

(2)

SATYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION

ADVERTISING

Model paper – 2

Section – A (4*5=20)

Answer any Four questions in Section – A

1. Define advertising ? state any four functions of advertising ?
2. What is DAGMAR approach ? state the features of DAGMAR approach ?
3. What do you mean by marketing mix ? State the elements of marketing mix?
4. What is In-House Agency ? Give the meaning of Ethical Advertising ?
5. Define the term advertising agency ? what is creative boutique ?
6. What is law in advertising ? give the meaning of advertising statutory ?
7. What is Display and Out door Advertising ?
8. What is product placement advertising ? what is public service advertising ?

Section – B (3*10=30)

Answer any Three questions in Section – B

1. Explain the classifications of advertising ?
2. Define advertising and explain economic, social and ethical aspects of advertising ?
3. Explain the role and responsibilities of advertising agencies ?
4. Discuss the functions and ethical issues of advertising agencies ?
5. Discuss advantages and disadvantages of Print advertising and Local advertising ?

SATYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT

BACHELOR OF BUSSINESS ADMINISTRATION

BUSINESS COMMUNICATION

MODEL PAPER – 2

SECTION – A (4*5=20)

Answer any four questions in Section – A

1. Who is sender and what is message ?
2. What is media in communication ?
3. What is organizational communication ?
4. Give the meaning of business vocabulary ?
5. What is business idiom and collocation ?
6. Give the meaning of presentation ?
7. What is filling ? Give the meaning of cycle of communication ?
8. What is annual general meeting and give the meaning of extraordinary general meeting ?

SECTION – B (3*10=30)

Answer any Three questions in Section – B

1. Discuss the barriers to communication. How to overcome those barriers ?
2. Explain the impediments of effective communication ?
3. Explain various types of organizational hierarchy ?
4. Discuss about the filling and processing of communication ?
5. Explain the duties and power of chairmen of company meeting ?

BACHELOR OF BUSINESS ADMINISTRATION

E-COMMERCE

MODEL PAPER-1 SECTION-A

Answer any of the following 5 questions each question carries 5 marks(5*5=25)

1. Define e-business?
2. What is B2B Model?
3. Define supply chain management?
4. What are the applications of EDI?
5. What is E-Security?
6. What do you mean by cryptography?
7. Expand HTML?
8. What is browser?

SECTION-B

Answer the following questions Each question carries 10 marks(5*10=50)

- 9.(a) Explain B2B and B2C e-commerce?
Or
(b) Discuss the business where e-business is more effective than traditional commerce?
- 10.(a) Explain the characteristics of supply chain management?
Or
(b) What are the advantages and limitations of EDI?
- 11.(a) Explain traditional payment system and modern payment system?
Or
(b) Explain the benefits and objectives of cryptographic?
- 12.(a) Explain the importance of customer relationship management?
Or
(b) Discuss different levels of e-CRM?
- 13.(a) What is HTML? Explain briefly
Or
(b) Discuss general format of HTML program?

Bachelor Of Business Administration
Accounting for Managers
MODEL PAPER – 1
SECTION – A

Answer any of the following 5 questions each question 5 marks

(5x5=25)

1. What is the classifications of Accounts give the explanation?
2. Explain the Accounting cycle?
3. Define Accounting? Explain the Advantage & Disadvantages?
4. What do you understand by Subsidiary books? Types of Subsidiary books.
5. Difference Between Book – Keeping & Accountancy reasons?
6. Differences between trade discount & cash discount?
7. Debit Note & Credit Note?
8. Discuss the various kinds of share capital?

SECTION – B

Answer any of the following questions each question 10 marks

(10x5=50)

9. (a) Difference between Manual Accounts and Computerized Accounting ?
 (or)

(b) Journalize the following books of Anil.

1. Jan – 2020 Business Started with cash	45,000
2. Jan – 2020 Goods Purchases from Prasad	5,000
6. Jan – 2020 Goods Returned to Prasad	10,000
10. Jan – 2020 Cash Paid to Prasad	30,000
16. Jan – 2020 Cash Paid to Prasad in full Settlement of his account of	9,000
18. Sold goods X & Co	40,000
20. Jan – 2020 goods returned from X & Co	5,000
22. Cash received from X & Co	20,000
25. Cash received from X & Co in full settlement Of their account at a discount of 500 Rs	
27. Furniture Purchase	10,000
28. Stationary Purchase	500
30. Salaries Paid	1,000
31. Commission Received	200

10. (a) Prepare a Subsidiary books for the following Transactions.

