.
- 7. All partners agreed to share profits and losses equally.

You are required to prepare profit and loss a/c, capital a/c and opening Balance Sheet of the new firm.

12. Raju, Hari and Ananth were partners sharing profits in the ratio of 5:3:2. Their Balance Sheet as on 31-12-2018 is as follows:

L	iabilities		Rs.	Assets	Rs.
Capital acc	ounts:			Cash	1,24,000
Raju	2,60,000			Stock	3,68,000
Hari	2,00,000			Debtors	3,40,000
Ananth	1,80,000		6,40,000	Investments	2,80,000
Creditors			3,80,000	Furniture	1,40,000
Bills Payab	le	,	2,80,000	Bills Receivable	2,18,000
Reserves			1,50,000	Goodwill	1,00,000
Profit & Lo	oss a/c		1,20,000		
			15,70,000		15,70,000

Ananth died on 1-10-2019. Profits of the deceased partner to the date of death to be calculated on the basis of the average of the three preceding years.

The goodwill of the firm to be taken at 2 years purchases of the average profits of the preceding 4 years.

Profits of the past 4 years were: 2015-68,000; 2016-36,000; 2017-42,000; 2018-36,000.

Bad debts Rs. 20,000; Reserve for doubtful debts 5%; Depreciate stock 5%; Furniture 15%;

Appreciate investments 10%.

Prepare Revaluation a/c, Capital a/c's of the partners & the Balance Sheet, assuming that the Executor's of Ananth agreed to keep the amount as a loan at 8%.

- 13. Explain the various types of interviews for jobs.
- 14. Explain the Modern methods of Performance Appraisal with each of their benefits and weaknesses.

CHOICE BASED CREDIT SYSTEM

THIRD SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021

Office Practice & Management

Paper III: Accountancy & Human Resource Management I

Duration:3 Hours

Max Marks:120

I. Answer any FOUR of the following:

 $(4\times5=20 \text{ Marks})$

- 1. What are the methods of maintaining Capital accounts of partners? Explain.
- 2. X and Y were partners sharing profits in the ratio of 2:1. They admit Z into partnership, X contributes 1/3 of his share and Y contributes 1/6 of his share to Z. Calculate the sacrifice ratio and new profit sharing ratio.
- 3. Rahul, Ravi and Rohit are partners sharing profits and losses in the ratio of 5:3:2. Rohit retires and his share is taken by Rahul and Ravi in the ratio of 3:2. Find out the new profit sharing ratio and gaining ratio.
- 4. State the characteristics of selection.
- 5. What is the nature of TQM?

II. Answer any FOUR of the following:

 $(4\times10=40 \text{ Marks})$

- 6. Ajith and Vijith are partners of a tirm sharing profits and losses in the ratio of 2:3. Their capitals were Rs 1,00,000 and Rs 90,000. The profit during the year was Rs 65,000. According to the partnership deed, both partners are allowed salary, Rs 1,000 each per month. Interest allowed on capital @ 6% p.a. The drawings at the end of the period were Rs 7,500 for Ajith and Rs 5,000 for Vijith. Interest is to be charged @ 5% p.a. on drawings. Prepare partners capital accounts.
- 7. Raju and Jagadish are partners sharing profits and losses in the ratio of 3:2. Their Balance Sheet as on 1-1-2019 was as follows:

LIABILITIE	ES .	Rs.	ASSETS	Rs.
Creditors		9,00,000	Cash at Bank	3,00,000
Capitals:			Debtors	24,00,000
Raju: 3	6,00,000		Buildings	20,00,000
Jagadish: 2	<u> 27,00,000</u>	63,00,000	Machinery	18,00,000
			Stock	7,00,000
		72,00,000		72,00,000

At the time of Admission of Shiva, the assets and liabilities were revalued as follows:

- 1. Provide a reserve for doubtful debts on debtors at Rs. 2,40,000.
- 2. Building and Machinery were revalued at Rs.22,25,000 and Rs. 20,00,000 respectively.
- 3. Creditors were paid at Rs. 8,00,000 in full settlement

Pass journal entries and prepare Revaluation Account from the above details.

8. Rao, Raj and Ram are partners in a business sharing profits and losses in the ratio of 4:3:2. Raj retires on 1st January 2019, when the balance sheet stood as follows:

I	LIABILITIES	Rs.	ASSETS	Rs.
Sundry cree	ditors	50,000	Cash at bank	70,000
Bills payab	le	25,000	Bills receivable	30,000
Reserve fur	nd	45,000	Sundry debtors	1,20,000
Capital acc	ounts: Rs.		Stock	2,00,000
Rao	2,00,000		Machinery	1,40,000
Raj	2,50,000		Building	1,60,000
Ram	1,50,000	6,00,000	·	
		7,20,000		7,20,000

The goodwill of the firm is to be valued at two years' purchase of average of profits of the past three years. The profit for the years 2016, 2017 and 2018 were Rs. 95,000, Rs.1,00,000 and Rs.75,000 respectively. Pass journal entries and show the necessary ledger accounts. Assume that the goodwill account is raised at its full value, but is written back to the capital accounts of the continuing partners immediately.

- 9. Explain with a model the role of the HR manager in the new millennia.
- 10. Explain the types of fringe benefits.

