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**III Semester B.B.A. 5 (NEP) Degree Examination,**  
**December/January - 2024 - 2025**  
**COST ACCOUNTING**  
**(Regular)**

**Time : 2 Hours****Maximum Marks : 60****Instructions to Candidates :**

- 1) Write question numbers properly.
- 2) Section D is compulsory.
- 3) Simple calculations are allowed.

**SECTION - A**Answer any **Five** of the following.**(5×2=10)**

1. Define costing.
2. Give two examples of non-cost items?
3. What is material control?
4. What is 'LIFO' Method?
5. What is labour cost?
6. What is Reconciliation statement?
7. Define overheads.

**SECTION - B**Answer any **Four** of the following:**(4×5=20)**

8. Explain the objectives of cost accounting.
9. What are the functions of stores department.
10. Calculate EOQ from the following.
  - a) Annual consumption = 600 units.
  - b) Ordering cost = Rs. 12 per order
  - c) Carrying cost = 20%
  - d) Price per unit Rs. 20
11. From the following particulars calculate the earnings of a worker under Taylors Differential piece Rate system.

Standard time per unit	-	20 minutes
Normal rate per hour	-	90 paise.

**[P.T.O.]**



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In a 9 hours day

A-produces 25 units

B-Produces 35 units

Differential rates to be applied

80% of piece rate below standard

120% of piece rate at or above standard.

12. Calculate the machine hour rate from the following

Cost of Machine Rs. 47,000

Estimated scrap value Rs. 7,000

Repairs changes per month Rs. 300

Standing charges allotted to the machine per month Rs. 140

Effective working time of the machine 10000 hours.

Running time per month 200 hours.

Power used by the machine 7 units per hour at Rs. 6 per unit.

13. Prepare a reconciliation statement from the following

Profit as per cost Rs. 20,000

Interest debited in financial Account Rs. 1,000

Over absorption of overheads in cost account Rs. 8,800

Preliminary expenses written off Rs. 1,300

Under valuation of opening stock in cost account Rs. 1,500

Over valuation of closing stock in cost account Rs. 2,500

#### SECTION - C

Answer any Two of the following.

(2×12=24)

14. The following transactions occur in purchase and issues of materials.

2-1-24 Purchased 2000 units at Rs. 4 per unit

3-1-24 Purchased 250 units at Rs. 5 per unit

5-1-24 Issued 1000 units

10-1-24 Purchased 3000 units at Rs. 6 per unit

12-1-24 Issued 2000 units

15-1-24 Issued 500 units

20-1-24 Issued 1000 units





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22-1-24 Purchased 2250 units at Rs. 5.50 per unit

23-1-24 Issued 1500 units

24-1-24 Issued 1000 units

25-1-24 Issued 500 units

28-1-24 Purchased 1500 units at Rs. 8

31-1-24 Issued 1000 units.

Record the above transaction as LIFO and findout closing stock interms of quantity and value.

15. The following particulars relate to manufacturing w, which having three production departments A, B and C and Two service departments X and Y.

Overheads	A	B	C	X	Y
Total overheads as per distribution summary.	6300	7400	2800	4500	2000

The company decided to charge the service department cost on the basis of following percentage.

	Production Dept.			Service Dept.	
	A	B	C	X	Y
X dept.	40%	30%	20%	-	10%
Y Dept.	30%	30%	20%	20%	-

Find out the total overheads for production departments charging service departments costs to production departments on 'Repeated Distribution' Method.

16. Two components of A and B are used as follows.

Normal usage	50 units per week each
Minimum usage	25 units per week each
Maximum usage	75 units per week each
Re - order quantity	A - 400 units, B - 600 units
Re - order period	A - 4 to 6 weeks, B- 2 to 4 weeks

Calculate for each component

- Re-order level
- Minimum level
- Maximum level
- Average stock level.

[P.T.O.]





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SECTION - D

Compulsory question.

(1×6=6)

17. From the following prepare cost sheet statement.

Stock (1-1-2001) Raw material	Rs.30,500
Finished goods (1-1-2001)	Rs.20,400
Stock (31-12-2001) Raw material	Rs.48,500
Sales	Rs. 95,000
Direct wages	Rs. 20,400
Factory expenses	Rs. 10,500
Finished goods (31-12-2001)	Rs. 10,000
Purchase of raw materials	Rs. 25,000
Office expenses	Rs. 5,400
Selling expenses	Rs. 3,800
Distribution Expenses	Rs. 2500

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**III Semester B.B.A 5 (NEP) Degree Examination, December/January- 2024-25**  
**STATISTICS FOR BUSINESS DECISIONS**  
**(Repeater/Regular)**

Time : 2 Hours

Maximum Marks : 60

*Instructions to Candidates :*

- 1) Simple Calculators are allowed
- 2) Section 'D' is compulsory.

**Section - A****Answer any Five of the following questions:****(5×2=10)**

1. Write any two functions of statistics.
2. The mean and the median of a slightly skew distribution are 12 cms & 12.7 cms. respectively. Find the mode of the distribution.
3. In a bivariate data, the regression coefficients are 7.3 and 0.11. Find the co-efficient of correlation.
4. What are the different components of a time series?
5. What is index number?
6. Define skewness.
7. Define statistics.

