

Revised Common Framework of CBCS for PBSC w.e.f.2022-23

Table-1: Bachelor of Business Administration Business Analytics (B.B.A. B.A) SEMESTER - I

S.NO	Course	Course Code	Part No	Type of the Paper	Total Marks	IA TEST	Sem End Exam	Teaching Hours	Credits
1	BUSINESS ENGLISH-I	22ENGT15	I	First Language	100	30	70	4	3
2	TELUGU-I	22TELT11	I	Second Language	100	30	70	4	3
3	HINDI-I	22HINT11	I						
4	MANAGERIAL ECONOMICS	22ECOT19	III	Core	100	30	70	5	4
5	FUNDAMENTALS OF BUSINESS ANALYTICS	22ANAT16	III	Core	100	30	70	5	4
6	MANAGEMENT PROCESS	22ANAT17	II	Core	100	30	70	5	4
7	DESCRIPTIVE STATISTICS FOR BUSINESS ANALYTICS	22STAT12	II	Core	100	30	70	5	4
8	DATA MANAGEMENT WITH SQL PROGRAMMING LAB	22LSCL05	III	Life Skill	50	15	35	2	2
	TOTAL				650	195	455	30	24

Table-2: Bachelor of Business Administration Business Analytics (B.B.A. B.A) SEMESTER - II

S.NO	Course	Course Code	Part No	Type of the Paper	Total Marks	IA TEST	Sem End Exam	Teaching Hours	Credits
1	BUSINESS ENGLISH-II	22ENGT25	I	First Language	100	30	70	4	3
2	TELUGU-II	22TELT21	I	Second Language	100	30	70	4	3
3	HINDI-II	22HINT21	I						
4	MARKETING MANAGEMENT	22ANAT28	III	Core	100	30	70	5	4
5	FUNDAMENTALS OF ACCOUNTING	22ANAT29	III	Core	100	30	70	5	4
6	PROBABILITY DISTRIBUTIONS AND INFERENTIAL STATISTICS FOR BUSINESS ANALYTICS	22STAT25	II	Core	100	30	70	5	4
7	COMMUNITY SERVICE PROJECT	22CAIP2	II	CSP	100	100	0		4
8	ENVIRONMENTAL STUDIES	22LSCT01	II	Life Skill	50	15	35	2	2
9	STATISTICAL DATA ANALYSIS USING R-PROGRAMMING LAB	22MGTSDL03	II	Skill Development	50	15	35	2	2
	TOTAL				700	280	420	27	26

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Table-3: Bachelor of Business Administration Business Analytics (B.B.A. B.A) SEMESTER - III

S.NO	Course	Course Code	Part No	Type of the Paper	Total Marks	IA TEST	Sem End Exam	Teaching Hours	Credits
1	BUSINESS ENGLISH-III	22ENGT02	I	First Language	100	30	70	4	3
2	HUMAN RESOURCE MANAGEMENT	22ANAT38	II	Core	100	30	70	5	4
3	OPERATIONS MANAGEMENT	22ANAT39	II	Core	100	30	70	5	4
4	FINANCIAL MANAGEMENT	22ANAT310	II	Core	100	30	70	5	4
5	BUSINESS RESEARCH METHODS	22ANAT311	II	Core	100	30	70	5	4
6	APPLIED STATISTICS FOR BUSINESS ANALYTICS	22STAT34	II	Core	100	30	70	5	4
7	QUANTITATIVE APTITUDE	22LSCT14	III	Life Skill	50	10	40	2	2
8	REASONING	22LSCT15	III	Life Skill	50	10	40	2	2
9	COMMUNICATION SKILLS FOR EMPLOYABILITY-I	22ENGSDT04	III	Skill Development	50	10	40	2	2
10	COMMUNICATION SKILLS FOR EMPLOYABILITY-II	22ENGSDT05	III	Skill Development	50	10	40	2	2
11	YOGA	22CEXP01	IV	Extension Activity	50	10	40	2	2
12	JASP : STATISTICAL DATA ANALYSIS USING JASP	22ANAVL01		VAC	50	10	40	2	2
	TOTAL				900	240	660	41	35

Table-4: Bachelor of Business Administration Business Analytics (B.B.A. B.A) SEMESTER - IV

S.NO	Course	Course Code	Part No	Type of the Paper	Total Marks	IA TEST	Sem End Exam	Teaching Hours	Credits
1	TELUGU-III	22TELT01	I	Second Language	100	30	70	4	3
2	HINDI-III	22HINT01							
3	PYTHON FOR DATA SCIENCE	22ANAT46	II	Core	100	30	70	4	4
4	PYTHON FOR DATA SCIENCE LAB	22ANATL47	II	Core Lab	50	15	35	2	1
5	HR ANALYTICS	22ANAT49	II	Core	100	30	70	5	4
6	MACHINE LEARNING WITH R	22ANAT410	II	Core	100	30	70	5	4
7	MACHINE LEARNING LAB	22ANAL411	II	Core	100	30	70	5	4
8	APPLIED OPERATIONS RESEARCH	22STAT45	II	Core	100	30	70	5	4
9	IN-HOUSE PROJECT	22CAIP4	II	IHP	100	100	0		4

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10	POWER BI	22ANASDCL06	III	Skill Development	50	15	35	2	2
11	NCC/NSS/SPORTS/EXTRA CURRICULAR	22CEXT02	IV	Extension Activity	50	10	40	2	2
	TOTAL				850	320	530	34	32

Table-5: Bachelor of Business Administration Business Analytics (B.B.A. B.A) SEMESTER - V

S.NO	Name of the Course	Course Code	Part No	Type of the Paper	Total Marks	Internal Assessment	External Assessment Component	Monitoring Hours	Credits
1	Internship in Business Analytics	22ANAIP05	II	CORE PROJECT	200	60	140	6	12

TABLE 6: Bachelor of Business Administration Business Analytics (B.B.A. B.A) SEMESTER - VI

S.NO	Name of the Course	Course Code	Part No	Type of the Paper	Total Marks	IA TEST	Sem End Exam	Teaching Hours	Credits
1	Machine Learning & Deep Learning using Scikit Learn, Kera's & Tensor Flow	22ANASET01	II	Core	100	30	70	3	3
2	Machine Learning & Deep Learning using Scikit Learn, Kera's & TensorFlow Lab	22ANASEP01	II	Core Lab	50	15	35	3	2
3	Big Data Analytics	22ANASET02	II	Core	100	30	70	3	3
4	Mongo DB Lab	22ANASEP02	II	Core Lab	50	15	35	3	2
5	E Business	22ANASET03	II	Core	100	30	70	5	4
6	Econometrics	22ANASET04	II	Core	100	30	70	5	4
7	Real Time Governance System	22ANASET05	II	Core	100	30	70	5	4
8	Operating System	22ANASET06	II	Core	100	30	70	5	4
9	Advance HR Analytics	22ANASET07	II	Core	100	30	70	5	4
10	Business Use Cases	22ANASET08	II	Core	100	30	70	5	4
11	Portfolio Management (Finance)	22ANASET09	II	Core	100	30	70	5	4
12	Security Analysis and Portfolio Management Lab	22ANASEP09	II	Core	100	30	70	5	4

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13	Business Analytics and Text Mining Modelling using Python	22ANASET10	II	Core	100	30	70	5	4
14	Business Analytics and Text Mining Modelling using Python Lab	22ANASEP10	II	Core	100	30	70	5	4
15	Software Testing	22ANASET11	II	Core	100	30	70	5	4
16	E Commerce Application Development	22ANASET12	II	Core	100	30	70	5	4
17	Cyber Laws	22ANASET13	II	Core	100	30	70	5	4
18	Client Relationship Management	22ANASET14	II	Core	100	30	70	5	4
19	Marketing Analytics Using Excel and R	22ANASET15	II	Core	100	30	70	5	4
20	Internet of Things	22ANASET16	II	Core	100	30	70	5	4
21	Supply Chain Analytics	22ANASET17	II	Core	100	30	70	5	4
22	Project Management Analytics	22ANASET18	II	Core	100	30	70	5	4
		TOTAL(Maximum)			700	210	490	32	24

P.B. SIDDHARTHA COLLEGE OF ARTS AND SCIENCE::
VIJAYAWADA-10
(An autonomous college in the jurisdiction of Krishna university,
Machilipatnam)
(2020-2021)

MANAGERIAL ECONOMICS
For BBA, BBA (Business Analytics), B.Com(Hon)A&F, B.Com. (Hon)TPP and
B.Com. (BPM)
Course Code : ECOT19

No. of hours per week: 5
Credits: 4

UNIT – I - Introduction

- 1.1. Economic & Non-Economic Activities
- 1.2. Definitions(*Through online*)
- 1.3. Nature and scope of business economics
- 1.4. Laws of utility
 - 1.4.1. The Law of Diminishing Marginal Utility(*Limitationsthrough online*)
 - 1.4.2. The Law of Equi-marginal Utility (*Limitationsthrough online*)
 - 1.4.3. The concept of Consumer's Surplus

UNIT – II - Demand and supply analysis

2.1. Demand Analysis

- 2.1.1 The law of demand

2.2. Elasticity of Demand

- 2.2.1. Types of Price Elasticity of Demand
- 2.2.2. Methods to Measure Price Elasticity of Demand.(*through online*)

2.3. Demand Forecasting-Meaning

- 2.3.1. Qualitative Techniques
- 2.3.2. Quantitative Techniques

2.4. Supply Analysis

- 2.4.1. Meaning and importance of supply(*through online*)
- 2.4.2. The Law of supply

UNIT – III - Production, Cost and Revenue Analysis

3.1. Production Analysis

- 3.1.1. Production function
- 3.1.2. The law of variable proportions
- 3.1.3. The law of returns to scale

3.2. Cost Analysis

- 3.2.1. Concepts of cost(*through online*)
- 3.2.1. Short run and long run cost curves

3.3. Revenue Analysis

- 3.3.1. Revenue Concepts(*through online*)
- 3.3.2. TR, AR& MR curves and their relationships

UNIT – IV - Market Analysis

4.1. Meaning & Classification of Market

4.2. Perfect competition market

- 4.2.1. Characteristics(*through online*)
- 4.2.2. Pricing in the perfect competition market
- 4.2.3. Equilibrium of the firm in the short run & long run

4.3. Monopoly market

- 4.3.1. Characteristics(*through online*)
- 4.3.1. Equilibrium of the firm under monopoly

4.4. Monopolistic competition

- 4.4.1. Characteristics(*through online*)
- 4.4.2. Equilibrium of the firm

4.5. Oligopoly Market

- 4.5.1. Features(*through online*)
- 4.5.2. Kinky demand curves analysis

UNIT – V - National Income and Trade Cycles

5.1. National Income

- 5.1.1. Meaning and definitions of National Income(*through online*)
- 5.1.2. Concepts of National Income
- 5.1.3. Methods to Measure National Income

5.2. Trade cycles

- 5.2.1. Definitions of Trade cycles
- 5.2.2. Phases of Trade cycles
- 5.2.3. Causes for trade cycles(*through online*)

REFERENCES:

1. Joel Dean : Managerial Economics Prentice Hall of India (Latest edition).
2. Varshney R.L.: Managerial Economics S. Chand & Co. Delhi, Maheshwari K.L.N.
3. Dwivedi D.N. : Managerial Economics, Vikab Pub.
4. Paul Mote & Gupta: Managerial Economics, Tata Mc. Graw Hill, New Delhi.
5. P.L. Mehta : Managerial Economics, Sultan Chand & Co.
6. G.S. Gupta : Managerial Economics, TMH Pub.
7. A.R. Aryasri & V.V. Ramana Murthy: Business Economics for B. Com I year; TMH.
8. Salvator: Managerial Economics
9. Peterson: Managerial Economics



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Reaccredited at the level 'A' by the NAAC

College with Potential for Excellence

(Awarded by UGC)

BUSINESS ENGLISH SYLLABUS FOR BBA/ BBA BA/ B.COM AF/B.COM

TPP/BPM/MSDS/CSCS/BSFI/AI&ML COURSES UNDER CBCS

SEMESTER-I

COURSE CODE: ENG T15

Max. Marks: 100

No. of Hours per Week: 4

External: 75M

No. of Credits: 3

Internal: 25M

COURSE TITLE- BUSINESS ENGLISH-I

UNIT-I Nature of Communication

P- 3-19 - 12 hours

- Communication core
- Process of communication
- Types of communication
- Aspects – Global, Ethical and Legal
- Communication in organizations
- Review Questions/Exercises

UNIT-II Non Verbal Communication

P-28-52 - 14 hours

- Importance-Means
- Kinesics
- Paralinguistics - Proxemics
- Chronemics - Haptics
- Review Questions/Exercises

Barriers of Communication

- Causes- Linguistic, Psychological
- Interpersonal- Cultural - Physical
- Organizational Barriers
- Reviews Questions/Exercises

UNIT-III Principles of Letter Writing

P-93-104 - 10 hours

- Nature and function of Letters
- Principles / Review Questions/Exercises

UNIT-IV Quotations, orders and tenders

P-125-141 - 12 hours

- Inviting quotations
- Sending quotations
- Placing orders
- Inviting tenders
- Review Questions/Exercises

UNIT-V Claim and Adjustment Letters

P-155-161 - 12 hours

- Making claims
- Offering adjustments

Review Questions/Exercises

Business Correspondence and Report Writing , RC Sharma and Krishna Mohan

Sl No.	Semester	Course Code	Name Of The Subject	Teaching Hours	Credits
1	I Semester	ENGT15	Business English-I	4	3

OBJECTIVE: The main objective of this course is not only to facilitate the learners to acquire the linguistic competence with a focus on business contexts and environments but also to help them practice and enrich their communication skills by using English in specific business settings and situations and develop their intellectual, personal and professional abilities.