III. Answer any THREE of the following:

 $(3\times20=60 \text{ Marks})$

A, B and C were in partnership sharing profits and losses equally. Their Balance Sheet as on 31-12-2019 was as follows:

LIABILITIES	Rs.	ASSETS	Rs.
Sundry Creditors	1,20,000	Cash in Hand	20,000
Bills Payable	45,000	Cash at Bank	30,000
Capital Accounts:		Stock	2,65,000
A:4,20,000		Bills Receivable	80,000
B:4,50,000		Debtors	1,00,000
C:2,38,000	11,08,000	Motor Car	78,000
		Plant	4,00,000
		Buildings	3,00,000
	12,73,000		12,73,000

On 1-1-2020, D was admitted as a partner on the following basis:

- 1. Value of buildings to be depreciated by 10%.
- 2. Value of plant to be appreciated by 20%.
- 3. A reserve of 10% to be created on debtors for doubtful debts.
- 4. Stock to be taken at Rs.2,10,000.
- 5. The goodwill of the firm was to be valued at 2 years purchase of the average profits for the last 3 years. The profits for the last 3 years were Rs. 2,00,000, Rs.3,00,000 and Rs.4,00,000 respectively.

- 6. D agrees to bring Rs. 2,50,000 as his capital and necessary amount for his share of good will.
- 7. All partners agreed to share profits and losses equally.

You are required to prepare profit and loss a/c, capital a/c and opening Balance Sheet of the new firm.

12. Raju, Hari and Ananth were partners sharing profits in the ratio of 5:3:2. Their Balance Sheet as on 31-12-2018 is as follows:

I	_iabilities	Rs.	Assets	Rs.
Capital ac	counts:		Cash	1,24,000
Raju	2,60,000		Stock	3,68,000
Hari	2,00,000		Debtors	3,40,000
Ananth	<u>1,80,000</u>	6,40,000	Investments	2,80,000
Creditors		3,80,000	Furniture	1,40,000
Bills Paya	ıble	2,80,000	Bills Receivable	2,18,000
Reserves		1,50,000	Goodwill	1,00,000
Profit & L	Loss a/c	1,20,000		
		15,70,000		15,70,000

Ananth died on 1-10-2019. Profits of the deceased partner to the date of death to be calculated on the basis of the average of the three preceding years.

The goodwill of the firm to be taken at 2 years purchases of the average profits of the preceding 4 years.

Profits of the past 4 years were: 2015-68,000; 2016-36,000; 2017-42,000; 2018-36,000.

Bad debts Rs. 20,000; Reserve for doubtful debts 5%; Depreciate stock 5%; Furniture 15%;

Appreciate investments 10%.

Prepare Revaluation a/c, Capital a/c's of the partners & the Balance Sheet, assuming that the Executor's of Ananth agreed to keep the amount as a loan at 8%.

- 13. Explain the various types of interviews for jobs.
- 14. Explain the Modern methods of Performance Appraisal with each of their benefits and weaknesses.

REG.NO:

CHOICE BASED CREDIT SYSTEM THIRD SEMESTER B.A. DEGREE EXAMINATION

/ FEBRUARY 2021

OFFICE PRACTICE AND MANAGEMENT - PAPER -III ACCOUNTANCY & HUMAN RESOURCE MANAGEMENT - I

Time: 3 Hrs. Max. Marks: 120

SECTION A

1. Fill in the Blanks:

 $10 \times 1 = 20$

- a. Goodwill is a ----asset.
- b. Continuing partners will be entitled to ----- ratio when a partner retires from partnership.
- c. Deceased partner's final settlements are transferred to -----
- d. Profit & Loss Appropriation Account is also known as
- e. Wage paid on the number of units produced ismethod.
- f. Provision made against any asset is -----on revaluation.
- g. Candidates recruited for the job in an educational institution is interview.
- h. Interview conducted by the group of people is
- i. Promotion given to an employee is asource of recruitment.
- j. Primary part of pay package is ----pay.

SECTION -B

2. Answer any Ten of the following:

 $10 \times 2 = 20$

- a. Why is Revaluation Account created?
- b. What is meant by Partnership Deed?
- c. Write any two methods of calculating interest on drawings.
- d. Write any two differences between fixed capital and fluctuating capital methods.
- e. Write a note on internal source of recruitment.
- f. Write any two principles of wage and salary administration.
- g. What is meant by aptitude test?
- h. What is meant by Depth interview?
- i. Define HRM.
- j. Write a note on Provident Fund.
- k.. What is meant by Dormitory facility?
- 1. Mention any two objectives of HRM.

SECTION C

Answer any Three of the following:

3 X 10= 30

- 3. Define HRP. Explain the importance of HRP.
- 4. Draft an application letter along with resume for the post of a Data Analyst to work as an online employee.
- 5. On 1st January, 2018, A and B enter into partnership, contributing Rs.20,000 and Rs.15,000 respectively and sharing profits or losses in the ratio of 3:2. B is to be allowed a salary of Rs.4,000 per year. Interest on capitals is to be charged at 5 % per annum and

5% interest is also to be charged on drawings. During the year, 'A' withdrew Rs.3,000 and 'B' Rs.6,000, actual interest on drawings being Rs.70 and 50 respectively. Profits for the year 2018, before the above noted adjustments, amounted to Rs.10,580 Show the Profit and Loss Appropriation Account and Capital Accounts of the partners.