**Section - B****Answer any Four of the following questions:****(4×5=20)**

8. Explain different parts of a table.
9. Calculate Karl Pearson's coefficient of skewness from the following data.  
Size (x)            12        13        14        15        16        17        18        19  
Frequency(f)    1        0        4        12        20        15        6        2
10. From the following data regarding wholesale and retail price of a commodity, estimate the retail price when the wholesale price is Rs. 240 per quintal.

	Wholesale	Retail
Average Price (Rs./quintal)	200	280
SD (Rs./quintal)	20	25

The coefficient of correlation is  $r = 0.94$ **[P.T.O.]**





11. What is 'Correlation'? Explain any three types of correlation.
12. From the following data compute an index number for 1970 taking 1965 as base year.
- | Commodities | Price in 1965 (in Rs.) | Price in 1970 (in Rs.) |
|-------------|------------------------|------------------------|
| A           | 48                     | 50                     |
| B           | 22                     | 30                     |
| C           | 105                    | 100                    |
| D           | 25                     | 50                     |
13. Prepare a blank table regarding the distribution of population of south India showing the following information.
- Gender : Male, Female
  - Religion : Hindu , Muslim
  - States : Karnataka , Tamilnadu, Andhra , Kerala

### Section - C

Answer any Two of the following questions:

(2×12=24)

14. Calculate Mean, Median & Mode for the following frequency distribution:
- | Classes   | 0-2 | 2-4 | 4-6 | 6-8 | 8-10 | 10-12 |
|-----------|-----|-----|-----|-----|------|-------|
| Frequency | 5   | 16  | 13  | 7   | 5    | 4     |
15. The following are the annual profits in thousands of rupees in a certain business.
- | Year           | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 |
|----------------|------|------|------|------|------|------|------|
| Profit(in Rs.) | 60   | 72   | 75   | 65   | 80   | 85   | 59   |
- Use the method of least squares to fit a straight line trend to the data. Also make an estimate of the profits in 1958.
16. Construct Fisher's index number from the following data and show it statistics the time reversal test.

Commodities	Base year	Base year	Current year	Current year
	Price per unit	Quantity	Price per unit	Quantity
A	20	4	24	5
B	15	5	24	3
C	30	2	12	5
D	50	1	40	2



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Section - D

Compulsory question.

(1×6=6)

17. Represent the following data by multiple bar diagram. Production of Wheat, Rice and Jowar (in 1000 tonnes)

Year	1951	1952	1953	1954	1955
Wheat	12	16	20	15	23
Rice	10	10	14	17	15
Jowar	8	9	11	13	12



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III Semester B.B.A.-5 (NEP) Degree Examination,  
December/January - 2024-25  
RURAL MARKETING (OEC)  
(Repeater/Regular)

Time : 2 Hours

Maximum Marks : 60

**Instructions to Candidates:**

- 1) Write question numbers properly.
- 2) Section-D is compulsory.

**SECTION -A**

**I. Answer any Five questions.**

**(5×2=10)**

1. Define Rural Marketing.

ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆಯನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ.

2. What do you mean by Rural Consumerism?

ಗ್ರಾಮೀಣ ಗ್ರಾಹಕತ್ವ ಎಂದರೇನು ?

3. Mention any two factors affecting Consumer Buying Behaviour.

ಗ್ರಾಹಕ ಖರೀದಿ ವರ್ತನೆಯನ್ನು ಪ್ರಭಾವಿತ ಮಾಡುವ ಯಾವುದೇ ಎರಡು ಕಾರಣಗಳನ್ನು ಉಲ್ಲೇಖಿಸಿ.

4. What is Market Segmentation?

ಮಾರುಕಟ್ಟೆ ವಿಭಜನೆ ಎಂದರೇನು ?

5. Expand FMCG with meaning.

FMCG ಅನ್ನು ವಿಸ್ತರಿಸಿ ಮತ್ತು ಅರ್ಥವನ್ನು ತಿಳಿಸಿ.

**[P.T.O.]**







6. What is New Product Development (NPD)?  
(New Product Development) ಹೊಸ ಉತ್ಪನ್ನ ಅಭಿವೃದ್ಧಿ ಎಂದರೇನು ?
7. What is Corporate Farming?  
ಕೃಷಿ ಕೈಗಾರಿಕೆ ಎಂದರೇನು ?