COURSE OUTCOMES:

At the end of the course, the learners will be able to:

CO 1. Recognize the basics of Communication, i.e., its process, components and besides types, giving them a clear perception of the nature of business communication, its global, ethical and legal aspects. **PO1**

CO 2. Establish and maintain interpersonal relationships with agility and transmit message through nonlinguistic signs focus is on both spoken and written form. **PO3**

CO 3. Identify the basic principles and elements of writing business letters and apply the fundamentals to compose business letters required for business transactions. **PO7**

CO 4. Produce clear and coherent writing in which the development, order and style are appropriate to task, purpose and addressees. **PO1**

CO-PO MATRIX- ENG T15							
CO-PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	H						
CO2			M				
CO3							H
CO4	M						
CO5							

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SEMESTER-I

Credits – 3

TITLE OF THE PAPER: HINDI-I

COURSE CODE:HINT11

HINDI-I

2020-2021

COURSE NAME	COURSE OUTCOMES	COURSE OUTCOMES	PO'S
HINT11	CO1	मानव मूल्यों को पहचानकर समाज कल्याण हेतु देने के लिए तैयार रहना।	PO3
	CO2	आधुनिक युग की भावनाओं को पहचानकर सामाजिक समस्याओं का सामना करते हुए , निरंतर आगे बढ़ना।	PO2
	CO3	विषय का विश्लेषण करके,विषयों को अपना अनुकूल बनाकर समाज में आगे बढ़ने के लिए प्रयास करना।	PO4
	CO4	ग्रहण किये गये पाठ्यांशों द्वारा विद्यार्थियों का ज्ञान मापन किया जाता सकता हैं।	PO4
	CO5	हमारी भाषा का उपयोग हम किस भाषा का प्रयोग करते हैं, उसके द्वारा समाज कल्याण, विद्यार्थियों का उज्ज्वल भविष्य हेतु उपयोगी होना चाहिए।	PO6

CO-PO MATRIX

CO-PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1			H				
CO2		M					
CO3		H					
CO4				M			
CO5						H	

I. गद्य संदेश :

1. साहित्य की महत्ता - महावीर प्रसाद द्विवेदी
2. सच्ची वीरता- सरदार पूर्णसिंह
3. मित्रता - आचार्य रामचन्द्र शुक्ल

II. कथा-लोक :

1. मुक्तिधन - प्रेमचंद
2. गूदड साई - जयशंकर प्रसाद
3. उसने कहा था - चन्द्रधरशर्मा गुलेरी

III. व्याकरण :

1. लिंग
2. वचन
3. विलोम शब्द

IV. कार्यालय हिन्दी

1. अंग्रेजी से हिन्दी
2. हिन्दी से अंग्रेजी

V. अवकरण

Reference Books:

गद्य संदेश

Hindi Text Book for B.A., B.Com., & B.Sc.

Published by

LORVEN PUBLICATIONS, 3-5-1108, Blood bank Road, Narayanaguda, Hyderabad.

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SEMESTER-I

Credits – 3

TITLE OF THE PAPER: HINDI-I

COURSE CODE:HINT11

No. of Pages: 2	Roll No.:	Max. Marks: 75M
Time: 3 Hrs.	No. of Questions: 08	Pass Min. : 30M
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1. निम्न लिखित प्रसंगों में से किन्ही दो की सप्रसंग व्याख्या कीजिए :- 2 X 8 = 16M L3

अ. ज्ञान-राशि के संचित कोष ही का नाम साहित्य है ।

आ. सत्व-गुण के समुद्र में जिन का अन्त:-

करण निमग्न हो गया वे ही महात्मा, साधु और वीर है ।

इ. कुसंग का ज्वर सबसे भयानक होता है ।

2. किसी एक गद्यांश का सारांश लिखकर उसकी विशेषताएँ बताइए । 14ML1

अ. मित्रता

आ. सच्ची वीरता

3. किसी एक कहानी का सारांश लिखकर उसकी विशेषताएँ बताइए:- 10ML1

अ. गूढडसाई

आ. उसने कहा था

4. किन्हीं पाँच वाक्यों को लिंग बदलकर वाक्य फिर से लिखिए :- 5 X 1 = 5ML3

1. लडका बाजार जा रहा है ।

2. अध्यापक पाठ पढ़ाते हैं ।

3. पंडित पूजा करता है ।

4. शेर जंगल में दौड़ता है ।

5. वह एक बड़ा गायक है ।
6. बच्ची रो रही है ।
7. पिताजी घर जा रहे हैं ।
8. नौकर बाजार से सामान लाता है ।

5. किन्हीं पाँच वाक्यों को वचन बदलकर फिर से लिखिए:- 5 X 1 = 5ML3

1. सभा में विद्वान बोल रहा है ।
2. लड़की मैदान में दौड़ती है ।
3. औरत घर में काम करती है ।
4. मैं खाना खाता हूँ ।
5. वह कहानी लिखता है ।
6. ये बाजार जा रहे हैं ।
7. गाय मैदान में चरती है ।
8. यहाँ एक नेता है ।

6. किन्हीं पाँच शब्दों के विलोम रूप लिखिए :- 5 X 1 = 5ML3

- |           |          |
|-----------|----------|
| 1. अंधकार | 2. लायक  |
| 3. अनुकूल | 4. ज्ञान |
| 5. सफल    | 6. उचित  |
| 7. बड़ा   | 8. नाम   |

7. अ) किन्हीं पाँच अंग्रेजी शब्दों को हिन्दी में रूपांतर कीजिए:- 5 X 1 = 5ML1

- |            |                |
|------------|----------------|
| 1. Balance | 2. Goods       |
| 3. Loss    | 4. Call letter |
| 5. Advance | 6. Cheque      |
| 7. Bill    | 8. Labour      |

आ) किन्ही पाँच हिन्दी शब्दों को अंग्रेजी में रूपांतर कीजिए :- 5 X 1 = 5M L1

- |           |             |
|-----------|-------------|
| 1. अनुदान | 2. हिसाब    |
| 3. निधि   | 4. विभाग    |
| 5. पूंजी  | 6. दस्तावेज |
| 7. श्रम   | 8. उद्योग   |

8. अवकरण कीजिए :-

10ML3

आदर्श विद्यार्थी लगन और तपस्या की आँच में पिघलकर स्वयं को सोना बनाता है। जो छात्र सुख-सुविधा और आराम के चक्कर में पड़े रहते हैं, वे अपने जीवन की नींव को ही कमजोर बना लेते हैं। परिश्रमी विद्यार्थी को यदि सफलता न मिले, तो वह निराश नहीं होता है। बल्कि वह बार-बार मेहनत करके सफलता प्राप्त करता है। वह सदा यह जानने की इच्छा रखता है कि कार्य में सफलता क्यों नहीं मिली। वह यह भी जानता है कि बिना परिश्रम के केवल इच्छा मात्र से ही कोई सफलता प्राप्त नहीं कर सकता। अर्थात्, परिश्रम से ही कार्य पूर्ण होते हैं। इससे सिद्ध होता है कि सफलता करने के लिए हमें बार-बार अभ्यास एवं कठिन परिश्रम करने की आवश्यकता होती है। ठीक उसी प्रकार, जैसे रस्सी के बार-बार घिसने से पत्थर पर भी निशान बन जाता है।

1. उपरोक्त गद्यांश का उचित शीर्षक दीजिए ?
2. कौन लगन और तपस्या की आँच में पिघलकर स्वयं को सोना बनाता है ?
3. कार्य कैसे पूर्ण होते हैं ?
4. जीवन की नींव कमजोर क्यों हो जाती है ?
5. परिश्रमी विद्यार्थी असफल होने पर क्या करते हैं ?





**PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF ARTS & SCIENCE::VIJAYAWADA-10.**

(An Autonomous College in the jurisdiction of Krishna University, Machilipatnam)

<b>STATISTICS</b>	<b>STAT12</b>	<b>2017 – 18 Onwards</b>	<b>B.B.A. (Business Analytics)</b>
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**SEMESTER- I**

**PAPER - I**

**No of Credits: 3**

### **Descriptive Statistics for Business Analytics**

**Mode of Teaching: Online – 19 P (25%) & Offline - 56P (75%)**

**INTRODUCTION:** Descriptive Statistics is important, for future managers, to have a firm understanding of the basics of statistics and its application to analyze and create an edge for the business.

#### **OBJECTIVES**

- 1) To enable the students to develop basic knowledge in Statistics
- 2) To provide understanding in some basic statistical techniques which are used for solving business problems.

#### **Unit wise Objectives**

- * How statistics is used in business
- * The sources of data used in business
- * The types of data used in business
- * To develop tables and charts for categorical data
- * To develop tables and charts for numerical data
- * The principles of properly presenting graphs
- * To describe the properties of central tendency, variation, and shape in numerical data
- * To calculate descriptive summary measures for a population
- * To construct and interpret a box-and-whisker plot
- * To describe the covariance and the coefficient of correlation

S. No	PROGRAMME OUTCOMES
<b>PO1</b>	Remember the basic concepts of statistics at different levels and to understand them for gaining of knowledge.
<b>PO2</b>	Apply the statistical techniques in the analysis of data and also acquire knowledge in optimization techniques.
<b>PO3</b>	Facilitate students to acquire flair knowledge to estimate the values in real life problems.

CO-PO MATRIX								
COURSE CODE	CO-PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
STAT12A	CO1					M		
	CO2					L		
	CO3					M		
	CO4					H		
	CO5					H		

Title of the course : Descriptive Statistics for Business Analytics Course Code : STAT12		
Course Outcome	Course: B. B.A (B.A) Upon successful completion of this course, students should have the knowledge and skills to:	Programme Outcomes Mapping
CO 1	Develop the basic knowledge in Statistics and describe the central tendency value measurement	L – 1, PO - 1
CO 2	Knowing the concept of variations and the significance of measuring it by Rang, Quartile deviation and Standard deviation	L – 1, PO - 1
CO 3	Get the knowledge in respect of usage in day-to-day life in decision making in the face of uncertainty and also obtained the knowledge of	L – 3, PO - 2

	probability distributions of both discrete and continuous type	
CO 4	In respect of relation between the variables and also obtained the proficiency in measuring the relation for both qualitative and quantitative data	L – 4, PO - 3
CO 5	Used to Regression analysis for prediction and forecasting.	L – 4, PO – 3

**Data Collection :** Primary data collection methods - Observations, survey, Interview and Questionnaire, Qualitative Techniques of data collection, Questionnaire design – Meaning - process of designing questionnaire. Secondary data - Sources – advantages and disadvantages.

**Measurement and Scaling Techniques:** Basic measurement scales-Nominal scale, Ordinal scale, Interval scale, Ratio scale. Attitude measurement scale - Likert's Scale and Cronbach alpha.

**Measures of Central Tendency:** Objectives of average, Characteristics of a good average, Arithmetic Mean, Geometric mean, Harmonic mean, Median and Mode, Merits, demerits, properties and applications.

**Mode of Teaching: Online 10P + Offline**

**5P**

**Measures of Variation  
10P**

**Mode of Teaching: Online 5P + Offline**

Significance of measuring variation, Properties of a good Measure of variation , Methods of studying variation- Range, Q.D, variance and standard deviation, The Coefficient of Variation, Merits, demerits, properties and applications.

**Probability and probability distributions  
11P**

**Mode of Teaching: Online-4P+Offline -**

Definitions of various terms, Classical and Axiomatic approach, Conditional Probability, Probability Laws- addition Law, multiplication Law and Bayes' Theorem – applications, Discrete Probability Distributions - Binomial and Poisson distributions- Mean, variance and its applications Continuous Probability distributions- Normal distributions, Properties of Normal distributions and its applications

**Correlation Analysis**

**Mode of Teaching: Offline -15P**

Introduction- correlation, types of correlation, Scatter diagram, covariance, Karl person's coefficient of correlation, Spearman's rank correlation coefficient, Merits and demerits Properties and Applications.