6. A, B and C are partners sharing profits and losses in the ratio of 2:2:1. Their balance as on 31-12-2018 was as follows:

Liabilities Sundry creditors Capital accounts		Rs.	Assets Cash at bank Sundry debtors	Rs. 10,000 25,000
A B C	15,000 25,000 30,000	70,000	Stock Plant and machinery	40,000 40,000
Reserve fund		15,000 1,15,000		1,15,000

A dies on 30 th April, 2019 and the partnership deed provides that in the event of death of a partner, his executors should be entitled to:

- 1) His capital on the date of previous Balance Sheet.
- 2) His proportion of reserve fund on the date of last Balance Sheet.
- 3) His proportion of profit to date of death on the basis of previous years profits.
- 4) His share of goodwill calculated on the basis of three years purchase of the average profits of the Past four years.

The profit of the firm for the past four years were 2015, Rs.23,000, 2016 Rs.20,000, 2017 Rs.19,000 and 2018, Rs.18,000.

You are required to ascertain the amount payable to the executors of the deceased partner.

SECTION D

Answer any Three of the following:

 $3 \times 20 = 60$

- 7. Write in detail the merits and demerits of wage payment methods.
- 8. Explain the various sources of recruitment.
- 9. A and B are partners sharing profits and losses in the ratio of 3:2. Their Balance Sheet as on 31-3-2018 is as follows:

LIABILITIES		Rs.	ASSETS	Rs.	
Bills Payable		4,000	Cash in Hand		2,500
Sundry Creditors		8,000	Cash at Bank		7,000
Capital Accounts:			Sundry Debtors	13,000	
A	50,000		Less: R.B.D	<u>500</u>	12,500
В	<u>30,000</u>	80,000.	Stock	•	10,000
			Plant and Machinery		40,000
			Buildings		20,000
•		92,000			92,000

They agreed to admit C as partner on 1-4-2018 on the following items:

- 1. All the partners to share profits and losses equally.
- 2. Plant and Machinery to be depreciated at 10%.
- 3. Buildings to be appreciated by 15%.
- 4. The reserve for doubtful debts to be increased to Rs.1200
- Stock to be valued at Rs.12,000.
- 6. The goodwill of the firm was to be valued at 3 times the average profits for the last 4 years, which were 31-3-2015: Profits Rs.16,000: 31-3-2016: Profit Rs.20,000: 31-3-2017 loss Rs.6,000 and 31-3-2018.Profit Rs.10,000.
- 7. C to bring in Rs.30,000 and as his capital and the necessary amount for his share of goodwill.

Prepare the necessary accounts and the Balance Sheet as on 1-4-2018.

10. A, B and C were partners sharing profits in the proportions of 1/2, 1/3 and 1/6 respectively. The Balance Sheet of the firm on 31-12-2018 was as follows:

Liabilities		Rs.	Assets	Rs.
Sundry credi	itors	12,600	Cash at bank	4,100
Provident fu	nd	3,000	Debtors 30,000	-
Reserve fund	1	9,000	Less: provision 1,000	29,000
Capital acco	unts:		Stock	25,000
Α	40,000		Investments	10,000
В	36,500	•	Patents	5,000
С	20,000	96,500	Plant and machinery	48,000
i		1,21,100		1,21,100

C retired on the above date as per the following items:

- 1. Goodwill of the firm was valued at Rs. 27,000, but it was not to remain in the books of the new firm.
- 2. Value of patents was to be reduced by 20% and that of plant and machinery by 10%.
- 3. Provision for doubtful debts was to be raised to 6%.
- 4. C took over the investments at a value of Rs. 15,800.
- 5. Liability on account of provident fund is only Rs. 2,500.

Prepare ledger accounts and the Balance Sheet of the continuing partners.

IV. Practical Question.

Pandemic
 Role of media

1. Human exploitation of nature

17. Write a Feature article on any ONE of the following topics.

1X20 = 20

CREDIT BASED THIRD SEMESTER III B.A. DEGREE EXAMINATION FEBRUARY 2021 JOURNALISM AND MASS COMMUNICATION

PAPER - Editing Practice

Time: 3 Hrs.

Max. Marks: 120

I. Write short note on any four

4×5=20

- 1. Editorial
- 2. Anchor story
- 3. News editor
- 4. Style sheet
- 5. Blurb
- 6. Balance in page making

II. Answer any Four of the following:

4X10=40

- 7. Explain how advertising departments seems to have an overpowering control over editorial department.
- 8. Elucidate the importance of letter to the editor in a newspaper.
- 9. A good design makes a good read. Explain.
- 10. Facts are sacred, comments are free. How is this practiced in newspaper?
- 11. A picture is worth a thousand words. Explain how pictures help give better expression to a story.
- 12. What are the functions of sub editor?

III. Answer any two of the following:

2X20=40

- 13. Which are the different departments in a newspaper? How do they co-ordinate with one another in publishing the newspaper?
- 14. Headlines can lead as much as they can mislead. Elucidate the role of headlines in the composition of a newspaper.
- 15. How is editorial different from an article? Explain the role of an editorial in a newspaper?
- 16. How is copy editing different from proof reading? Explain the importance of copy editing with examples.

IV. Practical Question.

2X20=4()

17. Copy edit the story given below with correct spellings, punctuations as well as paraphrasing in about 200 words. Give a suitable headline.

The government and farm unions reached some common grounds on Wednesday to resolve protesting farmers' concerns over rise in power tariff and penalties for stubble burning, but the two sides remained deadlocked over the main contentious issues of the repeal of three farm laws and a legal guarantee for minimum support price.

After, nearly five hours of the sixth round of negotiations between three union minister and a 41-members representative group of thousands of farmers protesting on delhi borders, agriculture minister Narendra singh Tomar said at least 50 per cent resolution have been reached with mutual agreement on two out of four item on the agenda and discusions would continues on the remaining two on January 4th at 2 pm.