### SECTION - B

II. Answer any Four questions.

(4×5=20)

8. Explain 4 A's in Rural Marketing.  
ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆಯಲ್ಲಿ 4 A's ಅನ್ನು ವಿವರಿಸಿ.
9. Mention the difference between Rural Marketing and Urban Marketing.  
ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆ ಮತ್ತು ನಗರ ಮಾರುಕಟ್ಟೆ ನಡುವಿನ ವ್ಯತ್ಯಾಸವನ್ನು ಉಲ್ಲೇಖಿಸಿ.
10. What are the basis of Market Segmentation?  
ಮಾರುಕಟ್ಟೆ ವಿಭಜನೆಯ ಆಧಾರಗಳು ಯಾವವು ? ವಿವರಿಸಿ.
11. How are Rural Products are classified into?  
ಗ್ರಾಮೀಣ ಉತ್ಪನ್ನಗಳನ್ನು ಹೇಗೆ ವರ್ಗೀಕರಿಸಲಾಗಿದೆ ?
12. What are the pricing strategies for Rural Marketing?  
ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆಯ ಬೆಲೆ ನಿಲುವುಗಳು ಯಾವವು ?
13. Explain Rural Marketing Distribution Channels.  
ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆ ವಿತರಣೆ ವಾಹಿನಿಗಳನ್ನು ವಿವರಿಸಿ.



## SECTION - C

III. Answer any Two questions.

(2×12=24)

14. What are the classifications of Rural Marketing?

ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆಯ ವರ್ಗೀಕರಣಗಳು ಯಾವವು ?

15. What are the strategies for Product Life Cycle in Rural Marketing?

ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆಯಲ್ಲಿ ಉತ್ಪನ್ನ ಜೀವನ ಚಕ್ರದ ರಣನೀತಿಗಳು ಯಾವವು ?

16. What are the key components of Promotional Mix in Rural Marketing?

ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆಯಲ್ಲಿ ಪ್ರಚಾರ ಮಿಶ್ರಣದ ಪ್ರಮುಖ ಘಟಕಗಳು ಯಾವವು ?

## SECTION - D

IV. Case Study (Compulsory Question)

(1×6=6)

17. Explain the role of government in developing Rural Marketing in detail.

ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆಯನ್ನು ಅಭಿವೃದ್ಧಿಪಡಿಸಲು ಸರ್ಕಾರದ ಪಾತ್ರವನ್ನು ವಿವರಿಸಿ.



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**III Semester B.B.A 5 (NEP) Degree Examination, December/January- 2024-25**  
**STATISTICS FOR BUSINESS DECISIONS**  
**(Repeater/Regular)**

Time : 2 Hours

Maximum Marks : 60

**Instructions to Candidates :**

- 1) Simple Calculators are allowed
- 2) Section 'D' is compulsory.

**Section - A****Answer any Five of the following questions:****(5×2=10)**

1. Write any two functions of statistics.
2. The mean and the median of a slightly skew distribution are 12 cms & 12.7 cms. respectively. Find the mode of the distribution.
3. In a bivariate data, the regression coefficients are 7.3 and 0.11. Find the co-efficient of correlation.
4. What are the different components of a time series?
5. What is index number?
6. Define skewness.
7. Define statistics.

**Section - B****Answer any Four of the following questions:****(4×5=20)**

8. Explain different parts of a table.
9. Calculate Karl Pearson's coefficient of skewness from the following data.  
Size (x)            12        13        14        15        16        17        18        19  
Frequency(f)    1        0        4        12        20        15        6        2
10. From the following data regarding wholesale and retail price of a commodity, estimate the retail price when the wholesale price is Rs. 240 per quintal.

	Wholesale	Retail
Average Price (Rs./quintal)	200	280
SD (Rs./quintal)	20	25

The coefficient of correlation is  $r = 0.94$ **[P.T.O.]**



11. What is 'Correlation'? Explain any three types of correlation.
12. From the following data compute an index number for 1970 taking 1965 as base year.

Commodities	Price in 1965 (in Rs.)	Price in 1970 (in Rs.)
A	48	50
B	22	30
C	105	100
D	25	50

13. Prepare a blank table regarding the distribution of population of south India showing the following information.
- a) Gender : Male, Female
  - b) Religion : Hindu , Muslim
  - c) States : Karnataka , Tamilnadu, Andhra , Kerala

**Section - C**

**Answer any Two of the following questions:**

**(2×12=24)**

14. Calculate Mean, Median & Mode for the following frequency distribution:

Classes	0-2	2-4	4-6	6-8	8-10	10-12
Frequency	5	16	13	7	5	4

15. The following are the annual profits in thousands of rupees in a certain business.

Year	1951	1952	1953	1954	1955	1956	1957
Profit(in Rs.)	60	72	75	65	80	85	59

Use the method of least squares to fit a straight line trend to the data. Also make an estimate of the profits in 1958.

16. Construct Fisher's index number from the following data and show it statistics the time reversal test.

Commodities	Base year	Base year	Current year	Current year
	Price per unit	Quantity	Price per unit	Quantity
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B	15	5	24	3
C	30	2	12	5
D	50	1	40	2



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Section - D

Compulsory question.