### **Linear Regression**

### **Mode of Teaching: Offline -15P**

The Simple Linear Regression Model, Regression Model and Regression Equation, Least Squares Estimates of the Regression Parameters, Assessing the Fit of the Simple Linear Regression Model-The Sums of Squares, The Coefficient of Determination, Prediction using the Regression Equations

Note: Proofs of theorems, derivations of problems and distributions are excluded

**TEXT BOOK:** S.C. Gupta, (2016), Seventh Edition, Fundamentals of Statistics, Mumbai: Himalaya Publishing House.

### **REFERENCE BOOKS**

1. Sharma, J. K. (2013), *Business statistics*, New Delhi: Pearson Education
2. Levine, D.M., Berenson, M. L. & Stephan, D. (2012), *Statistics for managers using Microsoft Excel*, New Delhi: Prentice Hall India Pvt.
3. Aczel, A. D. & Sounderpandian, J. (2011), *Complete Business Statistics*, New Delhi: Tata McGraw Hill.
4. Anderson, D., Sweeney, D., Williams, T., Camm, J., & Cochran, J. (2013), *Statistics for Business and Economics*, New Delhi: Cengage Learning.
5. Davis, G., & Pecar, B. (2014), *Business Statistics using Excel*, New Delhi: Oxford University Press.

### **Model Paper Structure**

**Two questions from each paragraph with internal choice. (5 x 15M = 75M)**



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<b>STATISTICS</b>	<b>STAT12</b>	<b>2017 – 18 Onwards</b>	<b>B.B.A. (Business Analytics)</b>
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## Model Paper

**Answer the following**  
**75Marks**

**5 x 15M =**

1. (a) (i) State the characteristics of a good questionnaire. (CO- 1, L – 1)  
(ii) Explain different types of **measurement and scaling techniques** (CO – 1, L – 2)

(OR)

- (b) Calculate the mean, median and mode from the following data(CO – 1, L – 4)

Class interval	10-20	20-30	30-40	40-50	50-60	60-70	70-80
Frequency	15	20	34	40	50	30	10

2. (a) Calculate mean deviation and standard deviation from the following data(CO – 2, L – 4)

Class interval	0-9	10-19	20-39	39-49	40-49	50-59	60-69
Frequency	5	7	10	12	18	10	6

(OR)

- (b) (i) Two groups of students revealed the following results in the semester end examinations as follows.

Groups	No.of students	Means	S.D
A	25	73.2	2.6
B	28	71.8	3.1

Determine the combined standard deviation.(CO – 2, L – 4)

- (ii) A biologist copy the results of his findings from his study and he found that mean and standard deviation of 28 results are respectively 46 and 8.1. In the verification



process he found that two values (45, 61) are wrongly copied as (54, 16). Without making entire calculations find the corrected standard deviation.(CO – 2, L – 4)

3. (a) State the Baye's theorem (CO – 3, L – 1)  
 (b) The content of urns I, II and III are as follows

1 white, 2 black and 3 red balls

2 white, 1 black and 1 red balls and

4 white, 5 black and 3 red balls

One urn is chosen at random and two balls are drawn. They happen to be white

and

red. What is the probability that they come from the urns I, II and III?(CO – 3, L –

4)

**(OR)**

- (c) Define the terms exhaustive, mutually exclusive & equally likely events(CO–3,L–1)

- (d) A and B are two weak students of statistics and their chances of solving a problem in

Statistics correctly are  $\frac{1}{6}$  and  $\frac{1}{8}$  respectively. If the probability of their making

Common mistake is  $\frac{1}{525}$  and they obtain the same answer, find the probability

that

their answer is correct(CO – 3, L – 4)

4. (a) Define correlation and its types(CO – 4, L – 1)  
 (b) The following table shows the marks of two subjects X and Y. Calculate Rank correlation coefficient.(CO – 4, L – 4)

X	68	64	75	50	64	80	75	40	55	64
Y	62	58	68	45	81	60	68	48	50	70

**(OR)**

- (c) Calculate the correlation coefficient from the following data(CO – 4, L – 4)

X	23	28	36	41	10	20	35	24	21	18	50
Y	19	21	24	16	15	18	22	16	12	30	25

5. (a) The lines of regression of a Bi-variate population are  $8x - 10y + 66 = 0$  and  $40x - 18y - 214 = 0$ . The variance of X is 9 then find(CO – 5, L – 5)
- Determine the x on y and y on x equations
  - The mean values of X and Y
  - Correlation coefficient between X and Y
  - Standard deviation of Y

**(OR)**

- (b) From the following data estimate the value“Y” when X = 30 and X when Y = 25 (CO – 5, L – 5)

X	21	18	26	21	10	20	15	14	21	18	25
Y	19	21	24	16	15	18	22	16	12	30	25

***

**Code**      **Bloom’s Taxonomy Levels**  
**BTL1 :**    Remembering  
**BTL3 :**    Apply  
**BTL5 :**    Evaluating

**Code**      **Bloom’s Taxonomy Levels**  
**BTL2 :**    Understanding  
**BTL4 :**    Analysing  
**BTL6 :**    Creating

# పి.బి. సిద్ధార్థ ఆర్ట్స్ & సైన్స్ కళాశాల (స్వయంప్రతిపత్తి) :: విజయవాడ -10

బి.ఎ., బి.బి.ఎ., బి.కా., బి.ఎస్సీ., బి.సి.ఎ., తదితర ప్రోగ్రాములు

సి.బి.సి.ఎస్. పద్ధతిలో సవరించబడిన పాఠ్యప్రణాళిక

2020-2021 విద్యా సంవత్సరం నుండి

తెలుగు - పాఠ్య ప్రణాళిక

సెమి.	కోర్సు	శీర్షిక	పీరియడ్లు/వారానికి	క్రెడిట్లు	మొత్తం మార్కులు		
					IA	SE	Total
I	I	తెలుగు - I	04	03	25	75	100

(B.A,B.Com-GEN,C.A,A&F,TPP,BPM,BBA,BBA-B.A,BCA,B.Sc&CSCS) EXTRA

కోర్స్ కోడ్: TELT11A

అంశం: తెలుగు

సెమిస్టర్- I

కోర్సు-1 : తెలుగు-I

యూనిట్ల సంఖ్య: 5

పీరియడ్ల సంఖ్య: 60

కోర్స్ అవుట్ కంప్లీ :

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. ప్రాచీన తెలుగు సాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తిస్తారు. తెలుగు సాహిత్యంలో ఆదికవి నన్నయ కాలంనాటి భాషాసంస్కృతులను, ఇతిహాసకాలం నాటి రాజనీతి విషయాలపట్ల పరిజ్ఞానాన్ని సంపాదించగలరు.
2. శివకవుల కాలంనాటి మతపరిస్థితులను, భాషా విశేషాలను గ్రహిస్తారు. తెలుగు నుడికారం, సామెతలు, లోకోక్తులు మొదలైన భాషాంశాల పట్ల పరిజ్ఞానాన్ని పొందగలరు.
3. తిక్కన భారతంనాటి మత, ధార్మిక పరిస్థితులను, తిక్కన కవితా శిల్పాన్ని, నాటకీయతను అవగాహన చేసుకోగలరు.
4. పోతన అద్భుత కథాకథన శిల్పం, సజీవపాత్ర చిత్రణ, శబ్దాలంకారాల ప్రయోగం మొదలగు విభిన్న రీతులపట్ల అభిరుచిని పొందగలరు. మొల్ల కవిత్యంలోని వీనుల విందైన పదాలు, పాత్రలు మనోభావాల చిత్రణ గుర్తించగలరు.
5. తెలుగు పద్యం స్వరూప-స్వభావాలను, సాహిత్యాభిరుచిని పెంపొందించుకుంటారు. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం ద్వారా భాషా సామర్థ్యాన్ని, రచనలో మెలకువలను గ్రహించగలరు.

### లొర్నింగ్ అభ్యేక్షీప్స్ :

1. తెలుగు భాషాసాహిత్యాల పట్ల ప్రీతి, మమకారం, ప్రాచీన కాలంలోని రాజనీతి పట్ల అవగాహన కలుగుతుంది.
2. ప్రాచీన కాలం నాటి చరిత్ర, సంస్కృతి ఆచార సాంప్రదాయాల పట్ల ఆసక్తి కలుగుతుంది.
3. అలనాటి ధర్మ, మత పరిస్థితులు, నైతిక విలువల పట్ల అవగాహన ఏర్పడుతుంది.
4. పూర్వ కవుల సజీవ పాత్రల స్పష్టి, వివిధ శబ్ద ప్రయోగాల పట్ల అభిరుచి కలుగుతుంది.
5. కావ్య భాషలోని భాషా పరిజ్ఞానం, వ్యాకరణాంశాలు, వివిధ రచనలలోని మెలకువలు తెలుసుకుంటారు.

## పాఠ్య ప్రణాళిక

### యూనిట్-I

#### రాజనీతి - నన్నయ

మహాభారతము - సభాపర్వము - ప్రథమాశ్వాసంలో 26వ పద్యము “మీవంశమున..... నీవు వారిదైన నేర్పెఱింగి” నుండి 57వ పద్యము “నాయథాశక్తి .... వాని ననుష్ఠితు బ్రియముతోడ” వరకు.

### యూనిట్-II

#### దక్షయజ్ఞం - నన్నెచోడుడు

కుమార సంభవం - ద్వితీయాశ్వాసంలో 49వ వచనం “అంతకమున్ను... భయంకరా కారంబుదాల్చిన” నుండి 86వ పద్యం “ప్రమథగణము.... కనిరిశంభు” వరకు.

### యూనిట్-III

#### ధౌమ్యధర్మోపదేశము - తిక్కన

మహాభారతము - విరాటపర్వము - ప్రథమాశ్వాసంలో 116వ పద్యం “ఎఱిగెడు వారికినైనను.... వలయు దగియెడు బుద్ధుల్” నుండి 146వ పద్యం “అతడు నియతితోడ .... సంచయములు దగ జపించుచుండె” వరకు.

### యూనిట్-IV

#### మధుర స్నేహం - పోతన

ఆంధ్రమహాభాగవతము - దశమస్కంధము - కుచోలోపాఖ్యానంలో 962వ పద్యం “లలిత పతివ్రతాతిలకంబు... కుపాయమూ హింప వైతి” నుండి 983వ పద్యం “తన మృదుతల్పమందు... ధరణీసురు డెంతటి భాగ్యవంతుడో” వరకు.

### యూనిట్-V

#### సీతారావణ సంవాదం - మొల్ల

రామాయణము - సుందరకాండములో 40వ వచనం “ఆరామంజూచి.... వృక్షం బారోహించి యందు” నుండి 87వ పద్యం “కావున నిక్కోమలియెడ.... మనకు దిక్కుగు మీదన్” వరకు.

#### వ్యాకరణము:

1. సంధులు:- సవర్ణ, గుణ, యణాదేశ, వృద్ధి, అకార, ఇకార, ఉకార, త్రిక సంధులు.
2. సమాసములు:- తత్పరుష, కర్మధారయ, ద్వంద్వ, ద్విగు, బహువ్రీహి సమాసములు.
3. ఛందస్సు:- వృత్త పద్యాల్లో ఉత్పలమాల, చంపకమాల, శార్దూలము, మత్తేభము.  
జాతులు, ఉపజాతుల్లో కందము, తేటగీతి, ఆటవెలది మరియు ముత్యాలసరాలు.
4. అలంకారములు:- శబ్దాలంకారాల్లో అనుప్రాసాలైన వృత్త్యనుప్రాస, ఛేకానుప్రాస, లాటానుప్రాస, అంత్యానుప్రాసములు.  
అర్థాలంకారాల్లో ఉపమ, ఉత్పేక్ష, రూపక, క్లేషలు.