He also hoped that the new year will herald new solutions and asserted that the Modi government has always been sensitive to farmers issues.

Discussions on the three farm laws and MSP are not complete and will continue in the next round of talks... We are hopeful that consensus would be reached for resolving the two remaining issues also" Tomar told reporters after the meeting, which saw the two sides breaking the bread; but not much ice.

While the three ministers joined the farmer leaders to share their langar (community kitchen) food during the lunch break the Union representatives accepted the beverage offered by the government during the evening Tea break.

For the last few meetings, farmer leaders have been arranging their own food and beverages but had so far refused to except even water offered by the government.

Farmer leaders said the government agreed to their demands for dropping the penel provisions against farmers in an ordinance relating to trubble burning and to put on hold a proposed electricity amendment law

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CHOICE BASED CREDIT SYSTEM THIRD SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021 Secretarial Practice Theory III

Duration:3 Hours

Max Marks:80

I. Answer any SIX of the following:

(6X2=12 Marks)

- 1. Write a brief note on the importance of communication.
- 2. Mention any two barriers of communication medium.
- 3. State the importance of business communication.
- 4. What is meant by good news letter?
- 5. Write a note on Salutation of a business letter.
- 6. Write the tips for drafting a warning letter to a customer who has not paid the amount inspite of many reminders.
- 7. What is meant by circular letter?

II. Answer any FOUR of the following:

(4X5=20 Marks)

- 1. Write a note on communication process.
- 2. Explain any five characteristics of informal communication.
- 3. Write any three principles of communication.
- 4. Draft the hints for a complaint letter when customer is right.
- 5. You have received a large order for goods worth Rs.3,50,000 from Messrs. Ranjit and Sons. They have asked for the credit facility for two months. Write a tactful reply requesting them to give the names of two trade references.

III. Answer any FOUR of the following:

(4X12=48 Marks)

- 1. Ellucidate the scope of communication.
- 2. List out the essentials of upward communication with its merits and demerits.
- 3. a) Make an unsolicited enquiry letter for the supply of variety Ladies handbags and purses. b) Draft a suitable reply to the customer.
- 4. a) Place an order for 100 gross Parker pens, 200 cello pens, 500 sharp pens 1000 gel pens with Messrs Poonawala Traders. Ask for a discount. b) Write a suitable reply to the above order and inform the customer that you do not have a Parker and Sharp pens in stock, but can supply the substitute.
- 5. Draft a circular letter on behalf of Bharat Electrical, wholesalers in electrical appliances, drawing attention of the retailers to the new stock and special discount or concession for three months. The special offer is on account of the Silver Jubilee celebrations of Bharat Electricals.

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CREDIT BASED SEMESTER SYSTEM

B.A. FIFTH SEMESTER DEGREE EXAMINATION, FEBRUARY 2021 HISTORY - V

Duration:3 Hours Max Marks:120

I. Answer any FOUR of the following:

(4X5=20 Marks)

- 1. What were the factors for the failure of 'Double Government of Bengal"?
- 2. Which one of the Carnatic Wars was an echo of the Seven Year's War? What was its outcome?
- 3. With what motive did Dalhousie introduce Railways and Telegraphs in India? In which year it was established?
- 4. Why is the origin of press in India associated to the advent of Europeans?
- 5. Mention the division in military administration of Ranjith Singh.

II. Answer any FOUR of the following:

(4X10=40 Marks)

- 6. Explain the contributions of Alfanso de Albuquerque for the establishment of Portuguese power in India.
- 7. Examine the social reforms introduced by William Bentinck.
- 8. Examine Hastings policy of territorial expansion with reference to the Marathas and Gurkhas of Nepal.
- 9. Evaluate the religious reforms propogated by Arya Samaj in colonial India.
- 10. Write a note on the Principles advocated by Brahma Samaj.

III. Answer any THREE of the following:

(3X20=60 Marks)

11. "The Permanent Settlement of Bengal secured the interests of the Zamindars, postponed those of the tenants and permanently sacrificed those of the states", Substantiate.

- 12. Describe the expansion of British dominions in India under Wellesley.
- 13. Critically examine the evolution of the Education policy of the Company's Government and its impact on India.
- 14. On the outline Map provided: (a) Mark Dalhousie's Annexations and write an explanatory note on it. (b)Locate the following places and write an explanatory note on it.
 - 1. Jhansi 2. Udaipur 3. Delhi 4. Satara 5. Bombay

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CREDIT BASED SEMESTER SYSTEM B.A. FIFTH SEMESTER DEGREE EXAMINATION FEBRUARY 2021 HISTORY - VI

Duration:3 Hours

Max Marks:120

I. Answer any FOUR of the following:

(4X5=20 Marks)

- 1. Who were the participants in the First Anglo Mysore War? Name the treaty signed. Mention its terms.
- 2. When and between whom was the Fourth Anglo Mysore War fought? Mention the immediate cause that led to the war.
- 3. What is Dalita and Bandaya Sahitya?
- 4. Who was the leader of the Nagar rebellion? Why did it take place?
- 5. Name any five accomplishments of Diwan Sir M. Vishweshwaraiah.