(1×6=6)

17. Represent the following data by multiple bar diagram. Production of Wheat, Rice and Jowar (in 1000 tonnes)

Year	1951	1952	1953	1954	1955
Wheat	12	16	20	15	23
Rice	10	10	14	17	15
Jowar	8	9	11	13	12

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III Semester B.Com./B.B.A. (NEP) Degree Examination, December/January -2024-25

BASIC ENGLISH

Generic English - III (AECC)

(Regular/Repeater)

Time : 2 Hours

Maximum Marks : 60

Text: Chandalika

I. Answer any FIVE of the following questions in a sentence or two. (5×2=10)

1. Name the Chandal girl in 'Chandalika'.
2. What did Ananda ask Chandalika?
3. What changes did Prakruti's mother notice in Prakruti after meeting Ananda?
4. What did Prakruti's mother call 'Act of madness'?
5. Where did Lord Buddha Preach King suprabhas in the play 'Chandalika'?
6. What is sin according to Ananda?
7. What does the monk teach Chandalika?

II. Answer any TWO of the following in a moderate paragraph. (2×5=10)

1. Sketch the Character of Ananda.
2. Conversation between Ananda and Prakruti.
3. Chandalika's mother.

III. 1. Evaluate Rabindranath Tagore's play 'Chandalika' as a Psychological drama. (1×10=10)

(OR)

2. Sketch the Character of Prakruti.

IV. Write short notes on any TWO of the following. (2×5=10)

1. Kiran Bedi's Views on Visionary leadership.
2. Dr.B.R.Ambedkar's address at Constituent Assembly.
3. Gandhi on his Quit India Speech.
4. Swami Vivekananda's views on Hinduism.

[P.T.O.]

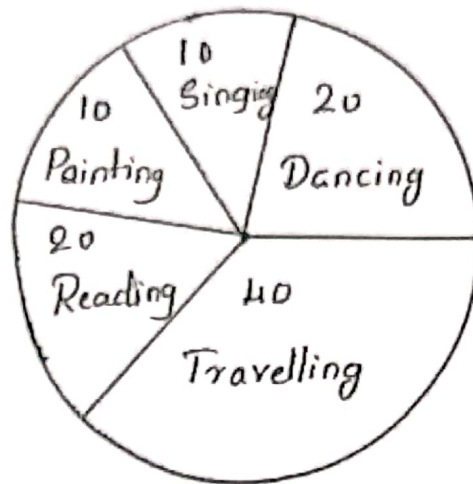




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- V. 1. Explain the Importance of presentation skills. (1×5=5)  
(OR)  
2. Organise a speech in a paragraph to present the following data about students and their favorite hobbies collected after Surveying 100 students.



(OR)

3. What is body language? Explain.  
VI. 1. Explain the qualities of Good writing. (1×5=5)

(OR)

2. Write a reflective essay on your experience after attending job interview.

(OR)

3. Write an essay on "My role model".

- VII. 1. Write a letter of enquiry about seeking admission to M.Com course in a prestigious college. (1×5=5)

(OR)

2. Prepare a resume for the post of Sales executive in marketing field.

(OR)

3. Write a letter of application for the post of accountant in Sairam Finance limited, Belagavi.

- VIII. 1. Draft an advertisement copy of an electric car highlighting its features. (1×5=5)

(OR)

2. Prepare a poster on 'Cultural Fest' to be held in your college this month.

(OR)

3. Prepare a brochure for One-day workshop for students on communication skills.



No. of Printed Pages : 8

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Booklet Serial No. 334398

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**III Semester B.A./B.B.A./B.S.W. (NEP) Degree Examination,  
December/Janaury - 2024-25  
COMPUTER SCIENCE  
Artificial Intelligence (SEC)  
(Repeater/Regular)**

Time : 1½ Hours (90 minutes)

Maximum Marks : 30

**Instructions to Candidates:**

1. Check for complete printing of 30 questions.
2. The last page of the question paper may be used for rough work.
3. Each question has Four multiple choice answer and choose the correct one.
4. Darken the appropriate circle with the ball pen.
5. Damaging/Overwriting using whitener on the **OMR** sheets are strictly prohibited.
6. No candidates will be allowed to leave the examination Hall till the end of the session and without handing over his/her Answer sheet to the invigilator.
7. Candidates should ensure that the Invigilator has verified all the entries and that the Invigilator has affixed his/her signature in the space provided on the **OMR**.

**[P.T.O.]**







7. What is the name of AI system developed by Daniel Bobrow?
- A) Program Known as BACON                      B) System Known as STUDENT  
C) Program Known as SHRDLU                      D) System Known as SIMD
8. You need to train a machine learning model to detect company logos in images. What should you use?
- A) Azure custom vision image classification  
B) Azure custom vision object detection  
C) Azure Face service  
D) Language Understanding Intelligent service(LUIS)
9. DB means.
- A) Data Base    B) Data Bit  
C) Data Band    D) Document Base
10. What is/are the types of relationships that 'you' ll find in power BI.
- A) One - to - many                                      B) Many - to - one  
C) Many - to - many                                      D) All of the above
11. Which of the following is a popular natural language processing library
- A) Spacy    B) NLTK  
C) Stanford Core NLP                                      D) All of the above
12. Short cut key to create group in power BI.
- A) Ctrl - Click    B) Ctrl + A  
C) Ctrl + G    D) Ctrl + N

[P.T.O.]