1. Jan – 2021 goods purchase from Ramesh	60,000
5. Jan – 2021 goods sold to Suresh	40,000
7. Jan – 2021 goods by Mahesh to us	25,000
9. Jan – 2021 goods purchase from Harish	12,000
11. Jan – 2021 goods sold to Avinash	27,500

15.	Jan – 2021 goods returns to Ramesh	5,000
17.	Jan – 2021 goods returns from Suresh	10,000
20.	Jan – 2021 goods sold to Kamal	33,000
25.	Jan – 2021 goods returns from Kamal	3,000
30.	Jan – 2021 goods returned to Harish	2,000
31.	Jan – 2021 goods purchases from Ramesh	5,000

(Or)

(b) From the following transactions prepare three column cash book.

1.	Oct – 2021 Cash in Hand	200
	Cash at Bank	800
3.	Oct – 2021 Cash Sales	6,600
4.	Oct – 2021 Paid into Bank	6,500
5.	Oct – 2021 Received Cheque for 700Rs, from Abharam	
8.	Oct – 2021 Above Cheque deposited into Bank 700.	
9.	Oct – 2021 Paid to A by Cheque 990 and discount allowed by him 10Rs.	
11.	Oct – 2021 Cash purchase 2500 Rs.	
14.	Oct – 2021 Cash withdraw from bank for office use 5000	
15.	Oct – 2021 Cash withdraw from bank for office use 2000	
18.	Oct – 2021 Received Cheque for 960 Rs. From Lavanya, allowed her discount 40Rs.	
20.	Oct – 2021 Cash Sales 7,500.	
22.	Lavanya Cheque deposited into Bank 960 and cash 4000.	
24.	Lavanya Cheque dishoured.	
31.	Salaries paid by Cash 500, by Cheque 1000Rs.	

11. (a) Explain BRS ? Explain the various Reasons for preparation of BRS ?

(Or)

(b) Prepare a Book Reconciliation Statement and find out the balance.

1.	Overdraft as per Cash Book as on 31/12/2020	10,540
2.	Interest on OD for Six Months entered in Pass Book only	240
3.	Interest on Investment Collected by the bank entered in Passbook only	300
4.	Bank charges for the month Dec – 2020 entered in Pass Book only	60
5.	Cheques issued but not cashed by the customers prior to Dec – 2020.	2500
6.	Cheques paid into bank but not collected before 31 st Dec – 2020	4200
7.	A. bill received for 1000 Rs was dishonored on Dec 31 entered in Pass book only.	

12 (a) Prepare Trading and Profit and Loss Account and Balance Sheet of Sakumar as on 31/03/2020 from the following trail Balance.

Particulars	Debit	Credit
Machinery	45,000	
Opening Stock	25,000	
Purchases & Sales	15,000	
Debtors & Creditors	32,500	2,35,700
Returns	200	2,500
Capital	--	45,000
Cash	15,000	--
Salaries	22,000	--
Rent & Taxes	1,500	--
Carriage outwards	5,000	--
Furniture	4,000	--
Building	19,000	--
Commission	--	1,000
	3,19,200	3,19,200

Adjustments

1. Closing stock 30,000
2. Out standing rent 500
3. Depreciation on machinery 10%
4. Interest on Capital 5 %

(Or)

(b) from the following trail balance as on 31/03/2020 prepare final accounts of Mubarak.

Debit balance	Rs	Credit Balance	Rs
Purchases	2,50,000	Sales	3,50,000
Returns	2,000	Returns	9,400
Rent	5,000	Rent	1,000
Stock	30,000	Creditors	50,000
Debtors	60,000	Discount	2,000
Salaries	45,000	Capital	1,27,600
Wages	21,600		
Machinery	40,000		
Cash	58,800		
Insurance	5,000		
Discount	10,000		
Drawings	12,600		
	5,40,000		5,40,000

Adjustments

- CE
1. Closing stock - 40,000
 2. Outstanding rent - 1000
 3. Prepaid Insurance - 1000
 4. Bad debts - 2000
 5. Depreciation on machinery 10%

13. (a). Write briefly about the SEBI guide lines for Book Building ?
(Or)

(b). Issue of shares at par - journal, cash book and Balance Sheet.

A limited company issued 25000 Rs. On application 10Rs. on Allotment and 5Rs Each on subsequent calls, 20,000 shares were fully - subscribed and Money duly received you are required to give journal entries, cash book and balance sheet of the Company.