II. Answer any FOUR of the following:

(4X10=40 Marks)

- 6. Briefly describe the relations between Haider Ali and the British.
- 7. Briefly narrate the economic reforms of Tippu Sultan.
- 8. Write a short note on the anti-British uprisings in Coorg.
- 9. Write a short note on the following: a) Dhar Committee b) J.V.P. Committee
- 10. Write a note on the reforms of Diwan Sir Mirza Ismail.

III. Answer any THREE of the following:

(3X20=60 Marks)

- 11. 'Krishnaraja Wodeyar III is called the Bhoja Raja of Kannada'. Justify this statement.
- 12. Examine the role played by C. Rangacharlu as the first Diwan after the Rendition of Mysore.
- 13. Evaluate the role played by Balgangahar Tilak and Mahatma Gandhi in Karnataka politics.
- 14. a) Mark the regions involved in the anti-British revolts and write an explanatory note on it.
 - b) Loacte the following places and write an explanatory note on it.
 - 1. Surapura 2. Badami 3. Madikeri 4. Nargunda 5. Kittur

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CREDIT BASED FIFTH SEMESTER B.A. DEGREE EXAMINATION FEBRUARY 2021 Psychology Theory V: Abnormal Psychology

Duration:3 Hours

Max Marks:80

I. Answer any SIX of the following:

 $(6\times2=12 \text{ Marks})$

- 1. Write any two importance of Diagnostic Criteria.
- 2. What is meant by Harmonization with ICD 11?
- 3. What are the symptoms of Hypomanic episode?
- 4. What is meant by Intellectual disability?
- 5. What are Dissociative disorders?
- 6. What is menat by Depersonalization?
- Write the meaning of Gender dysphoria.

II. Answer any FOUR of the following:

 $(4\times5=20 \text{ Marks})$

- 8. Mention any two short comings of DSM IV..
- 9. Write any two differences between DSM IV and DSM V.
- 10. Explain Schizoaffective personality disorder.
- 11. How can Adjustment disorder affect the functioning of the individual?
- 12. How can dependent personality lead to unrest in the person?

III. Answer any FOUR of the following:

 $(4\times12=48 \text{ Marks})$

- 13. What is the meaning of Mental disorder? Explain the history and development of DSM to DSM V.
- 14. Explain Speech and Sound disorder.
- 15. Explain Trichotillomania disorder and its diagnostic criteria.
- 16. What is meant by Anxiety? Explain Generalized Anxiety Disorder.
- 17. What is meant by paraphilic disorders? Explain the different types of paraphilic disorders.

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CREDIT BASED SEMESTER SYSTEM FIFTH SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021 Psychology - VI

Social Psychology

Duration:3 Hours

Max Marks:80

I. Answer any SIX of the following:

(6X2=12 Marks)

- 1. Mention the various forms of Nonverbal Communication.
- 2. What is Mirroring?
- 3. What is Prosocial Behaviour?
- 4. What is Empathy?
- 5. What is Attachment Style.
- 6. Define the term Violence.
- Explain the term Diffusion of Responsibility.

II. Answer any FOUR of the following:

(4X5=20 Marks)

- 1. Briefly explain the Origin and Development of Social Psychology.
- 2. Who in general recieves Help.
- 3. What exactly constitutes Attraction?
- 4. List out the positive and negative impacts of IT in Politics.
- 5. Briefly describe the Situational Factors which Enhance Helping.

III. Answer any FOUR of the following:

(4X12=48 Marks)

- 1. Elaborate on the Nature' Goal and Scope of Social Psychology.
- 2. How do people respond to being Helped?
- 3. Describe the power of Proximity.
- 4. Explain Collective, Self-directed and Interpersonal Violence.
- 5. Explain the theories of Attribution.

CREDIT BASED SEMESTER SYSTEM FIFTH SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021

Economics - V

Economic Thought

Duration:3 Hours

Max Marks:120

I. Answer any FOUR of the following:

(4X5=20 Marks)

- 1. Write a note on Physiocracy.
- 2. Write a short note on dialectical materialism.
- 3. Briefly explain Pigou's theory of employment.
- 4. Write a note on Gandhi's view on Industrialization.
- 5. Write a short note on Menger's classification of goods.

II. Answer any FOUR of the following:

(4X10=40 Marks)

- 6. Explain the Ricardian Theory of International Trade.
- 7. Explain the W.S Jevons Theory of Consumption and Value.
- 8. Explain Myrdal's concept of Western Welfare State and its weaknesses.
- 9. Give an account of Amartya Sen's view on poverty and famine.
- 10. Explain Keynesian theory of employment.

III. Answer any THREE of the following:

(3X20 = 60 Marks)

- 11. Give an account of the various economic ideas of T.R. Malthus.
- 12. Critically discuss Alfred Marshall's theory of Consumption and Value.
- 13. Critically examine the contribution of Kautilya to the history of Economic Thought.
- 14. Explain Adam Smith's contributions to Division of Labour, Value, International Trade and Public Finance.

FIFTH SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021

Economics - VI

Statistical Economics

Duration:3 Hours

Max Marks: 120

I. Answer any FOUR of the following:

(4X5= 20 Marks)

- 1. Write a note on Good Table.
- 2. Briefly explain the types of Index numbers.
- 3. Find out Spearman's co-efficient of rank co-relation for the following data:

RI	8	, 4	7	6	2	1	5
R2	6	3	8	5	l	2	7

- 4. Briefly explain the uses and limitations of Index numbers.
- 5. Find the mean from the following data.