13. Which of the following chart is the great choice to identify or display the outliers?  
A) Linechart                      B) Scatterchart  
C) Barchart                      D) Donut chart
14. In which year was Azure launched?  
A) 2010                      B) 2011  
C) 2012                      D) 2013
15. What is abbreviation of Paas?  
A) Platform as a Service  
B) Programming as a Service  
C) Platform as azure service  
D) Programming as azure service.
16. Attribute which is uniquely identified called \_\_\_\_\_.  
A) Foreign key  
B) Superkey  
C) Primary key  
D) Console key
17. Which type of machine learning should you use to predict the number of gift cards that will be sold next month?  
A) Classification                      B) Regression  
C) Clustering                      D) None of the above



- [P.T.O.]



23. File extension of excel data file.
- A) •Exe
  - B) •Exl
  - C) •Exc
  - D) •xls
24. Who is responsible for the overall availability and consistent performance and optimizations of the database solutions?
- A) Data analyst
  - B) Data engineer
  - C) Data scientist
  - D) Data base administrator
25. Which role in a power BI workspace allows member to edit, publish and store content?
- A) Viewer
  - B) Contributor
  - C) Admin
  - D) Member
26. What type of expression do you see to extract data from microsoft SQL server?
- A) DAX
  - B) T-SQL
  - C) MDX
  - D) None of the above
27. What feature in power BI service can you use to trouble shoot the flow of data from its source to its destination?
- A) Usage metrics report
  - B) Query cacling
  - C) Quick Insights
  - D) Lineage view



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28. Which are the main authoring tools on Azure ML studio home screen?
- A) Notebooks
  - B) Desigres
  - C) Automated ML
  - D) All of the above
29. You open a query in power query Editor. You need to identify the percentage of empty values in each column as quickly as possible. Which Data preview option should you select?
- A) Show whitespace
  - B) Column Profile
  - C) Column distribution
  - D) Column quality
30. How do you visualize a data?
- A) By bar chart
  - B) By line chart
  - C) By Die chart
  - D) All of the above
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[P.T.O.]



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**BBA III Semester (NEP Regular) Examination, Feb/March -2025****Subject: Organizational Behavior**

Duration of Paper: 2 Hrs.

Maximum Marks :60

Instruction to the Candidate:

- 1) Write questions Number Correctly
- 2) Section 'D' is compulsory

**Section-A**

I) Answer any five questions. Each Question two marks.

(5x2=10)

1. Define OB?
2. Mention types of group?
3. What is team Dynamics?
4. Mention two factors of change management?
5. What is organizational Development?
6. Define Personality?
7. What is Diagnosing?

**Section-B**

II) Answer any FOUR questions from the following .

(4x5=20)

8. Explain importance of OB?
9. Briefly explain stages of group development.
10. What is conflict? Explain sources of conflict.
11. Discuss the factor influencing change?
12. Explain the nature of organization development.
13. Write short note on:-  
OD Intervention.

**Section-C**

III) Answer any TWO from the following .

(2x12=24)

14. Explain the determinants & traits of personality.
15. Briefly explain the comprehensive model for diagnosing organization system.
16. How to design effective interventions ? explain .

**Section-D**

IV)

**Compulsory**

(1x6=6)

17. An organization is undergoing Organizational Development initiatives. What conditions should be met to ensure their Success & how can leadership play a pivotal role?



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**BBA III Semester (NEP Regular) Examination, Feb/March - 2025**  
**Subject: Social Media Marketing (OEC)**

Duration of Paper: 2 Hrs.

Maximum Marks :60

Instruction to the Candidate:

- 1) Section D is compulsory.
- 2) Write all the question numbers correctly.

## Section - A

- I) Answer any FIVE from the following

(5x2=10)

ಬೇಕಾದ ಐದಕ್ಕೆ ಉತ್ತರಿಸಿರಿ.

1. Define Social Media .

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮವನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ.

2. What do you mean by Global E-Marketing?

ಗ್ಲೋಬಲ್ ಮಾರ್ಕೆಟಿಂಗ್ ಎಂದರೇನು?

3. Define content Marketing?

ಕಂಟೆಂಟ್ ಮಾರುಕಟ್ಟೆಯನ್ನು ವ್ಯಾಖ್ಯಾನಿಸಿ.

4. What are facebook groups?

ಫೇಸ್‌ಬುಕ್ ಗುಂಪುಗಳು ಯಾವುವು?

5. What is hashtag?

ಹ್ಯಾಶ್‌ಟ್ಯಾಗ್ ಎಂದರೇನು?

6. What is S.E.O.?

ಎಸ್. ಇ. ಓ (S.E.O) ಎಂದರೇನು?

7. What is webmaster Tool?

ವೆಬ್‌ಮಾಸ್ಟರ್ ಟೂಲ್ ಎಂದರೇನು?

## Section -B

- II) Answer any Four of the following questions.

(4x5=20)

ಬೇಕಾದ ನಾಲ್ಕು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿರಿ.

- 8 Explain the Global E - Marketing Issues.

ಜಾಗತಿಕ ಈ ಮಾರ್ಕೆಟಿಂಗ್ ಸಮಸ್ಯೆಗಳನ್ನು ವಿವರಿಸಿ.