#### ఆధార గ్రంథాలు:

1. శ్రీమదాంధ్ర మహాభారతము : సభాపర్వము-తిరుమల తిరుపతి దేవస్థానం ప్రచురణ
2. శ్రీమదాంధ్ర మహాభారతము : విరాటపర్వము-తిరుమల తిరుపతి దేవస్థానం ప్రచురణ
3. కుమార సంభవం - నన్నెచోడుడు
4. శ్రీ మహాభాగవతము - పోతన
5. రామాయణము - మొల్ల

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I

Credits – 3

ప్రశ్నపత్ర నిర్మాణ సూచిక :

TELUGU-I

1. ప్రతిపదార్థ పద్యాలు :	2-1	1×7=7మా,	2. సందర్భ సహిత వ్యాఖ్యలు:	5-3	3×4=12మా
3. సంగ్రహరూప ప్రశ్నలు :	5-3	3×4=12మా,	4. వ్యాసరూప ప్రశ్నలు :	5-3	3×8=24మా
5. సంధులు :	5-3	3×2=6మా,	6. సమాసములు :	5-3	3×2=6మా
7. ఛందస్సు :	2-1	1×4=4మా,	8. అలంకారములు :	2-1	1×4=4మా
					మొత్తం = 75మా

గమనికలు / సూచనలు:

- ప్రతిపదార్థ పద్యాలు:-** “రాజనీతి, ధౌమ్యధర్మోపదేశం, మధురస్నేహం” అనే మూడు పాఠాల నుండి రెండు పద్యాలు ఇవ్వాలి. అవి కూడ ఈ క్రింది పద్యాల్లో నుండి రెండు ఇవ్వాలి-  
రాజనీతి:  
1. ఉత్తమ మధ్యమాధమ .... కాలము దప్పకుండగన్  
2. బహుధనధాన్య సంగ్రహము ..... భవత్పరి రక్ష్యములైన దుర్గముల్  
ధౌమ్యధర్మోపదేశము:  
3. రాజ గృహంబు కంటె ..... దగదట్లు సేయగన్  
4. ధరణిపు చక్క ..... నుండుటనీతి కొల్వనన్  
మధురస్నేహం:  
5. కలలో నందను ..... సంపద్విశేషోన్నతుల్.  
6. కనిడాయం జనునంత ..... విలోలుండై దిగెన్ దల్పమున్.
- సందర్భసహిత వ్యాఖ్యలు:-** “రాజనీతి, దక్షయజ్ఞం, ధౌమ్యధర్మోపదేశము, మధురస్నేహం, సీతారావణ సంవాదం” అనే ఐదు పాఠాలనుండి ఒక్కొక్కటి చొప్పున సందర్భసహిత వ్యాఖ్య ఇవ్వాలి.
- సంగ్రహరూప ప్రశ్నలు:-** “రాజనీతి, దక్షయజ్ఞం, ధౌమ్యధర్మోపదేశము, మధురస్నేహం, సీతారావణసంవాదం” అనే ఐదు పాఠాల నుండి ఒక్కొక్కటి చొప్పున సంగ్రహరూప ప్రశ్న ఇవ్వాలి.
- వ్యాసరూప ప్రశ్నలు:-** “రాజనీతి, దక్షయజ్ఞం, ధౌమ్యధర్మోపదేశము, మధురస్నేహం, సీతారావణసంవాదం” అనే ఐదు పాఠాల నుండి ఒక్కొక్కటి చొప్పున వ్యాసరూప ప్రశ్న ఇవ్వాలి.
- సంధులు:-** “సవర్ణ, గుణ, యణాదేశ, వృద్ధి, అకార, ఇకార, ఉకార, త్రిక” సంధులు నుండి ఐదు సంధులు ఇవ్వాలి.
- సమాసములు:-** “తత్పురుష, కర్మధారయ, ద్వంద్వ, ద్విగు, బహువ్రీహి సమాసములు” నుండి ఐదు సమాసములు ఇవ్వాలి.
- ఛందస్సు:-** వృత్తపద్యాలైన “ఉత్పలమాల, చంపకమాల, శార్దూలము, మత్తేభము”ల నుండి ఒక పద్యపాదమును ఇవ్వాలి.  
జాతులు, ఉపజాతుల పద్యాలైన “కందము, తేటగీతి, ఆటవెలది” మరియు ‘ముత్యాలసరాలు’ నుండి ఏదైన మూడిచ్చి ఒకదానిని లక్ష్యలక్షణ సమన్వయం చేయమనాలి.
- అలంకారములు:-** అర్థాలంకారాలైన “ఉపమ, ఉత్పేక్ష, రూపకము, క్లేష”ల నుండి ఒక అలంకారము ఇవ్వాలి. అది కూడ ఐదు పాఠాల (రాజనీతి, దక్షయజ్ఞం, ధౌమ్యధర్మోపదేశము, మధురస్నేహం, సీతారావణసంవాదం) నుండి ఒక పద్యాన్ని ఇవ్వాలి-  
శబ్దాలంకారాల నుండి “వృత్తనుప్రాస, ఛేదనుప్రాస, లాటానుప్రాస, అంత్యానుప్రాస”ల నుండి రెండు అలంకారములు ఇచ్చి, ఒక అలంకారము వ్రాయమనాలి.

ఇక సమూహ ప్రశ్నపత్రాన్ని పరిశీలించి ప్రశ్నపత్రాన్ని తయారు చేసుకోవాలి.

I Semester Model Question Paper, 2020-21 Batch

No. of Pages: 2  
Time: 3 Hrs.

Roll No.:  
No. of Questions: 08

Max. Marks: 75M  
Pass Min. : 30M

ఆంధ్రప్రదేశ్ విశ్వవిద్యాలయం, విజయవాడ-520010

I. క్రింది వానిలో ఒకదానికి ప్రతి పదార్థ తాత్పర్యమును వ్రాయండి: 7మా L1

1. బహుధనధాన్య సంగ్రహము బాణశరాసన యోధవీర సం  
గ్రహము నిరంతరాంతరుదకంబులు ఘాసరసేందనౌఘ సం  
గ్రహము ననేక యంత్రములు గల్గియ సాధ్యములై ద్విషద్యుయ  
వహు లగుచుండ నొప్పునె భవత్పురి రక్ష్యములైన దుర్గముల్.  
లేదా
2. కలలోనందను మున్నెఱుంగని మహా కష్టాత్తుడై నట్టి దు  
ర్బలు డౌపత్నమయంబునన్ నిజ పదాబ్జాతంబులు ల్లంబులోన్  
దలపన్నంతనె మెచ్చి యార్తి హరుడై తన్నెన నిచ్చున్ సు ని  
శ్చల భక్తిన్ భజియించువారి కిడడే సంపద్విశేషోన్నతుల్.

II. క్రింది వానిలో మూడింటికి సందర్భసహిత వ్యాఖ్యలు వ్రాయండి: 3 × 4 = 12మా L2

1. వార్త నిర్వహింపవలయు బతికి.
2. నన్ను బనువు దక్షు బట్టి తెచ్చెదన్.
3. పురుషార్థంబునకు హాని పుట్టక యున్నే?
4. గోవింద దర్శనోత్సాహి యగుచు.
5. ఉండు టిది న్యాయమె లతాంగీ !

III. క్రింది వానిలో మూడింటికి సంగ్రహరూప సమాధానాలు వ్రాయండి: 3 × 4 = 12మా L1

1. రాజు చేయకూడని పనుల్ని తెల్పుండి?
2. ప్రమథులు దక్షుని బంధించిన తీరును తెల్పుండి?
3. ధౌమ్యుని ఉపదేశానంతరం ఏమి జరిగింది?
4. అంతఃపురకాంతలు కుచేలుని గూర్చి భావించిన విషయాల్ని తెల్పుండి?
5. త్రిజట తన స్వప్నాన్ని ఏమని వివరించెను?

IV. క్రింది వానిలో మూడింటికి వ్యాసరూప సమాధానాలు వ్రాయండి:

3 × 8 = 24మా

L1

1. ప్రజాపాలనలో రాజులు పాటించాల్సిన ధర్మాల్లేవి?
2. 'దక్షయజ్ఞం' సారాంశాన్ని వ్రాయండి.
3. ధౌమ్యుడు పాండవులకు చేసిన ధర్మోపదేశాన్ని వివరించండి
4. 'మధురస్నేహం' పాఠ్య సారాంశాన్ని తెల్పండి?
5. సీతారావణ సంవాదాన్ని వివరించండి.

V. క్రింది వానిలో మూడింటిని విడదీసి, సంధి కార్యము వ్రాయండి:

3 × 2 = 6మా

L3

1. శతైకవృద్ధి
2. జగమెల్ల
3. మనుజేంద్రుడు
4. కష్టాత్ముడు
5. ఇక్ష్వామలి

VI. క్రింది వానిలో మూడింటికి విగ్రహ వాక్యాలు వ్రాసి, సమాస నామములు తెల్పండి: 3×2=6మా

L3

1. అష్టాంగాలు
2. అశ్రమము
3. భీమార్జునులు2
4. మధురస్నేహం
5. తోయజాక్షి

VII. క్రింది పద్య పాదాన్ని గణ విభజన చేసి, యతిని గుర్తించి, ఏ పద్యపాదమో తెల్పండి: 1×4=4మా

L3

తన మృదుతల్పమందు వనితామణియైన రమాలలామ పొం  
లేదా

క్రింది వానిలో ఒకదానికి లక్ష్య, లక్షణ సమన్వయం చేయండి.

L1

1. తేటగీతి
2. ముత్యాలసరాలు
3. ఆటవెలది

VIII. క్రింది పద్యంలోని అలంకారమును గుర్తించి, లక్ష్య లక్షణ సమన్వయం చేయండి: 1×4=4మా

L3

బాల సఖుడైన యప్పద్మ పత్రనేత్రు  
గాన నేగి దరిద్రాంధకార మగ్ను  
లయిన మము సుద్ధరింపుము హరి కృపాక  
టాక్ష రవిదీప్తి వడసి మహాత్మ! నీవు.

లేదా

క్రింది వానిలో ఒకదానికి లక్ష్య, లక్షణ సమన్వయం చేయండి.

L1

1. వృత్తాను ప్రాసము
2. లాటానుప్రాసము





**Parvathaneni Brahmayya Siddhartha College of Arts & Science, Vijayawada-10**  
**(An Autonomous College under the jurisdiction of Krishna University)**  
**Reaccredited at the level 'A+' by the NAAC**  
**College with Potential for Excellence**

**Title of the Course: Business English-II**

**Semester -II**

**Course Code: ENG T25 Max. Marks: 100**

**No. of Hours per Week: 4**

**External: 75M**

**No. of Credits: 3**

**Internal: 25M**

**OBJECTIVE:** The main objective of this course is not only to facilitate the learners to acquire the linguistic competence with a focus on business contexts and environments but also to help them practice and enrich their communication skills by using English in specific business settings and situations and develop their intellectual, personal and professional abilities.

**COURSE OUTCOMES:**

At the end of the course, the learners will be able to:

**CO 1.** Develop the skills of writing an effective sales letter by providing detailed guidance on how to arrest the potential buyer's attention and to induce in him an irresistible desire to buy the product. **PO2**

**CO2.** Acquaint the learner how credit is requested, how it is accepted and when it is rejected and also to make him aware of the procedure for collecting the credit. **PO3**

**CO3.** Describe the characteristic features of reports written in professional contexts and to impress upon the learner the need for acquiring the skill of report writing. **PO4**

**CO4.** Describe the various elements of the structure of a report and to provide detailed guidance on how to write them. **PO1**

**CO5.** Acquaint the learner with some widely used words which appear to be similar but are semantically different and also help them to realize the importance of punctuation and understand the significance of capitalization in writing. **PO1**

CO-PO MATRIX- ENG T25							
CO-PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1		M					
CO2			M				
CO3						H	
CO4	H						
CO5	H						

## **SYLLABUS**

### **UNIT – I SALES AND CIRCULAR LETTERS**

**page no: 142 to 154**

**10hrs**

- Communication Core
- Writing a Sales Letter
- Circular Letters
- Review Questions
- Exercises

### **UNIT – II CREDIT AND COLLECTION LETTERS**

**page no: 163 to 171**

**14hrs**

- Communication Core
- Nature of a Credit Letter
- Types of Credit Letters
- Collection Procedure
- Distinctive Features of Business Letters
- Review Questions
- Exercises

### **UNIT – III BUSINESS AND TECHNICAL REPORTS**

**page no: 211 to 221**

**12hrs**

- Communication Core
- Characteristics
- Importance
- Types
- Routine Reports
- Review Questions
- Exercises

### **UNIT – IV STRUCTURE AND LAYOUT OF REPORTS**

**page no: 222 to 236**

**14hrs**

- Communication Core
- Elements of Structure
- Front Matter
- Main Body
- Back Matter
- Review Questions
- Exercises

### **UNIT – V PLANNING AND PREPARATION**

**page no: 237 to 243**

**10hrs**

- Preparatory Steps
- Words Often Confused
- Punctuation and Capitalization

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**Parvathaneni Brahmayya Siddhartha College of Arts & Science, Vijayawada-10**

**Title of the Paper: Business English–II**

**Max. Marks: 100**

**Course Code: ENGT25**

**Max.Time: 3h**

## **MODEL PAPER**

## **SECTION – A**

**I. Answer any five of the following questions:** **5x8=40M**

1. “Every business letter, in principle, is a sales letter.” Find the qualities of the sales letter in the light of this statement. (L1)CO1
2. In what way does a collection letter differ in tone and style from a sales letter? (L1)CO2
3. Why do engineers and scientists need training in report writing? (L1)CO3
4. What are the differences between an abstract and a summary? In what circumstances should both be given in a report? (L1)CO4
5. Construct a definition of the circular letter and describe the features that distinguish it from other business letters. (L1)CO1
6. Show the difference between routine reports and formal reports. (L1)CO3
7. Describe the various elements of the structure of a report. (L1)CO4

## **SECTION – B**

**II. Answer any four of the following questions.** **4x5=20M**

1. What are the different ways of starting a sales letter? Illustrate your answer with examples. (L3)CO1
2. Draft a sales letter to be sent to all universities to promote the sale of a new book on the working of democracy in India that your firm has just published. (L3)CO1
3. You are appointed the Manager of a newly-opened stationary shop in a town with a population of about 1, 50,000. There are 19 primary and higher secondary schools and 4 degree colleges in it. Besides, there are several district administration offices. Write a sales letter to be sent to the heads of local educational institutions and offices for promoting the sale of goods you stock. (L3)CO1
4. Assuming you to be the Senior Manager of Production in Stella Steel Manufacturing Company Limited, Amritpura, explain the annual assessment report of Assistant Manager (Production) for 2013-14. (L3)CO3
5. Identify the preparatory steps of writing a report. (L3)CO4

## **SECTION – C**

**III. Choose the correct words from the following pairs given in the brackets and fill up the blanks.** **L2 (CO5)** **5x1=5M**

1. In his report Hari has made an ----- to the recent address of the General Manager. (allusion/illusion)
2. The arguments in favour of his proposal were rather ----- (childish/childlike)
3. The ----- to the summit was difficult. (ascent/assent)
4. The abolition of bonded labour is a ----- measure. (human/humane)
5. The thief seems to have used a clever ----- to put the police off the scent. (device/devise)

**IV. Rewrite the following sentences using the correct punctuation marks. L3(CO5)**

**5x1=5M**

1. John A Burgan observes people in technical fields need to express their ideas clearly

2. Hari has to perform dual function to handle correspondence with other branches organizations and the government and to maintain accounts
3. Your interpretation of socialism is different from mine
4. The qs are not used so frequently as the es
5. He said let us now consider the first suggestion

**V. Rewrite the following sentences using Capital letters wherever necessary. L4 (CO5)**  
**5x1=5M**

1. there is a statue of mahatma gandhi near india gate in new delhi.
2. myfavourite books are green eggs and ham and Horton hears.
3. terry and Louis went to central park last july.
4. everydecember i can hardly wait for santaclaus.
5. i like the poetry of keats and browning.