Median=20.6

Mode=26

II. Answer any FOUR of the following:

(4X10= 40 Marks)

6. Calculate M.D. from Mean and its coefficients from the following data:

Class Interval	18-22	22-26		30-34	34-38
Frequency	20	30	11	3	1

7. Construct a Lorenz curve for the following:

No. of person	50	70	30	25	100	45	30	80	20	50
Daily Earnings	80	120	60	140	200	200	140	460	120	480

8. The following data relates to the age of husbands and wives.

	Husbands	Wives
Mean	27	23
Standard deviation	3	2
Coefficient of Correlation	0.93	

Find two regression equations.

9. Compute Fisher's Ideal Index Numbers for the following data:

Item	201	LO .	2020		
Item	Price	Quantity	Price	Quantity	
Α	2	8	4	6	
В	5	10	6	5	
С	4	14	5	10	
D	2	19	2	13	

10. Calculate Karl Pearson's co-efficient of correlation from the following data:

·	
X	Y
12	14
9	8
8	6
10	9
11	11
13	12
7	3

III. Answer any THREE of the following:

(3X20= 60 Marks)

- 11. Explain the various methods of sampling.
- 12. Find the quartile deviation and its coefficient for the following data:

C.I	10-20	20-30	30-40	40-50	50-60
F	7	3	6	10	15

13. Following are the figures of production of a sugar factory.

Year	2014	2015	2016	2017	2018	2019	2020
Production	77	81	84	90	90	96	98

- a. Fit a straight-line trend to the above data.
- b. Graph the observed values and trend values.
- c. Estimate the production in 2021.
- 14. Calculate Karl Pearson's coefficient of Skewness from the following data.

Class Interval	100-104	104-108	108-112	112-116	116-120	120-124
Frequency	6	14	18	20	10	2

FIFTH SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021

Economics VI

Development Economics

Duration:3 Hours

Max Marks:120

I. Answer any FOUR of the following:

(4X5=20 Marks)

- 1. Briefly explain the GNP as a measure of economic development.
- 2. Write a note on Unbalanced growth.
- 3. Write a note on Disguised Unemployment.
- 4. Explain the need for e governance.
- 5. Write a note on Capital output ratio.

II. Answer any FOUR of the following:

(4X10=40 Marks)

- 6. Explain the obstacles of economic development.
- 7. Briefly explain Rostow's theory of economic growth.
- 8. Explain Manpower shortages and surpluses.
- 9. Explain the pre-requisits of economic planning.
- 10. Examine the role of population in growth promoting and growth retarding factor.

III. Answer any THREE of the following:

(3X20=60 Marks)

- 11. What is Economic Development? Explain the different methods of measuring economic development.
- 12. Explain Leibenstein's critical minimum effort theory.
- 13. Explain the types of economic planning.
- 14. Explain the role of capital formation in economic development.

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CREDIT BASED SEMESTER SYSTEM FIFTH SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021 Political Science V

Duration:3 Hours

Max Marks:120

I. Answer any FOUR of the following:

(4X5=20 Marks)

- 1. Write a note on Public Administration.
- 2. Explain the Regulatory Commission with examples.
- 3. "Leader must lead Others" explain.
- 4. Write a note on Ombudsman.
- 5. Write about the Preparation of Budget.

II. Answer any FOUR of the following:

(4X10= 40 Marks)

- 6. Critically evaluate the New Public Administration.
- 7. Briefly explain Scientific Management Theory with its Criticism.
- 8. What are important process we have to go through during Decision Making?
- 9. Explain the powers and Functions of Lokayuktha.
- 10. What is Budget and explain its principles?

III. Answer any THREE of the following:

(3X20=60 Marks)

- 11. Elabortae the Human relations theory.
- 12. Breifly explain the Principles of Organization with its demerits.
- 13. What are the methods of Control over Public Administration?
- 14. Breifly explain the concepts of Auditing and Accounting.

CREDIT BASED FIFTH SEMESTER B.A.DEGREE EXAMINATION FEBRUARY 2021 POLITICAL SCIENCE

Paper V - Political Thinkers

Time: 3 Hrs

Max. Marks: 120

I. Answer the following in one word or one sentence each:

10X2=20

- 1. Name the school founded by Plato.
- 2. How many constitutions did Aristotle study?
- 3. Name the famous work of Kautilya.
- 4. What are the two forms of treaties of Social Contract of John Locke?
- 5. What was "Academy"?
- 6. What is self regarding action according to J S Mill?
- 7. What is Sapthanga theory of Kautilya.
- 8. Why is Dr. B.R. Ambedkar also known as the 'Modern Manu'?
- 9. Who is the proponent of Civic Activism.
- 10. Who was known as Guru of M.K. Gandhi.

II. Answer any FIVE of the following questions in about 15-20 sentences each: 5X6=30

- 11. Examine the concept of Philosopher King in Plato's Republic.
- 12. "State is a creation of nature and that man by nature is a public animal" Justify.
- 13. "Men were brutal, selfish, egoistic, covetous and rapacious" according to Hobbes Justify.
- 14. Briefly explain the contribution of J P Narayan.
- 15. Explain T.H. Green's concept of Liberalism.
- 16. Describe J S Mills views on Utilitarianism.
- 17. Describe the views of Ambedkar on Caste and equality.

II. Answer any THREE of the following questions in 20-30 sentences each:

3X10=30

- 18. Explain Plato's Ideal State.
- 19. Elaborate the critical views of M N Roy on Karl Marxian communism,
- 20. Describe Kautilya's views on Mandala Theory.
- 21. Evaluate Ambedkar's idea on State.
- 22. Highlight J S Mill's views on Democracy.