9. Explain the Social Technology and its Marketing influences.

ಸಾಮಾಜಿಕ ತಂತ್ರಜ್ಞಾನ ಮತ್ತು ಅದರ ಮಾರ್ಕೆಟಿಂಗ್ ಪ್ರಭಾವವನ್ನು ವಿವರಿಸಿ.

10. Explain the strategy of Twitters Marketing.

ಟ್ವೀಟರ್ ಮಾರ್ಕೆಟಿಂಗ್ ತಂತ್ರವನ್ನು ವಿವರಿಸಿ.

11. How to create a Instagram theme?

ಇನ್ಸ್ಟಾಗ್ರಾಮ ಥೀಮ್ ಅನ್ನು ಹೇಗೆ ರಚಿಸುವುದು.

12. How to create a Youtube channel?

ಯೂಟ್ಯೂಬ್ ಚಾನೆಲ್ ಅನ್ನು ಹೇಗೆ ರಚಿಸುವುದು.

13. Bring out the difference between traditional media and social media .

ಸಾಂಪ್ರದಾಯಿಕ ಮಾಧ್ಯಮ ಮತ್ತು ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ ಗಳ ನಡುವಿನ ವ್ಯತ್ಯಾಸವನ್ನು ವಿವರಿಸಿರಿ.

**Section -C**

III) Answer any 2 from the following questions

2x12=24

**ಬೇಕಾದ ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿರಿ.**

14) Mention the different sites and platforms in social media.

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮದಲ್ಲಿ ವಿವಿಧ ಸೈಟ್‌ಗಳು ಮತ್ತು ಪ್ಲಾಟ್‌ಫಾರ್ಮ್‌ ಅನ್ನು ಉಲ್ಲೇಖಿಸಿ.

15) What are the different ways to post a content in twitter?

ಟ್ವಿಟರನಲ್ಲಿ ವಿಷಯವನ್ನು ಪೋಸ್ಟ್ ಮಾಡಲು ವಿವಿಧ ಮಾರ್ಗಗಳು ಯಾವುವು.

16) Explain the recent trend in Social Media Marketing

ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮ ಮಾರ್ಕೆಟಿಂಗ್‌ನಲ್ಲಿನ ಇತ್ತೀಚಿನ ಪ್ರವೃತ್ತಿಗಳನ್ನು ವಿವರಿಸಿರಿ.

**Section-D**

IV)

**Compulsory question**

17) Mention the impact of online reputation

(1x6=6)

ಆನ್ ಲೈನ್ ಖ್ಯಾತಿಯ ಪ್ರಭಾವವನ್ನು ಉಲ್ಲೇಖಿಸಿ.

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**BBA III Semester (NEP) Regular Examination, Feb/March -2025**  
**Subject: Rural Marketing (OEC)**

Duration of Paper: 2 Hrs.

Maximum Marks :60

Instruction to the Candidate:

- 1) Section d is compulsory
- 2) Write question number correctly.

**Section-A**

- I) Answer any five of the following

(5x2=10)

ಬೇಕಾದ ಐದು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿರಿ.

- 1) What is Rural Marketing?

ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆ ಎಂದರೇನು?

- 2) What is rural consumer behavior ?

ಗ್ರಾಮೀಣ ಗ್ರಾಹಕರ ನಡುವಳಿಕೆ ಎಂದರೇನು?

- 3) What is pricing strategy?

ಬೆಲೆಯ ತಂತ್ರ ಎಂದರೇನು?

- 4) Expand FMCG

FMCG ಯನ್ನು ವಿಸ್ತರಿಸಿರಿ.

- 5) What is Online Marketing?

ಆನ್‌ಲೈನ್ ಮಾರುಕಟ್ಟೆ ಎಂದರೇನು?

- 6) What is product life cycle?

ಉತ್ಪನ್ನ ಜೀವನ ಚಕ್ರ ಎಂದರೇನು?

- 7) What is labelling?

ಗುರುತು ಪಟ್ಟಿ ಎಂದರೇನು?

**Section B**

- II) Answer any Four of the following

(4x5=20)

ಬೇಕಾದ ನಾಲ್ಕು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿರಿ.

- 8) Explain the nature of Rural Marketing.

ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆಯ ಸ್ವರೂಪವನ್ನು ವಿವರಿಸಿರಿ.

- 9) Explain the factors affecting consumers behavior.

ಗ್ರಾಹಕರ ನಡುವಳಿಕೆಯ ಮೇಲೆ ಪ್ರಭಾವ ಬೀರುವ ಅಂಶಗಳನ್ನು ವಿವರಿಸಿರಿ.

- 10) Explain the rural product classification.

ಗ್ರಾಮೀಣ ಉತ್ಪನ್ನದ ವರ್ಗೀಕರಣವನ್ನು ವಿವರಿಸಿರಿ.

- 11) State the difference between wholesaling & Retailing in Rural Market.

ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆಯಲ್ಲಿ ಸಗಟು ಮತ್ತು ಚಿಲ್ಲರೆ ವ್ಯಾಪಾರದ ನಡುವಿನ ವ್ಯತ್ಯಾಸಗಳನ್ನು ತಿಳಿಸಿರಿ.