***

**PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF ARTS & SCIENCE :: VIJAYAWADA-520 010.**  
(An Autonomous College in the jurisdiction of Krishna University, Machilipatnam)

**SEMESTER-II**

**Credits – 3**

**TITLE OF THE PAPER: HINDI-II**

**COURSE CODE:HINT21**

**HINDI -II**

**2020-2021**

COURSE NAME	COURSE OUTCOMES	COURSE OUTCOMES	PO'S
HINT21	CO1	भारतीय संस्कृति ,भारत सभ्यता ,भारतीय इतिहास व नारी का समाज में महत्व, पर्यावरण की आवश्यकता	PO4
	CO2	समाज में व्याप्त कुरीतियों से विद्यार्थियों का परिचय	PO4
	CO3	पत्र लेखन में पारिवारिक एवं व्यापारिक पत्रों की जानकारी	PO6
	CO4	भाषा परिज्ञान की वृद्धि	PO1
	CO5	तकनीकी शब्दावली से सरकारी कार्यालयों में प्रयुक्त शब्दों की जानकारी	PO7

# CO-PO MATRIX

CO-PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1				M			
CO2				L			
CO3						L	
CO4	H						
CO5							M

### I. गद्य संदेश :

1. संस्कृति और साहित्य का परस्पर संबंध - डॉ. जी. सुन्दर रेड्डी
2. आम फिर बौरा गये - आचार्य हजारी प्रसाद द्विवेदी
3. भारत एक है - रामधारी सिंह दिनकर

### II. कथा लोक :

1. जरिया - चित्रा मुद्गल
2. भूख हडताल - श्री बालशौरि रेड्डी
3. परमात्मा का कुत्ता - मोहन राकेश

### III. व्याकरण :

1. कारक
2. संधि विच्छेद
3. वर्तनी दोष

### IV. कार्यालय हिन्दी

1. अंग्रेजी से हिन्दी
2. हिन्दी से अंग्रेजी

### V. पत्र लेखन :

1. पुस्तकों का आर्डर देते हुए पत्र
2. छुट्टी माँगने के पत्र
3. भाई के नाम पर - हिन्दी सीखने की आवश्यकता पत्र
4. नौकरी के लिए आवेदन पत्र

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**SEMESTER-II**

**Credits – 3**

**TITLE OF THE PAPER: HINDI-II**

**COURSE CODE:HINT2I**

**No. of Pages: 2**  
**Time: 3 Hrs.**

**Roll No.:**  
**No. of Questions: 08**

**Max. Marks: 75M**  
**Pass Min. : 30M**

**~~~~~**

1. निम्न लिखित प्रसंगों में से किन्हीं दो की सप्रसंग व्याख्या कीजिए :- 2 X 8 = 16M**L3**

अ. मानव कल्याण के लिए पुरुषार्थ पर जितना जोर यहाँ के साहित्य में दिया गया था -  
उतना अन्य किसी साहित्य में हमें दृष्टिगोचर नहीं होता ।

आ. उन दिनों भारतीय लोगों का हृदय अधिक संवेदनशील था । आज हमारा संवेदन थोथा हो  
गया है । पुरानी बातों पढ़ने से ऐसा मालूम होता है जैसे कोई अद्यभूला पुराना सपना है ।

इ. कहते हैं पहले पहल अगस्त्य ऋषि ने विंध्याचल को पार करके दक्षिण के लोगों को अपना संदेश  
सुनाया था ।

2. किसी एक गद्यांश का विवेचन कीजिए ।

**14M**L1****

अ. भारत एक है

आ. संस्कृति और साहित्य का परस्पर संबंध

3. किसी एक कहानी का सारांश लिखकर उसकी विशेषताएँ बताइए:-

**10M**L1****

अ. जरिया

आ. परमात्मा का कृता



4. किन्हीं पाँच कारक जोड़ कीजिए:-

5 X 1 = 5ML3

1. राम — पत्र लिखा ।
2. रमेश कलम — लिखता है ।
3. मेज — किताब है ।
4. राम — पत्नी सीता है ।
5. कृष्ण ने कंस — मारा ।
6. ये रमेश — बच्चे हैं ।
7. यह सुनील — घर है ।
8. जंगल — पशु-पक्षी रहते हैं ।

5. किन्हीं पाँच शब्दों का संधि-विच्छेद कीजिए :-

5 X 1 = 5ML3

- |             |               |          |         |
|-------------|---------------|----------|---------|
| 1. विद्यालय | 2. पित्राज्ञा | 3. नयन   | 4. एकैक |
| 5. स्वागत   | 6. इत्यादि    | 7. तपोवन | 8. सदैव |

6. किन्हीं पाँच शब्दों का वर्तनी दोष लिखिए :-

5 X 1 = 5ML3

- |            |             |          |           |
|------------|-------------|----------|-----------|
| 1. पाठशाला | 2. कविइत्री | 3. बोजन  | 4. लढ़का  |
| 5. बाषा    | 6. अधयापक   | 7. छात्र | 8. हीन्दी |

7. अ) निम्न लिखित में से किन्हीं पाँच अंग्रेजी शब्दों को हिन्दी में

रूपांतर कीजिए:-

5 X 1 = 5ML1

- |                |           |
|----------------|-----------|
| 1. Agriculture | 2. Botany |
| 3. Code        | 4. Dairy  |
| 5. Training    | 6. System |
| 7. Normal      | 8. Gland  |

आ) निम्न लिखित में से किन्हीं पाँच हिन्दी शब्दों को अंग्रेजी में

रूपांतर कीजिए:-

5 X 1 = 5ML1

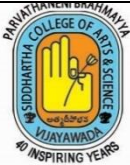
- |                   |              |
|-------------------|--------------|
| 1. मनो विज्ञान    | 2. रक्त वर्ग |
| 3. कवच            | 4. विषम      |
| 5. प्राणि विज्ञान | 6. तापमान    |
| 7. रसायन          | 8. ऊष्मा     |

8. किसी एक पत्र लिखिए :-

10ML3

1. चार दिन की छुट्टी माँगते हुए अपने प्रधानाचार्य के नाम एक पत्र लिखिए ।
2. हिन्दी सीखने की आवश्यकता पर अपने भाई के नाम पर पत्र लिखिए ।





STATISTICS	STAT25A	2020-21 Onwards	BBA (Business Analytics)
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**SEMESTER- II**

**PAPER - II**

**No of Credits:5**

**Probability Distributions and Inferential Statistics for Business Analytics**

S. No	PROGRAMME OUTCOMES
<b>PO1</b>	Remember the basic concepts of statistics at different levels and to understand them for gaining of knowledge.
<b>PO2</b>	Apply the statistical techniques in the analysis of data and also acquire knowledge in optimization techniques.
<b>PO3</b>	Facilitate students to acquire flair knowledge to estimate the values in real life problems.

Title of the course : <b>Probability Distributions and Inferential Statistics for Business Analytics</b> Course Code : STAT25A		
Course Outcome	Course: BBA (Business Analytics) Upon successful completion of this course, students should have the knowledge and skills to:	ProgrammeOutcomesMapping
CO 1	acumen to apply standard discrete probability distribution to different situations.	PO - 1
CO 2	knowledge of important continuous distributions such as Uniform, Normal, Exponential and Gamma and relations with some other distributions	PO - 1
CO3	Demonstrate the computation skills to estimate the parameters in point and interval forms and also getting the knowledge of formulating different hypothesis	PO - 1
CO 4	Testing the Qualitative and Quantitative factors in case of one and two samples using standard normal variate, student's t ,F-statistic and chi square test statistic	PO - 2
CO 5	Testing the Qualitative and Quantitative factors which are not follows any distribution, with the help of some standard test procedures namely run test, median test, sign test etc.	PO - 2

**Unit-I:**

**15L**

Discrete Probability Distributions-Binomial distribution- Probability mass function, properties and applications, Poisson distributions- Probability mass function, properties, and applications. Geometric Distribution- Probability mass function, properties and applications and simple problems.

**Unit II****15L**

Continuous Probability Distributions –Uniform distribution (rectangular), Exponential, Gamma, and normal distributions- Probability density function, distribution function properties and applications and simple problems

**Unit III:****15L**

Types of sampling - Simple random sampling, stratified sampling, systematic sampling, and cluster sampling. Parameter, Statistic, Standard Error of the statistic- mean and proportion, point estimation of a parameter, concept of bias and mean square error of an estimate. Criteria of good estimator- unbiasedness, consistency, efficiency, and sufficiency with examples. Concepts of statistical hypotheses- Simple, Composite, Null and alternative hypothesis, Critical region, two types of errors, level of significance, power of a test and p-value. One and two tailed tests. Procedure for testing of hypothesis, Tests of significance for Large samples- Single proportion and difference of proportions, single mean and difference of means and simple problems.

**Unit IV****15L**

Exact Sampling distributions- Chi-square distribution- definition, properties and applications- Test for goodness of fit and independence of attributes. t- distribution – definition, properties and applications- test for single mean, difference of means and paired t-test for difference of means. F-distribution – definition, properties and applications – F-test for equality of two population variances and equality of several means-ANOVA one way and two-way classification and simple problems.

**UNIT V****15L**

Non-parametric methods- definition, advantages and disadvantages, Measurement of scale- nominal, ordinal, interval and ratio. One sample test- Sign test, Run test, Wilcoxon-signed rank test. Two independent sample tests: Median test, Wilcoxon- Mann Whitney U - test, Kruskal Wallis test.

**Note: Proofs and derivations of statements are excluded.**

**TEXT BOOK:**

S.C. Gupta, (2019), Seventh Edition, Fundamentals of Statistics, Mumbai: Himalaya Publishing House.

**REFERENCE BOOKS**

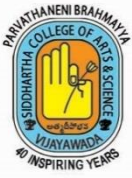
1. Sharma, J. K. (2013), *Business statistics*, New Delhi: Pearson Education
2. Levine, D.M., Berenson, M. L. & Stephan, D. (2012), *Statistics for managers using Microsoft Excel*, New Delhi: Prentice Hall India Pvt.
3. Aczel, A. D. & Sounderpandian, J. (2011), *Complete Business Statistics*, New Delhi: Tata McGraw Hill.
4. Anderson, D., Sweeney, D., Williams, T., Camm, J., & Cochran, J. (2013), *Statistics for Business and Economics*, New Delhi: Cengage Learning.
5. Davis, G., & Pecar, B. (2014), *Business Statistics using Excel*, New Delhi: Oxford University Press.

**Websites of Interest:**

<http://onlinestatbook.com/rvls/index.html>

**Co-Curricular Activities in the class:**

1. Pictionary
2. Case Studies on topics in field of statistics
3. Snap test and Open Book test
4. Architectural – To be build the procedures
5. Extempore – Random concept to students
6. Interactive Sessions
7. Teaching through real world examples



PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF ARTS & SCIENCE::VIJAYAWADA-10.