Model Question Paper Format
INFORMATION AND COMMUNICATION TECHNOLOGY

1st BBA 2nd SEMESTER

Max.Marks:50 Time:1 ½ hrs(90 Minutes)

Section- A (Total:4*5=20 Marks)

(Answer any Four Questions.Each answer Carries 5 Marks)

(Total 8 questions . At least 1 question should be given from each unit)

1. What are the Internet Applications? Explain.
2. Explain types of Browsers?
3. What is Internet ? Advantages of Internet.
4. What is E-Mail ? Advantages of E-Mail.
5. Explain about Domain Name?
6. Write steps to create G-Mail Account?
7. What are the different types computer viruses?
8. Explain about Firewall?

Section- B

(Answer any Three Questions.Each answer Carries 10 Marks) (Total:3*10=30 Marks)

(Total 5 questions . At least 1 question should be given from each unit)

1. What are the Social networking sites? Explain them.
2. Explain about Google sheets features?
3. What are the E- Mail threats? Explain
4. Explain about Digital Signatures?
5. Explain about Cryptography?

BACHELOR OF BUSINESS ADMINISTRATION

FUNDMENTALS OF MARKETING

MODEL PAPER II

SECTION A

Answer any five of the following questions

(5*5=25)

1. Explain the scope of marketing?
2. Explain the types of products related to price?
3. Write a note on product hierarchy?
4. What are the essentials of personal selling?
5. Explain the contribution of margin based pricing?
6. Describe the advantages of price discrimination?
7. Write a short on channel management decisions?
8. Explain the different types of market segmentation?

SECTION B

(5*10=50)

9. a) Explain the different types of concepts of marketing?

Or

- b) Describe the bases for Market Segmentation?

10. a) Explain the different types of products?

Or

- b) Describe the objectives of pricing policy?

11. a) Explain the different stages of product life cycle?

Or

- b) Examine the different channels of distribution?

12. a) Elucidate the different channels of distribution?

Or

- b) "Channel choice is influenced by several factors" Comment?

13. a) What are the factors to be considered while selecting the media in advertising?

Or

b) Examine the process of marketing communication?

MODEL QUESTION PAPER
GENERAL ENGLISH
SEMESTER-II

Time: 3 hours

Marks:75

SECTION-A

I. Answer any five of the following questions.

5x5=25M

1. What was the mistake that Aristotle did?
2. Describe the doll's house of the children?
3. What season of the year is talked about in the poem?
4. How was the Florence different from most children of her times?
5. Why did the author wonder about Deoli station?
6. What made upagupta wakeup?
7. Describe a typical day of a fisherman as portrayed in the poem?
8. What did the astrologer carry with him?

SECTION-B

II. Make sentence of your own with the given words based on the directions.

5x5=5M

1. access (use it as a verb)
2. cry (use it as a noun)
3. green (use it as an adjective)
4. bag (use it as noun)
5. salt (use it as verb)

III. Substitute the following phrases sentences with one word.

5x1=5M

1. The first speech made by a person
2. without life
3. worship of idols
4. science of origin of universe
5. some who attack first

IV. Identify the collection of the underlined words viz., Noun+Verb/Verb+Adj etc.

5x1=5M

1. She suffered from body pains after 3 hours dancing.
2. Indian woman demanded gender equality
3. Sridhar talks about adoption quite often now.
4. The Internet has created opportunities for learning.
5. Do you do exercise every day?

V. skim and skam the passage and answer the questions that follow. 5x1=5M

Then there is a 'grandmother'. I call her that because her name escapes me. In spite of being a grandmother, She looks remarkably young, not more than forty-five. She is on her way to visit a daughter who immigrated to Australia some years ago. Naturally she is very excited at the thought of seeing her again, and her three grand children, whom she has never seen. She can talk of little else. This voyage is a great adventure for her. She has never been abroad before.

1. Why does the narrator call that woman grandmother?
2. She is not more than 45. Say true or false?
3. Where is her daughter living now?
4. Why is that woman excited?
5. How many times has that woman travelled abroad before?

VI. Make notes of the following passage. 5x1=5M

For a victim of an accident. If bleeding for long, blood is life itself. Even for victims of disease like heart attack, a substitute for blood Hemopure and products of its type could prove invaluable whenever there is acute shortage for blood. Artificial blood like Hemopure has much advantage. Unlike natural blood which can be stored just for a few weeks, this synthetic blood can be stored up to three years. Moreover, these blood substitutes match any blood group and testing time is saved this. Molecules of synthetic blood are thousand times smaller than natural RBCs and hence can squeeze past any obstructions and quickly supply oxygen to starving brain or heart cell. Thus it saves life.