12) Explain the Online Marketing reach in the Rural Market

ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆಯಲ್ಲಿ ಆನ್ ಲೈನ್ ಮಾರುಕಟ್ಟೆಯ ವ್ಯಾಪ್ತಿಯನ್ನು ವಿವರಿಸಿರಿ.

13) Explain the product life cycle.

ಉತ್ಪನ್ನ ಜೀವನ ಚಕ್ರವನ್ನು ವಿವರಿಸಿರಿ.

**Section -C**

III) Answer any Two of the following

(2x12=24)

**ಬೇಕಾದ ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿರಿ.**

14) What is Market segmentation? Explain the basis of segmentation of rural consumer market.

ಮಾರುಕಟ್ಟೆ ವಿಭಜನೆ ಎಂದರೇನು? ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆಯ ವಿಭಜನೆಯ ಆಧಾರವನ್ನು ವಿವರಿಸಿರಿ.

15) What is price? Explain the factors and strategies of pricing in rural market?

ಬೆಲೆ ಎಂದರೇನು? ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆಯಲ್ಲಿ ಬೆಲೆಯ ಅಂಶಗಳನ್ನು ಮತ್ತು ತಂತ್ರಗಳನ್ನು ವಿವರಿಸಿರಿ.

16) What is rural communication? Explain the challenges in rural communication.

ಗ್ರಾಮೀಣ ಸಂವಹನ ಎಂದರೇನು? ಗ್ರಾಮೀಣ ಸಂವಹನದಲ್ಲಿನ ಸವಾಲುಗಳನ್ನು ವಿವರಿಸಿರಿ.

**Section D**

**Compulsory**

IV) Compulsory

(1x6=6)

**ಕಡ್ಡಾಯ ಪ್ರಶ್ನೆ.**

17) What is promotion Mix? How do you create promotion Mix in Rural audience.

ಪ್ರಚಾರದ ಮಿಶ್ರಣ ಎಂದರೇನು? ಗ್ರಾಮೀಣ ಪ್ರೇಕ್ಷಕರಲ್ಲಿ ನೀವು ಪ್ರಾಚಾರದ ಮಿಶ್ರಣವನ್ನು ಹೇಗೆ ರಚಿಸುತ್ತಿರಿ.



ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆಯಲ್ಲಿ ಸಗಟು ಮತ್ತು ಚಿಲ್ಲರೆ ವ್ಯಾಪಾರದ ನಡುವಿನ ವ್ಯತ್ಯಾಸಗಳನ್ನು ತಿಳಿಸಿರಿ.

12) Explain the Online Marketing reach in the Rural Market

ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆಯಲ್ಲಿ ಆನ್ ಲೈನ್ ಮಾರುಕಟ್ಟೆಯ ವ್ಯಾಪ್ತಿಯನ್ನು ವಿವರಿಸಿರಿ.

13) Explain the product life cycle.

ಉತ್ಪನ್ನ ಜೀವನ ಚಕ್ರವನ್ನು ವಿವರಿಸಿರಿ.

Section -C

III) Answer any Two of the following

(2x12=24)

ಬೇಕಾದ ಎರಡು ಪ್ರಶ್ನೆಗಳಿಗೆ ಉತ್ತರಿಸಿರಿ.

14) What is Market segmentation? Explain the basis of segmentation of rural consumer market.

ಮಾರುಕಟ್ಟೆ ವಿಭಜನೆ ಎಂದರೇನು? ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆಯ ವಿಭಜನೆಯ ಆಧಾರವನ್ನು ವಿವರಿಸಿರಿ.

15) What is price? Explain the factors and strategies of pricing in rural market?

ಬೆಲೆ ಎಂದರೇನು? ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆಯಲ್ಲಿ ಬೆಲೆಯ ಅಂಶಗಳನ್ನು ಮತ್ತು ತಂತ್ರಗಳನ್ನು ವಿವರಿಸಿರಿ.

16) What is rural communication? Explain the challenges in rural communication.

ಗ್ರಾಮೀಣ ಸಂವಹನ ಎಂದರೇನು? ಗ್ರಾಮೀಣ ಸಂವಹನದಲ್ಲಿನ ಸವಾಲುಗಳನ್ನು ವಿವರಿಸಿರಿ.

Section D

Compulsory

IV) Compulsory

(1x6=6)

ಕಡ್ಡಾಯ ಪ್ರಶ್ನೆ.

17) What is promotion Mix? How do you create promotion Mix in Rural audience.

ಪ್ರಚಾರದ ಮಿಶ್ರಣ ಎಂದರೇನು? ಗ್ರಾಮೀಣ ಪ್ರೇಕ್ಷಕರಲ್ಲಿ ನೀವು ಪ್ರಾಚಾರದ ಮಿಶ್ರಣವನ್ನು ಹೇಗೆ ರಚಿಸುತ್ತಿರಿ.

(2x12=24)

rural consumer market.

ವಿಭಜನೆಯ ಆಧಾರವನ್ನು

market?