(An Autonomous College in the jurisdiction of Krishna University, Machilipatnam)

STATISTICS	STAT25A	2020-2021	B.B.A. (Business Analytics)
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### Model Paper

**Max. Marks: 70**  
**Min. Pass Mark: 28**

#### Section – A

**Answer the following**

**5 x 4M = 20M**

1. a) Define Binomial Distribution. State its properties. (Co-1, L-2)  
(OR)  
b) Define Geometric distribution and write its properties. (Co-1, L-2)
2. a) Define Normal distribution. State its properties. (Co-2, L-2)  
(OR)  
b) Explain the exponential distribution with their limitations. (CO-2, L-2)
3. a) Define critical region. Explain the types of errors. (CO-3, L-2)  
(OR)  
b) Define the statistical hypothesis and explain its types. (CO-3, L-2)
4. a) Define Chi-square distribution and write its applications. (Co-4, L-2)  
(OR)  
b) Define F-distribution and write its properties. (Co-4, L-2)
5. a) Define nominal, ordinal, interval and ratio data. (Co-5, L-2)  
(OR)  
b) Write the advantages and disadvantages of non-parametric methods. (CO-5, L-2)

#### Section – B

**Answer the following**

**5 x 10M = 50M**

6. a) A coffee connoisseur claims that he can distinguish between a cup of instant coffee and a cup of percolator coffee 75% of the time. It is agreed that his claim will be accepted if he correctly identifies at least 5 of the 6 cups. Find his chances of having the claim (i) accepted, (ii) rejected, when he does have the ability he claims. (Co-1, L-3)  
(OR)  
b) A manufacturer, who produces medicine bottles, finds that 0.1% of the bottles are defective. The bottles are packed in boxes containing 500 bottles. A drug manufacturer buys 100 boxes from the producer of bottles. Using Poisson distribution, find how many boxes will contain (i) no defective, and (ii) at least two defectives. (Co-1, L-3)
7. a) If  $X$  is uniformly distributed with mean 1 and variance  $4/3$ . Find the (i)  $P(X > 0)$ , (ii)  $P(0.5 < X < 1.5)$ , and (iii)  $P(X > 1.5)$ . (Co-2, L-3)  
(OR)  
b) The mean yield for one-acre plot is 662 kilos with standard deviation 32 kilos. Assuming normal distribution, how many one-acre plots in a batch of 1,000 plots would you expect to

have yield (i) over 700 kilos, (ii) below 650 kilos, and (iii) what is the lowest yield of the best 100 plots? (Co-2, L-3)

8. a) Intelligence tests were given to two groups of boys and girls of the same age group chosen from the same college and the following results were obtained.

	Size	Mean	S.D.
Boys	100	73	10
Girls	60	75	8

Examine whether the difference between the means is significance or not. (Co-3, L-3)

(OR)

- b) In a sample of 1000 people in Maharashtra, 540 are rice eaters and the rest are wheat eaters. Can we assume that both rice and wheat are equally popular in Maharashtra at 1% level of significance. (CO-3, L-3)
9. a) Out of 8,000 graduates in a town 800 are females, out of 1,600 graduate employees 120 are females. Use  $\chi^2$  to determine if any distinction is made in appointment the basis of sex. (Co-4, L-3)

(OR)

- b) Airline companies change their airfare several times a day depending on many extraneous factors that range from customer demand to change in oil price. The following table gives the airfares (in US\$) between two cities obtained from three different airlines for travelling on December 31, 2003. The airfares were observed at random time points within one week prior to departure. (Co-4, L-3)

Airline-1	Airline-2	Airline-3
273	471	593
374	573	297
219	293	399
699	199	379
413	819	409
303	771	399

Are the airfares for the three airlines more or less same?

10. a) The number of defective items produced from two machines are observed as follows.

(Co-5, L-3)

Machine 1	26, 27, 31, 26, 19, 21, 20, 25, 30
Machine 2	23, 28, 26, 24, 22, 19

Test whether these two samples are drawn from the same population by using median test.

(OR)

- b) From a company trainers are selected randomly and divided into 3 groups and each group containing 10 members and there are given a course in the management skills by three different methods. At the end of the training period scores are as follows.

Method A	99	64	101	85	79	88	97	95	90	100
Method B	83	102	125	61	91	96	94	89	93	75
Method C	89	98	56	105	87	90	87	101	76	89

By using Kruskal wallis test to determine if the three methods are equally effective (or) not at 5% level. (Co-5, L-3)

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TELUGU	TELT21A	2020-'21	B.A., B.Com., B.B.A., B.B.A.-Ana, B.Com.-CA, B.C.A., & B.Sc.,
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SEMESTER-II

Credits – 3

## TELUGU-II

### ఆధునిక తెలుగు సాహిత్యం

యూనిట్ల సంఖ్య: 5

కోర్స్ అవుట్ కమ్స్:

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. ఆంగ్ల భాష ప్రభావం కారణంగా తెలుగులో వచ్చిన ఆధునిక సాహిత్యాన్ని, దాని విశిష్టతలను గుర్తిస్తారు.
2. సమకాలీన ఆధునిక సాహిత్య ప్రక్రియలైన “వచన కవిత్వం, కథ, నవల, నాటకం” విమర్శలపై అవగాహన పొందుతారు.
3. భావకవిత, అభ్యుదయ కవిత్వాల లక్ష్యాలను గూర్చిన జ్ఞానాన్ని పొందుతారు. ఇంకా అస్తిత్వవాదం, ఉద్యమాల పుట్టుకను, ఆవశ్యకతను గుర్తిస్తారు.
4. కథా సాహిత్యం ద్వారా సామాజిక చైతన్యాన్ని పొందుతారు. సిద్ధాంతాల ద్వారా కాకుండా, వాస్తవ పరిస్థితులను తెలుసుకోవడం ద్వారా సిద్ధాంతాన్ని సమీక్షించుకోగలరు.
5. ఆధునిక తెలుగు కల్పనా సాహిత్యం ద్వారా సామాజిక, సాంస్కృతిక, రాజకీయ చైతన్యాన్ని పొందుతారు.

లెర్నింగ్ అబ్జెక్టివ్స్:

1. ఆధునిక భాషా సాహిత్యము నందలి ప్రక్రియల పట్ల ప్రీతి, మమకారం, ఆసక్తి కలుగుతుంది.
2. ఆధునిక కవిత్వము పట్ల అవగాహన పద్ధతులు, ప్రసిద్ధులైన కవుల, రచయితల రచనా శైలి తెలుస్తాయి.
3. ఆధునిక సాహిత్య ప్రక్రియలైన కథ, నవల, నాటకం, విమర్శ మొదలగు సాహిత్య ప్రక్రియలలో రచనా మెలకువలు తెలుసుకోవటం జరుగుతుంది.
4. ఆధునిక సాహిత్యంలోని వివిధ కొత్త పదబంధాలు, శబ్ద ప్రయోగవైచిత్ర్య, భాషా పరిజ్ఞానాన్ని తెలుసుకుంటారు.
5. కాలానుగుణంగా సాహిత్యం తన స్వరూపాన్ని ఏవిధముగా మార్చుకుంటుందో విద్యార్థులు క్షుణ్ణంగా పరిశీలించే అవకాశం కలుగుతుంది.

TELUGU

TELT21A

2020-'21

B.A., B.Com., B.B.A., B.B.A.-Ana,  
B.Com.-CA, B.C.A., & B.Sc.,**TELUGU-II****పాఠ్యప్రణాళిక****యూనిట్-I**

1. ఆధునిక కవిత్వం - పరిచయం
2. కన్యక - గురజాడ వేంకట అప్పారావు
3. కొండవీడు - దువ్వూరి రామిరెడ్డి (కవి కోకిల గ్రంథావళి - ఖండ కావ్యాలు - నక్షత్రాల సంపుటి నుండి)
4. మాతృ సంగీతం - అనిసెట్టి సుబ్బారావు (అగ్ని వీణ కవితాసంపుటి నుండి)

**యూనిట్-II**

5. తెలుగు కథానిక - పరిచయం
6. భయం / కథ / - కాళీ పట్నం రామారావు
7. స్వేదం ఖరీదు ? / కథ / - రెంటాల నాగేశ్వరరావు

**యూనిట్-III**

8. తెలుగు 'నవల' - పరిచయం
9. రథచక్రాలు / నవల / - మహీధర రామ్మోహనరావు (సంక్షిప్త ఇతివృత్తం మాత్రమే)
10. రథ చక్రాలు / సమీక్షా వ్యాసం / - డా. యల్లాప్రగడ మల్లికార్జునరావు

**యూనిట్-IV**

11. తెలుగు నాటకం - పరిచయం
12. యక్షగానము / నాటకము / నాటిక / - ఎం.వి.ఎస్. హరనాథరావు
13. అపురూప కళారూపల విధ్వంస దృశ్యం 'యక్షగానము' / సమీక్షావ్యాసం - డా.కందిమళ్ళ సాంబశివరావు

**యూనిట్-V**

14. తెలుగు సాహిత్య విమర్శ - పరిచయం
15. విమర్శ - స్వరూప స్వభావాలు, ఉత్తమ విమర్శకుడు - లక్షణాలు.

**ఆకార గ్రంథాలు / వ్యాసాలు:**

1. ఆధునిక కవిత్వం - పరిచయం - ప్రొ.ఎస్వీ సత్యనారాయణ
2. తెలుగు కథానిక - పరిచయం - ప్రొ. రాచపాళెం చంద్రశేఖర రెడ్డి
3. తెలుగు నవల - పరిచయం - వల్లంపాటి వెంకట సుబ్బయ్య
4. సాంఘిక నవల - కథన శిల్పం - ప్రొ. సి. మృణాలిని
5. తెలుగు నాటకం - పరిచయం - ప్రొ.ఎస్.గంగప్ప
6. తెలుగు సాహిత్య విమర్శ - పరిచయం - ప్రొ. జి.వి. సుబ్రహ్మణ్యం
7. సూరేంద్ర తెలుగు నాటక రంగం - ప్రొ. మొదలి నాగభూషణ శర్మ
8. నాటక శిల్పం - ప్రొ. మొదలి నాగభూషణ శర్మ

Contd...



TELUGU

TELT21A

2020-'21

B.A., B.Com., B.B.A., B.B.A.-Ana,  
B.Com.-CA, B.C.A., & B.Sc.,

ప్రశ్నపత్ర నిర్మాణ సూచిక:

## TELUGU-II

1. సంక్షిప్తరూప ప్రశ్నలు :

5 × 5 = 25మా

ప్రతి యూనిట్ నుండి తప్పనిసరిగా ఒక ప్రశ్న ఇచ్చి, మొత్తం మీద ఎనిమిది ప్రశ్నలు ఇవ్వాలి. అందులో ఐదింటికి సమాధానాలు వ్రాయమనాలి.

2. వ్యాసరూప ప్రశ్నలు :

5 × 10 = 50మా

ప్రతి యూనిట్ నుండి తప్పనిసరిగా ఒక ప్రశ్న ఇచ్చి, మొత్తం మీద ఎనిమిది ప్రశ్నలు ఇవ్వాలి. అందులో ఐదింటికి సమాధానాలు వ్రాయమనాలి.

మొత్తం = 75మా

SEMESTER-END EXAMINATIONS, APRIL-2021

సమూహ ప్రశ్నపత్రం

Course Code: TEL T21A (Telugu-II)

Max. Marks: 75M

Time: 3 Hrs.

Pass Min. : 30M

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SECTION - A

I. క్రింది వానిలో ఐదింటికి సంగ్రహ రూప సమాధానాలు వ్రాయండి:

5 × 5 = 25మా

1. 'కొండవీడు' - శ్రీ దువ్వూరి.
2. తెలుగు కథానికను పరిచయం చేయండి.
3. 'కన్యక' ఖండికను వివరించండి.
4. తెలుగు నాటక సాహిత్యాన్ని తెల్పండి.
5. ఉత్తమ విమర్శకుని లక్షణాలు.
6. ఆధునిక కవిత్వం - పరిచయం.
7. కాళీ పట్నం రామారావు.
8. అనిసెట్టి సుబ్బారావు.

SECTION - B

II. క్రింది వానిలో ఐదింటికి వ్యాసరూప సమాధానాలు వ్రాయండి:

5 × 10 = 50మా

9. శ్రీ దువ్వూరి 'కొండవీడు' ఖండికలో ఇచ్చిన సందేశాన్ని తెల్పండి.
10. 'భయం' కథలోని రచయిత అభిప్రాయాన్ని వివరించండి.
11. 'రథ చక్రాలు' నవల్లోని ఇతివృత్తాన్ని విశ్లేషించండి.
12. యక్షగానాన్ని సమీక్షించండి.
13. విమర్శ స్వరూప స్వభావాల్ని వివరించండి.
14. ఆధునిక కవిత్వ ఆవిర్భావ వికాసాన్ని తెల్పండి.
15. తెలుగు సాహిత్య విమర్శను వివరింపుము.
16. సాహిత్య ప్రక్రియగా 'సవల' స్థానాన్ని విమర్శించండి.

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# P. B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE

Siddhartha Nagar, Vijayawada-520010

Autonomous-ISO9001-2015 Certified

## HUMAN RESOURCE MANAGEMENT

**Offered to:** BBA– Business Analytics

**Course Type:** Core (TH)

**Course Code:** 22ANAT38

**Year of Introduction:** 2018-19

**Year of offering:** 2023-24

**Semester:** III

75 Hours

**Credits:** 4

### Course Objectives:

The main objective of this course is to offer the student at theoretical & conceptual understanding of management of human resources in an organizational context.