IV. Answer the following questions in 40-50 sentences each:

2X20=40

23. Examine Aristotle's theory of Citizenship and Classification of Governments.

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Evaluate Thomas Hobbes's theory of Social Contract.

24. Explain J J Rousseau's concept of Social Contract and General Will.

OR

Bring out political ideas of Ram Manohar Łohia.

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CREDIT BASED SEMESTER SYSTEM FIFTH SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021 Political Science VI

Duration:3 Hours Max Marks:120

I. Answer any FOUR of the following:

(4X5=20 Marks)

- 1. Critically evaluate the approaches to the study of International Relations.
- 2. What is National Power explain its meaning?
- 3. Explain the meaning and Definitions of Foriegn Policy.
- 4. Write about the evolution of Diplomacy.
- 5. What is Propoganda? Explain its meaning.

II. Answer any FOUR of the following:

(4X10=40 Marks)

- 6. Explain the Importance of the study International Relations.
- 7. How Natural Resources greatly effects on National Power? Discuss with illustrations.
- 8. Write any four factors which influence the Foreign Policy with examples.
- 9. Expalin the techniques and devices of Subversion.
- 10. Narrate the history, Evolution of Deterrence.

III. Answer any THREE of the following:

(3X20=60 Marks)

- 11. Explain the role of Treaties and Conventions in International Relations.
- 12. Write your views on National Power and National Interest with special reference to current reality.
- 13. Breifly Elaborate the Causes, Effects and, Remedies of war.
- 14. Elaborate the concept of arms control and disarmament.

FIFTH SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021

Office Practice & Management

Paper V: Corporate Governance and Company Accounts

Duration:3 Hours

Max Marks: 120

I. Answer any FOUR of the following:

(4X5=20 Marks)

- 1. Distinguish between the Private and Public Company.
- 2. What is meant by Formation of JSC? Explain the stages involved in it.
- 3. Write a note on Chairperson of a Company.
- 4. Explain the obligations of the Company towards its customers.
- 5. Explain the different types of shares.

II. Answer any FOUR of the following:

(4X10=40 Marks)

- 6. Explain the advantages of Joint Stock Company.
- 7. What is meant by Remuneration Committee and Nomination Committee? Explain.
- 8. Explain the obligations of the Company towards Society and Investors.
- 9. What is meant by Bonus Shares? Explain.
- 10. Explain the concepts of Accounts

III. Answer any THREE of the following:

(3X20=60 Marks)

- 11. What is meant by MoA? Explain its Clauses in detail.
- 12. Define C.G. Explain the different Models with suitable examples.
- 13. A company issued 50000 equity shares of Rs.100 each at a premium of Rs.10. The amount payable is as follows: on application Rs.30, on allotment Rs.30 (including premium), on first call Rs.25, on final call Rs.25. Shwetha holding 100 shares did not pay final call money. Her shares were forfeited and were re-issued to Sneha at Rs.90 per share. Pass Journal Entries, Ledger Accounts and Balance Sheet.

14. From the following particulars prepare Trading Account, Profit and Loss Account, Profit and Loss Appropriation Account and a Balance Sheet of Sheethal co. Ltd. for the year ended 31st December 2020

Particulars	Debit	Credit
Buildings	200000	
Machinery	195000	
Vehicles	24000	
Debtors and Creditors	20000	22500
Opening Stock	20000	
Purchases and Sales	62000	450000
Returns	10000	1000
Salaries	27600	
Administrative Expenses	24000	
Selling Expenses	21000	
Rent and Insurance	5020	
Interest received		5000
Interest on Loan	1800	
Bad Debts	1680	
Debentures		55000
Cash at Bank	50000	
Reserve Fund		36500
Preliminary Expenses	15460	
Profit and Loss Account		7560
Share Capital: 10000 shares of Rs.10 each		100000
·	677560	677560

Adjustments:

- 1. Provision for taxation Rs.10000
- 2. Transfer to Reserve fund Rs.8000
- 3. Closing stock valued @ Rs.90000
- 4. Depreciate Machinery @ 10%, vehicles 5% and buildings 2%
- 5. Outstanding salaries Rs.10800
- 6. Prepaid Rent & Insurance Rs.1500
- 7. Proposed Dividend Rs.28000

FIFTH SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021

Office Practice & Management

Paper V: Corporate Governance and Company Accounts

Duration:3 Hours

Max Marks:120

I. Answer any FOUR of the following:

(4X5=20 Marks)

- 1. Distinguish between the Private and Public Company.
- 2. What is meant by Formation of JSC? Explain the stages involved in it.
- 3. Write a note on Chairperson of a Company.
- 4. Explain the obligations of the Company towards its customers.
- 5. Explain the different types of shares.

II. Answer any FOUR of the following:

(4X10= 40 Marks)

- 6. Explain the advantages of Joint Stock Company.
- 7. What is meant by Remuneration Committee and Nomination Committee? Explain.
- 8. Explain the obligations of the Company towards Society and Investors.
- 9. What is meant by Bonus Shares? Explain.
- 10. Explain the concepts of Accounts

III. Answer any THREE of the following:

(3X20=60 Marks)

- 11. What is meant by MoA? Explain its Clauses in detail.
- 12. Define C.G. Explain the different Models with suitable examples.
- 13. A company issued 50000 equity shares of Rs.100 each at a premium of Rs.10. The amount payable is as follows: on application Rs.30, on allotment Rs.30 (including premium), on first call Rs.25, on final call Rs.25. Shwetha holding 100 shares did not pay final call money. Her shares were forfeited and were re-issued to Sneha at Rs.90 per share. Pass Journal Entries, Ledger Accounts and Balance Sheet.