VII. Expand the proverb "Better late than never" 5x1=5M

VIII. Imagine that you are the Principal of "Government Degree College" and want to conduct a meeting. Prepare an agenda for the meeting.

IX. Prepare a CV based on the following information. 5x1=5M

Ms. Maithili Sharma, M.Sc, gold medal from A.U, Vishakapatnam ,
B.Sc from PSM .degree. College, Intermediate from Govt. Jr .College.
SSC from ZPHS Nathavalasa.
Father M.Srinivasa Sharma, Date Of Birth 21-04-1998.
Lives at door no: 20-3, MSN Avenue, Vizianagaram, Mobile:8301040095, Mail-id:
maithilisharma@gmail.com.

X. Write a letter to the principal requesting for your certificate. 5x1=5M

XI. How to write effective Emails? 5x1=5M

2nd semester Sanskrit Model paper Marks : 75

(Admitted batch 2020-21).

द्वितीय , तृतीय , चतुर्थ , पञ्चम , नवम प्रश्नाः संस्कृत भाषायामेव समाधेयाः ।

2 , 3 , 4, 5 & 9 questions should be answered in Sanskrit only.

प्रथमो भागः 5×5=25

Section -A

1. एकं श्लोकं पूरयित्वा भावं च लिखत । 4×1=4

a) भूषितो मुण्डितो वाऽपि

समद्रष्टा जितेन्द्रियः ।

धर्ममाचरितुं योग्यो

न लिङ्गं धर्मकारणम् ॥

b) संचारिणी दीपशिखेव रात्रौ

यं यं व्यतीयाय पतिवरा सा ।

नरेन्द्रमार्गाद्वि इव प्रपेदे

विवर्णभावं स स भूमिपालः ॥

2. द्वयोः संपूर्ण शब्दरूपाणि लिखत । 2×3=6

a) वन b) फल

c) मातृ d) वारि

3. द्वयोः धातुरूपाणि लिखत । 2×3=6

a) अकरोत् b) ऐच्छत्

c) क्रीणातु d) वन्दिष्यते

4. पञ्चानां नामनिर्देशपूर्वकं सन्धत्त । 5×1=5

a) तत्+लयः b) वाक्+ईशः c) कुर्वन्+एव d) हरिम्+वन्दे e) नृपः+जयति f) कविः+आयाति g) नराः+इमे h) कविस्+च

i) नराः+च j) रामः+तरति

5. चतुर्णां नामनिर्देशपूर्वकं विग्रहवाक्यानि लिखत । 4×1=4

a) समुद्रम् b) शाकप्रति

c) सुगात्री d) महाबलः e) दत्तपशुः f) सकलाः

g) द्वित्राः h) उपदशाः

द्वितीयो भागः 50 marks

6.a) "इन्दुमती स्वयंवरम्" इति पाठ्यभागस्य सारांशं लिखत । 1×8=8

अथवा

b) बुद्धोपदेशान् विवृणुत ।

7.a) गङ्गासरितः वैशिष्ट्यं उपवर्णयत । 1×8=8

अथवा

b) "वन्दे काश्मीर भारतम्" इति पाठस्य सारांशं लिखत ।

8.a) ऐन्द्रजालिक वृत्तान्तं वर्णयत । 1×8=8

अथवा

b) चारुदत्तस्य चरितं लिखत ।

9. पञ्च लघु समाधानानि लिखत । 5×2=10

a) इन्दुमती का ?

b) अजः कस्य पुत्रः ?

c) वनस्थः कः ?

d) कः विमुक्तः ?

e) सगरपुत्राः केन भस्मीकृताः ?

f) मनोरमा का ?

g) दण्डिनः पितरौ कौ ?

h) राजवाहन मित्रस्य नाम किम् ?

i) चारुदत्तः कः ?

j)सज्जलकः कस्य गृहे चौर्यमकरोत् ?

10.चतुर्णां ससन्दर्भं व्याख्यात ।4×4=16

a)सुखं स्वपिहि महाब्राह्म ।

b)सपट्टेन शीर्षेण त्वां प्रसादयामि ।

c) निःशङ्कमित आगम्यताम् ।

d)को भवान् ? कस्यां विद्यायां निपुणः ?

e)पुत्रशोकात् दिवं गतः ।

f)सोऽयमापगामापगामिव ।

g)रत्नं समागच्छतु काञ्चनेन ।

h)को लम्बयेदाहरणाय हस्तम् ।