**Course Outcomes:** At the end of this course, students should be able to:

- CO1:** Describe the functionality of Human Resource Department in an Organization terms of primary functions. PO1, PO3
- CO2:** Understand various processes such as the recruitment, selection function, performance appraisal and training & development. PO4, PO5
- CO3:** Interpret the concepts of HR planning, job evaluation, compensation management and salary administration. PO2, PO6
- CO4:** Apply the principles of various methods of performance appraisal to identify right methods that distinguish in between low performers and high performers. PO2, PO6
- CO5:** Develop the knowledge and skills you need to identify and implement HR metrics that help your organization hit its goals. PO3, PO2

### Course Details

Unit	Learning Units	Lecture Hours
I	HR Planning-Role of Job Analysis, Job description and Job Specification-Objectives of Human Resource Planning – Process of HR planning	15
II	Recruitment - Sources of Recruitment -Recruitment Process- Definition of Selection-Types of Interviews - Process of Selection & its importance -Essentials of Selection Procedure- Principles of Placement- Induction procedure	15
III	Performance Appraisal-Different methods of Performance Appraisal, advantages & disadvantages-Training & Executive development: Meaning and differences - Training need assessment -Methods of training & their objectives - Methods of Executive development & their objectives-Evaluation of Training and Development Programs.	15

IV	Compensation Management - Role of Job Evaluation process (Theory only) - Designing a graded Salary Structure - Objectives of Salary Administration-Factors affecting wages - Approaches to compensation management	15
V	HR Metrics - List of Metrics in Hr. –Recruitment - Engagement and Retention – Time Tracking-Employee value and Performance-Training and Development – Service and Software.	15

**Textbook:**

1. L.M. Prasad, Sultan Chand & Sonsh **HUMAN RESOURCE MANAGEMENT 2023**
2. D 'Cenzo, David A., Stephen P. Robbins, and Susan L. Verhulst, Human Resource Management, John Wiley and Sons, New Delhi.

**Reference book:**

1. K. Aswathappa, Human Resource Management: Text & Cases | 8th Edition, Mc Graw Hill Education India Pvt. Ltd., Secunderabad.
2. Gomez-Mejia, Luis R., D. B. Balkin, and R. L. Cardy, Managing Human Resources, Prentice Hall, New Jersey.

**Course has focused on:** Foundation

**Websites of Interest:**

1. <https://www.digitalhrtech.com/human-resource-basics/#:~:text=Human%20Resource%20Management%2C%20or%20HRM,fit%20into%20the%20company%20culture.>
2. <https://open.lib.umn.edu/humanresourcemanagement/chapter/1-1-what-is-human-resources/>

**Co-curricular Activities:** (Case Studies)

## **Model Question Paper**

### **HUMAN RESOURCE MANAGEMENT**

Course Code: 22ANAT38

Max.Marks: 70

Max.Time:

3Hours

Pass Min: 28

#### **Section-A**

**Answer the following Questions      5 X4 =20**

1. A. Explain the concepts of HRM. (L2)

**Or**

B. Explain Job Analysis. (L2)

2. A. Define Recruitment process. (L1)

**Or**

B. What are the principles of Placement? (L1)

3. A. Different methods of Performance Appraisal. (L2)

**Or**

B. Explain Training and its methods. (L2)

4. A. Explain Compensation Management. (L3)

**Or**

B. Explain Factors affecting wages-Approaches. (L3)

5. A. Describe the Importance of HR Metrics. (L3)

**Or**

B. Explain briefly about the Metrics in HR. (L3)

#### **Section-B**

**Answer the following Questions      5 X10 =50**

6. A Describe briefly about HR Planning process. (L3)

**Or**

B. Explain the concept of job Analysis. (L3)

7. A. What are different types of recruitment and its application in real-time. (L2)

**Or**

B Discuss about the principles of placements. (L2)

8. A. Explain the methods of Performance Appraisal and its difficulties in implementation.(L3)

**Or**

B. What are different methods of Training its application. (L3)

9. A. Explain the concept of Job Evaluation Process. (L2)

**Or**

B. Write about factors effecting Compensation. (L2)

10. A. Explain the importance of Hr. Metrics. ( L3)

**Or**

B. What are various metrics in Recruitment and Training? Elaborate them with examples them. (L3)



# P. B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE

Siddhartha Nagar, Vijayawada-520010

Autonomous-ISO9001-2015 Certified

## OPERATIONS MANAGEMENT

**Offered to:** BBA– Business Analytics

**Course Type:** Core (TH)

**Course Code:** 22ANAT39

**Year of Introduction:** 2018-19

**Year of offering:** 2023-24

**Semester:** III

75 Hours

**Credits:**4

### Course Objectives:

The main objective of the course is to enable the student understand various functions, roles and responsibilities pertaining to operations management and the inter linkages among them.

**Course Outcomes:** At the end of this course, students should be able to:

- CO1** This gives an idea of manufacturing and services operations, scope of production management, gives knowledge on the part of transformation of inputs to outputs by an effective production department. **(PO1, PO6)**
- CO2** This understands the need of production facility factors, maintenance functions, decision-making related to the production process in the congenial environment. **(PO1, PO5)**
- CO3** This shows distinctive competencies and strives to do better by improving the products and various processes of business through capacity planning and applying technological advancements in materials management. **(PO1, PO4, PO5)**
- CO4** This contributes the overall operations strategy to give competitive advantages to business by different procedures in production planning and controlling through various systematic study methods of operations management. **(PO1, PO4, PO6)**
- CO5** This gives knowledge on the techniques adopted for the job/work design helps in managing production more effectively implying inventory control methods and rectification of errors where highly affects in productivity. Also makes to learn about the quality perception commitment programmes, safety environment work areas which ensure the effectiveness of operations strategy. **(PO1, PO3)**

### Syllabus

Unit	Learning Units	Lecture Hours
I	<b>Introduction:</b> Definition of Operations Management - Types of production systems (An Overview) - Manufacturing vs. Service operations - Objectives & functions of Operations Management - Scope of Operations Management - Role & responsibilities of an operations manager.	15
II	<b>Facility Location, Layout &amp; Maintenance</b> - Factors affecting facility location - Principles of facility lay out - Classification of plant layouts (An overview) - Functions of Maintenance Management - Types of Maintenance Management - Need for maintenance management	15
III	<b>Capacity Planning &amp; Materials Management</b> - Process of Capacity Planning - Importance of Capacity decisions - Principles of Material handling - Functions of Material management (An Overview)	15

IV	<b>Production planning and control (PPC)</b> - Aggregate planning (Theory only) - Objectives of Production Planning and Control (PPC) - Procedure involved in PPC - Functions of PPC - Work-Method study & its importance (Theory only) - Work measurement & its significance (Theory only)	15
V	<b>Operations Control</b> - Scope of Operations Control - Classification of inventories - Inventory control using ABC analysis and EOQ model (Theory only) - TQM (An overview) - Six Sigma (An overview) - Productivity and the factors affecting productivity	15

**Textbook:**

1. R. Panneerselvam, Production and Operations Management, PHI Learning,
2. K. ASWATHAPPA (Author), K. Shridhara Bhat (Author), Production And Operations Management, HPH

**Reference book:**

1. Russell, Roberta S, and Bernard W. Taylor, Operations Management, Pearson Education, New Delhi 2004.
2. Chary, S. N., Production and Operations Management', Tata McGraw Hill, New Delhi

**Course Delivery method:** Face-to face

**Course has focus on:** Foundation

**Websites of Interest:**

1. <https://www.topmba.com/mba-programs/what-operations-management#:~:text=Operations%20management%20is%20chiefly%20concerned,outputs%20in%20an%20efficient%20manner>.
2. <https://managementhelp.org/operationsmanagement/>



## MODEL QUESTION PAPER

### OPERATIONS MANAGEMENT

Max.Marks: 70

Pass Min: 28

Course Code: 22ANAT39

Max.Time: 3Hours

#### Section – A

Answer the following Questions

5 X 4 = 20

1. A) Define Operations Management and its scope. (L1)  
(Or)  
B) Compare Manufacturing and Service Operations Management. (L1)
2. A) Write briefly about the factors affecting facility location. (L2)  
(Or)  
B) What are the principles of facility layout. (L2)
3. A) What is meant by materials management? State any four functions of material management. (L2)  
(Or)  
B) What is the importance of capacity decisions? (L2)
4. A) Write briefly on work measurement and its significance. (L2)  
(Or)  
B) Enlist the objectives of Production Planning and Control (PPC)? (L2)
5. A) Explain TQM. (L2)  
(Or)  
B) What is the scope of Operations Control. (L2)

#### SECTION - B

Answer the following Questions

5 X10 = 50Marks

6. A) Define Operations Management. Explain Objectives and Functions of Operations Management. (L2)  
(Or)  
B) Explain the Roles & Responsibilities of an Operations Manager. (L2)
7. A) What is the importance of maintenance management? Write its functions. (L3)  
(Or)  
B) Explain classification of plant layouts. (L3)
8. A) What is meant by capacity planning? Write about process of capacity planning. (L2)  
(Or)  
B) State the importance of capacity decision and capacity strategies. (L2)
9. A) What is meant by work method study? State its importance. (L3)  
(Or)  
B) Explain the procedure involved in Production Planning and Control (PPC). (L3)
10. A) Explain the inventory controlling techniques and elaborate their merits and demerits against each other. (L3)  
(Or)  
B) State 'Six Sigma' and enumerate its benefits in terms of TQM. (L3)





# P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE

Siddhartha Nagar, Vijayawada – 520 010

*Autonomous - ISO 9001 – 2015 Certified*

## FINANCIAL MANAGEMENT

**Offered to:** BBA – Business Analytics

**Course Code:** 22ANAT310

**Course Type:** Core (TH)

**Year of Introduction:** 2018-19

**Semester:** III

**75 Hours**

**Credits:** 4

### Course Objectives:

The main objective of this course is to introduce the concepts of finance, sources of finance, allocation and management of finance.

**Course Outcomes:** At the end of this course, students should be able to:

- CO1** To introduce to the students the functional department of finance management and acquaint its nature and scope and its financial goals and various functions and decisions in finance. **(PO1, PO5)**
- CO2** To understand concept of capital budgeting and its techniques theoretically and practically. **(PO1, PO3, PO5)**
- CO3** To understand the concept of working capital, its sources, functions and financing of working capital and the management of inventory, cash and receivables. **(PO1, PO3, PO5)**
- CO4** To understand concept of capital structure and cost of capital theoretically and practically and also the measurement of leverages. **(PO1, PO3, PO5, PO6)**
- CO5** To understand concept of dividend policy, its determinants various theories theoretically and practically. **(PO1, PO3, PO5, PO6,)**

### Syllabus

Unit	Learning Units	Lecture Hours
I	<b>Capital budget:</b> Nature of investment decisions, Capital Budgeting Techniques, Payback period, Average rate of return, Net present value, Internal rate of return, Profitability Index	15
II	<b>Working capital</b> Meaning of Working capital, Significance of Working capital, Types of working capital, Working capital cycle, Financing of working capital, Sources of working capital, Management of inventory, Management of cash, Management of account receivables, Dimensions of Working capital management	15
III	<b>Capital structure theories</b> Traditional and MM hypotheses, determining capital structure in practice, Meaning of Cost of capital, Significance of cost of capital, Calculation of cost of debt, preference capital, equity capital and retained earnings, Operating, financial and combined leverages, Measurement of leverages	15
IV	<b>Dividend decisions</b> Types of dividends, Dividend theories, Determinants of dividend policy	15

<b>V</b>	<b>Financial Metrics</b>  Introduction to Financial Metrics, Best Financial Metrics, Earnings before interest and taxes (EBIT) Economic value added (EVA), Contribution margin, <b>Liquidity</b> ratio, Interest cover, Days in accounts receivables, Net cash flow, Gross profit margin, Transactions error rate.	<b>15</b>
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**Textbook:**

1. Pandey, I.M.: Financial Management, Prentice Hall of India, New Delhi.
2. Prasanna Chandra, Financial Management Theory and Practice, Tata McGraw ill, Delhi.