ಅಂಶಗಳನ್ನು ಮತ್ತು

communication.

ಸವಾಲುಗಳನ್ನು ವಿವರಿಸಿರಿ.

(1x6=6)



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**B.B.A. III Semester (NEP Regular) Examination, Feb/March - 2025**  
**Subject: COST ACCOUNTING**

Duration of Paper: 2 Hrs.

Maximum Marks :60

Instruction to the Candidate: Write question numbers correctly  
 Use of simple calculator is allowed.  
 Section D is compulsory

**Section -A**

**I) Answer any 5 of the following questions each carries 2 marks. (5x2=10)**

- 1) Mention the objectives of Cost Accounting.
- 2) What is Fixed cost?
- 3) Annual usage 8,000 units cost per unit: 0.30 carrying cost :15% Buying cost 7per order  
calculate cost E.O. Q
- 4) Mention 4 inventory control techniques.
- 5) What is Idle time?
- 6) Mention the appropriate basis to allocate the following overheads:  
Rent, Power, and Depreciation of machinery.
- 7) Mention any 4 purely financial charges.

**II) Answer any four of the following (4x5=20)**

- 8) Briefly explain the function wise cost classification.
- 9) Calculate maximum, minimum and average stock level from the following information.  
 Re order quantity : 1500 units per week  
 Maximum consumption : 250 units per week  
 Minimum consumption : 250 units per week  
 Normal consumption : 250 units per week  
 Re order period : 4 to 6 weeks.
- 10) Find out the earning of workers A and B Who have produced 70 and 90 units respectively in a day of 8 hours under Taylors method and straight piece rate method.  
 Standard production : 10 units per hour  
 Normal time Rate : ₹ 80 per hour  
 Taylor's differential piece rates are as follows  
 Below standard : 80% of basic pay rate  
 At or above standard : 120% pf piece rate
- 11) Calculate the cost of job from the following information  
 Standard Time :20 hours                      Time Rate: ₹ 40 per hour  
 Time taken :16 hours                      Bonus: 50% of time saved

Material cost: Rs 1880

Overhead cost: Rs 6 per Labour hour.

12) Calculate the machine Hour Rate from the following.

- Cost of machine: ₹ 47,000
- Scrap value: ₹ 7,000
- Repair charges per month : ₹ 300
- Standing charges allocated to the machine per month ₹ 140
- Life of machine: 10,000 Hours
- Machine hours per month: 200
- Power used by the machine 7 units per hour at ₹ 6 per unit.

13) The net profit as per financial accounts of a company amounted to ₹ 37,100 while the profit as per cost accounts were ₹ 57,320. Prepare Reconciliation statement from the following information.

- a) Director fees not charged in cost account: ₹2,100
- b) Provision for doubtful debts ₹ 1940
- c) Bank interest received ₹ 60
- d) Provision per income tax ₹ 16,600
- e) Over recovery of overhead in cost account: ₹ 360

**Section-C**

(2x12=24)

III) Answer any Two of the following

14) The account of a Machine Manufacturing company discloses the information for the year ending 31/12/24

Materials used ₹1,50,000

Direct wages: ₹ 1,20,000

Factory overheads: ₹ 30,000

Office expenses : ₹15,000

Prepare a cost sheet of the machine and calculate the price which the company should quote

For the manufacture of machine requiring materials worth ₹15,000 and Direct wages of ₹ 5,000, so that the price might yield a profit of 25% on selling price.

15) Prepare a stores Ledger account under weighted average price method.

November-1 opening stock 400kgs @ ₹5per k.g

5 Purchased 300 k,g.s@ ₹ 4 per k.g

10 Issued 200 kgs to job A

13 Purchased 500 kgs @ ₹5 Per kg

15 Issued to Job-B 300 kgs.

20 Received back from Job-A 100 kgs.

24 Purchased 200 kgs @ ₹4.50 Per kg.

28 Issued 300 kgs to Job-C

30 Returned to Vendors 50 kgs (Inferior in quality)

31 Stores audit showed a shortage of 10 kgs.

- 16) In A factory there are 3 production department named A,B,&C and 2 service department X&Y. the expenses are as follows

Production	Expense	Service depts	Expenses
A	7,800	X	3,400
B	12,500	Y	2,600
C	4,600		

The Expenses of services departments are allocated as follows

	A	B	C	X	Y
Dept-X	30%	40%	20%	-	10%
Dept- Y	10%	20%	50%	20%	-

(6x2=12)

Reapportion the services department expenses to Production department under simultaneous equation Method

#### Part-D

IV)

(Compulsory)

(6 marks)

17. From the following figures prepare a- Reconciliation statement.

• Net Loss as per cost books	- 95,670
• Factory O.H. under recovered in cost a/c	- 8,550
• Administration O.H. over recovered in cost	- 6,375
• Depreciation in financial books	- 5,390
• Depreciation in cost-books	- 5,925
• Interest received	- 675
• Income-Tax provided	- 900
• Loss due to theft provided only in financial books.	- 390
• Appropriation of Dividends.	- 1800