14. From the following particulars prepare Trading Account, Profit and Loss Account, Profit and Loss Appropriation Account and a Balance Sheet of Sheethal co. Ltd. for the year ended 31st December 2020

Particulars	Debit	Credit
Buildings	200000	
Machinery	195000	
Vehicles	24000	
Debtors and Creditors	20000	22500
Opening Stock	20000	
Purchases and Sales	62000	450000
Returns	10000	1000
Salaries	27600	
Administrative Expenses	24000	
Selling Expenses	21000	
Rent and Insurance	5020	
Interest received		5000
Interest on Loan	1800	:
Bad Debts	1680	:
Debentures		55000
Cash at Bank	50000	
Reserve Fund		36500
Preliminary Expenses	15460	
Profit and Loss Account		7560
Share Capital: 10000 shares of Rs.10 each		100000
	677560	677560

Adjustments:

- 1. Provision for taxation Rs.10000
- 2. Transfer to Reserve fund Rs.8000
- 3. Closing stock valued @ Rs.90000
- 4. Depreciate Machinery @ 10%, vehicles 5% and buildings 2%
- 5. Outstanding salaries Rs.10800
- 6. Prepaid Rent & Insurance Rs.1500
- 7. Proposed Dividend Rs.28000

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CREDIT BASED SEMESTER SYSTEM

FIFTH SEMESTER B.A. DEGREE EXAMINATION, FEBRUARY 2021

Office Practice & Management - VI

Principles of Communication and Business Correspondance

Duration:3 Hours

Max Marks:120

I. Answer any FOUR of the following:

(4X5= 20 Marks)

- 1. Explain any two principles of communication.
- 2. How a wrong channel of medium becomes a barrier in communication?
- 3. Write the guidelines for drafting an appointment letter.
- 4. What is representation?
- 5. Differentiate between periodic and special report.

II. Answer any FOUR of the following:

(4X10=40 Marks)

- 6. What are the benefits of informal communication? Explain.
- 7. Elucidate the importance of comunication.
- 8. Draft a letter of complaint on behalf of Messrs. Sunil & Company of Agra to Messrs. Khan Brother of Delhi regarding the inferior quality of goods (Steel items) received from them.
- 9. Draft a show cause notice seeking explanation from a Chief Accountant who has huge arrears of work pending from few months.
- 10. Draft an application in response to the following advertisement. Wanted Sales representative willing to travel extensively in Southern India to sell and organize distribution of an English Film Magazine. Salary commensurate with qualifications and experiences. Apply within seven days to Box, the Times of India, Mumbai.

III. Answer any THREE of the following:

(3X20=60 Marks)

11. How does the downward communication differs from upward communication? Explain.

- 12. a) You are a high class Ladies' Costumer. Having regard to the necessity of not offending customers, write a warning letter to a lady customer whose financial position is believed to be good but who has owed you Rs. 18,000 for ten months. b) You have received an order for goods worth Rs. 2,00,000 from Messrs Pai & Brothers. And they have asked credit for 2 months, and have given the references. Write a tactful letter to the referee requesting them to give the trade reference.
- 13. a) You have received a big order for socks of various sizes and colours, but are unable to execute it in time owing to certain difficulties. You write to the customer asking for extension of time. b) The customer is willing to grant extension of time up to a certain date. Draft both the letters.

14. What is meant by report? Explain its characteristics.

CREDIT BASED FIFTH SEMESTER III B.A. DEGREE EXAMINATION FEBRUARY 2021 JOURNALISM AND MASS COMMUNICATION PAPER - ADVERTISING AND PUBLIC RELATIONS

Time: 3 Hrs. Max. Marks: 120

I. Write short note on any FOUR

4×5=20

- 1. Press Conference
- 2. Copywriting
- 3. Media Relations
- 4. House Journal
- 5. Publicity
- 6. Placement

II. Answer any FOUR of the following:

4×10=4()

- 7. Discuss how internet has impacted traditional advertising using suitable examples.
- 8. List the audiences of an advertising plan being developed for Himachal tourism Development Authority
- 9. Illustrate the different types of propaganda using suitable examples.
- 10. Discuss the functions, responsibilities and characteristics of a corporate spokes person.
- 11. What is corporate social responsibility (CSR)? Discuss ONE case study.
- 12. Discuss the challenges of online reputation management?

III. Answer any TWO of the following:

2×20=40

- 13. Critically analyse the advertisement wars between Pepsi and Coke. Explain the pros and Cons of such campaigns.
- 14. Explain types, structure and functions of typical PR agency.
- 15. Discuss the importance of the creative brief both from a client's and the agency's point-of-view. Your answer must include importance of each component of the creative briefs.
- 16. Discuss the various stages of PR with suitable examples.

IV. Practical Question.

1X20=20

- 17. Write a press release to be published tomorrow's date with following info:
 - Tata Motors introduces ZEST Premio (Special edition-limited)
 - Part of Tata ZEST Range of cars
 - 85,000+ZEST cars sold till date
 - Colors: Titanium Grey and Platinum silver
 - On-sale from next week
 - Three should be a quote by Mr. Mayank Pradeep, President passenger vehicle business unit, in the press release
 - Use the standard Press Release format