**Reference book:**

1. Bhattacharya, Hrishikesh: Working Capital Management: Strategies & Techniques; PHC.
2. Jonathan Berk, Peter Demarzo, Financial Management, Person Education India. Hyderabad

**Course has focus on:** Foundation

**Websites of Interest:**

1. <https://www.lsb.org.uk/blog/news/importance-of-financial-management/117410#:~:text=Financial%20management%20refers%20to%20the,important%20part%20in%20fiscal%20management>.
2. <https://www.managementstudyguide.com/financial-management.htm>

**Co-curricular Activities:** (Case Studies)

## MODEL QUESTION PAPER

### FINANCIAL MANAGEMENT COURSE CODE 22ANATT39

Max.Marks: 70

Max.Time : 3Hours

Pass Min: 28

#### Section-A

Answer the following questions

(5 x 4M = 20Marks)

- 1) A. Explain the Importance of capital budgeting (L1) Or  
B. Distinguish between Net present value and Internal rate of return. (L1)
- 2) Write a short note on Cash management. (L2)  
Or  
B. Explain Sources of Working capital (L2)
- 3) A. Explain Importance of cost of capital (L1)  
Or  
B. What is NOI approach. Explain it (L1)
- 4) A. Explain Forms of dividend (L1)  
Or  
B. Write a note on dividend theory (L1)
- 5) A. Define any one Financial Metrics (L2)  
Or  
B. Explain is Contribution Margin (L2)

#### Section-B

Answer the following questions

(5 x 10M = 50Marks)

6. (a) Discuss the factors affecting the capital budgeting? (L3)

Or

(b) A company is consulting an investment proposal to install a new machine. The project will cost Rs. 50,000. The tax rate is 50% and the company follows straight line method of depreciation, assuming the discount rate 10%. The net earnings before depreciation and tax (EBDT) are as follows:

Year	1	2	3	4	5	6
EBDT	10,000	11,000	14,000	15,000	25,000	-

Evaluate the project using

A) Payback period      b) ARR      c) NPV      (L3)

7. (a) Explain the factors affecting working capital. (L2)

Or

(c) Discuss the techniques of inventory management. (L2)

8. (a) Determine the net operating income approach and net income approach with suitable examples **(L3)**

**Or**

(d) XYZ Company supplied the following information to you and requested to compute Weighted average cost of capital based on book value as well as market values. **(L3)**

Sources of finance	Book value Rs.	Market value Rs.	after tax cost (%)
Equity capital	10, 00,000	15, 00,000	12
Long term debt	8, 00,000	7, 50,000	7
Short term debt	<u>2, 00,000</u>	<u>2, 00,000</u>	4
Total	<u>20, 00,000</u>	<u>24, 50,000</u>	

9. (a) Explain the determinants of dividend policy **(L2)**

**Or**

(e) The earnings per share of a company are Rs. 10 and the rate of capitalization applicable to the company is 12%. The company has before it an option of adopting a payment ratio of 25% (or) 50% (or) 75%. Using Walter's formula of dividend pay-out, compute the market value of the company's share if the productivity of retained earnings is (i) 12% (ii) 8% (iii) 5%. **(L2)**

10. (a) What is Financial Metrics? Explain the minimum 4 best practice metrics. **(L2)**

**Or**

(f) Discuss the Financial Metrics of EBIT, EVA, Contribution margin ratio, Days inaccount Receivables with proper example data. **(L2)**



# P. B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE

Siddhartha Nagar, Vijayawada-520010

Autonomous-ISO9001-2015 Certified

## BUSINESS RESEARCH METHODS

**Offered to:** BBA– Business Analytics

**Course Type:** Core (TH)

**Course Code:** 22ANAT311

**Year of Introduction:** 2018-19

**Year of offering:** 2023-24

**Year of Revision:** 2020

**Percentage of Revision:** 0

**Semester:** III

**Credits:** 4

**Hours Taught:** 75 Lectures

### Course Objectives:

The aim of this course is to provide the student with a basic understanding of research methodology with a specific reference to business context.

**Course Outcomes:** At the end of this course, students should be able to:

**CO1:** Describe the Process of Business Research, its scope and importance (**PO1, PO5**)

**CO2:** Identify the dimensions of Research methodology and the types of Research design (**PO1, PO5**)

**CO3:** Identify how Primary and Secondary data are collected during research along with the benefits and Limitations of primary & secondary data (**PO1, PO5**)

**CO4:** Appreciate the importance of sampling design in research along with the methods of Sampling (**PO1, PO5**)

**CO5:** Describe how research data is analyzed along with research report preparation (**PO1, PO5**)

### Syllabus

Unit	Learning Units	Lecture Hours
I	<b>Introduction to Business Research</b> - Definition & Meaning of Business Research - Importance of Business Research - Steps in Business Research process - Scope of Business Research - Ethics in Business Research	15
II	<b>Research Design</b> - Elements of Research methodology - Types of Research design – Exploratory Research design, Descriptive Research design and Experimental Research design - Features of a good research design	15
III	<b>Data Collection</b> - Primary Data: Meaning and Types - Primary data collection methods and instruments - Process of designing a Questionnaire - Questionnaire vs. Schedule - Merits and limitations of Primary data - Secondary Data: Meaning and Sources – Meaning of Sampling – Steps in Sampling process – Types of sampling collection (Probability, Non-Probability)	15

IV	<b>Data Analysis &amp; Preparation of Research Report</b> - Steps in Data Preparation - Data Analytical techniques in Business Research – Univariate Analysis, Bivariate Analysis and Multivariate Analysis - Structure of a Business Research Report.	15
V	<b>Intellectual Property Rights:</b> Introduction to IPR – Types of IPR – Conditions for grant of Patent – Process of Product patent – Copyright – Types of copyrights – Trademark – Conditions for trademark registration – Geographical Indications – Trade Secrets.	15

**Textbook:**

1. Research Methodology by C. R. Kothari 2nd Edition 2021
2. William G. Zikmund, Barry J. Babin, Jon C. Carr, Mitch Griffin, “Business Research Methods”, Cengage Learning

**Reference book:**

1. D. R. Cooper & P. S. Schindler: Business Research Methods: 9th Ed. Tata McGraw Hill Education.
2. Naval Bajpai: Business Research Methods: Pearson Education India.

**Co-curricular Activities:** (Case Studies)

**MODEL QUESTION PAPER**



Max.Marks: 70

Pass Min: 28

Max.Time: 3Hours

**Section – A**

**Answer the following Questions**

**5 X 4 = 20**

1. A) What is Business Research and explain its importance. (L1)

**(Or)**

B) What is the Scope of Business Research? (L1)

2. A) Explain Elements of Research Methodology. (L2)

**(Or)**

B) Explain Exploratory Research design. (L2)

3. A) What is Primary data? Write Examples. (L1)

**(Or)**

B) Explain the steps involved in sampling process. (L1)

4. A) Explain Univariate Analysis with an example. (L2)

**(Or)**

B) Explain Multivariate analysis with an example (L2)

5. A) Discuss the importance of IPR (L2)

**(Or)**

B) Explain the types of IPR (L2)

**SECTION - B**

**Answer the following Questions**

**5 X 10 = 50**

6. A) Define Business Research. What are the various types of business research? Explain in detail. (L2) **(Or)**

B) Explain Ethics in Business Research. (L2)

7. A) Explain Types of Research design – Exploratory Research design, Descriptive Research design and Experimental Research design. (L2)

**(Or)**

B) Explain Features of a good research design. (L2)

8. A) Explain primary data collection methods and instruments. (L3).

**(Or)**

B) Describe the steps involved in sampling process. (L3)

9. A) Narrate the various advantages of using non-parametric tests and point out their limitations. (L2)

**(Or)**

B) “Empirical research in India in particular creates so many problems for the researchers”.

State the problems that are faced by such researchers. (L3)

10. A) What is patent? Discuss the process of getting patent right on new innovations. (L3)

**(Or)**

B) Write an importance on Geographical indication and trade secrets in IPR. (L3)





**PARVATHANENI BRAHMAYYA  
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**

*Autonomous*

Siddhartha Nagar, Vijayawada-520010

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## **STATISTICAL DATA ANALYSIS USING JASP**

**(Jeffrey's Amazing Statistics Program)**

**Offered to:** BBA – Business Analytics

**Course Code:** 22ANAVL01

**Course Type:** Addon course

**Year of Introduction:** 2021-22

**Semester:** III

**30Hours**

**Credits: 2**

**Course Outcomes:** At the end of this course, students should be able to:

### **List of Experiments**

Chapter No	Theme
1	Diagrams and Graphs
2	Computation of measures of Central Tendency and Dispersion
3	Testing for normality
4	Linear Correlation and Regression
5	Logistic Regression
6	Multiple Correlation and regression analysis
7	t-Test for significance of single mean, difference means and paired t-test
8	Chi-Square test for independence of attributes and goodness of fit.
9	Analysis of Variance (ANOVA) – One way and Two way.

**P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE**  
**DEPARTMENT OF ENGLISH**  
**Course Structure and Syllabi under CBCS**

Sl No.	Semester	Course Code	Name Of The Subject	Teaching Hours	Credits
1	III Semester	ENGT02	Business English-III	4	3

**P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE**  
**DEPARTMENT OF ENGLISH**  
**BUSINESS ENGLISH-III**

**No. of Hours per Week: 4**  
**No. of Credits: 3**

**Max. Marks: 100**  
**External: 75M**  
**Internal: 25M**

**OBJECTIVE:** The main objective of this course is to facilitate the learners to acquire the linguistic competence essentially required in a variety of life situations and develop their intellectual, personal and professional abilities.

**COURSE OUTCOMES:**

At the end of the course, the learners will be able to:

- CO 1.** Write an inter-office memorandum, press release and fax for performing day-to-day professional tasks and relate the situations in which these forms of communication are generally used. **PO 2**
- CO 2.** Understand the role of meetings in business transactions and figure out how to call a meeting, how to conduct and participate in a meeting, how to record the minutes and if necessary, how to write a note of dissent. **PO3**
- CO 3.** Inscribe a job-application letter, prepare a striking resume and also chart how letters of appointment and resignation are written. **PO4**
- CO 4.** Prepare for a face-to-face job interview, carry out oneself when being interviewed and also quiz the candidates, if required. **PO7**
- CO 5.** Participate in group discussions as an instrument for training in spoken English and imbibe the skills required for an effective participation. **PO3**



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College with Potential for Excellence

(Awarded by UGC)

**Course Code: ENG T02**

**Title: Business English-III**

**SEMESTER III**

**Max Marks: 75**

**Time: 3 hours**

**No. of Credits: 3**

**FOR BBA, BBA BA, B.COM AF, B.COM TPP, BPM, B.SC MSDS, CSCS**

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**SYLLABUS**

**UNIT – I MEMORANDUM page-340-347**

- Communication Core
- Function and Structure
- Types
- Press Release 10 hrs
- Other Short Messages
- Review Questions
- Exercises

**UNIT – II NOTICES.AGENDA AND MINUTES page- 349-356**

- Communication Core
- Notices
- Agenda
- Minutes 10 hrs
- Note of Dissent
- Review Questions
- Exercises

**UNIT – III APPLICATION FOR JOBS page- 361-379**

- Communication Core
- Importance and Function
- Drafting the Application
- Elements of Structure
- Preparing the Resume 10 hrs
- Helpful Hints
- Job Offer
- Resignation Letter
- Review Questions
- Exercises

**UNIT – IV EMPLOYMENT INTERVIEW page-381-391**

- Communication Core
- Types of Interview
- Preparing for the Interview

- Attending the Interview
- Interview Process
- Employers' Expectations
- Telephone Interview
- Negotiating a Job Offer 15 hrs
- Thank –You Letter
- Conducting an Interview
- Negative Aspects
- Sample Interviews for a Job
- Review Questions
- Exercises

**UNIT – V GROUP DISCUSSION page-392 - 495**

- Communication Core
- Definition
- Process
- Guidelines
- Helpful Expressions
- Group Discussion and Campus Interview
- Evaluation 10 hrs
- Evaluation Sheet
- Review Questions
- Exercises
- Abbreviations and Numerals
- Communication Core
- Abbreviations
- Numerals

**Business Correspondence and Report Writing**

**R. C. Sharma and Krishna Mohan, Fifth Edition, Tata McGraw-Hill Publishing Company, Chennai, 2016**



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**SEMESTER-III (2021-22)**

**COURSE CODE: ENG T02**

**Max. Marks: 100**

**No. of Hours per Week: 4**

**External: 75M**

**Title: BUSINESS ENGLISH-III**

**Internal Marks: 25M**

**QUESTION PAPER PATTERN**

**SECTION A**

I. 8 short questions would be given of which the candidate has to attempt 6. Each question carries 5 marks. (From Review Questions) **6X5=30 marks**

**SECTION B**

II. 5 essay questions would be given of which the candidate has to attempt 3. Each question carries 10 marks. (From Exercises) **3X10=30marks**

**SECTION C**

III. Expansion of abbreviations. (Pgs 493,494 and 495)

**5X1= 5marks**

IV. Fill in the blanks (from the 5 prescribed Units)

**5X1=5marks**

V. Rewrite the following as instructed (from Numerals Pgs 495, 496 and 497)

**5X1=5marks**



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**SEMESTER-III**

**COURSE CODE: ENG T02**

**No. of Hours per Week: 4**

**Title: Business English-III**

**Max. Marks: 100**

**External: 75M**

**Internal Marks: 25M**

**SECTION A**

**I. Answer any SIX of the following questions.**

**6X5=30 marks.**

1. Distinguish clearly between a press release and a memo. (L2) CO1
2. What precautions should be taken while taking notes for writing the minutes of a meeting? (L4) CO1
3. What is a resume? What is its main function? (L1) CO3
4. What points would you bear in mind while writing the covering letter? (L3) CO3
5. What traits/ qualities does an employer look for in a candidate while interviewing him? (L4) CO4
6. What are the various purposes for which group discussion is held? (L4) CO5
7. Why is it necessary to circulate the agenda well in time to all those who have a right to attend a meeting? (L2) CO1
8. What is the difference between the tone and style of a letter and a memo? (L2) CO1

**SECTION B**

**II. Answer any THREE of the following questions.**

**3X10=30 marks.**

1. As the Managing Director of a company, write a memo to the Sectional Heads, announcing the appointment of a person from outside to the post of Personnel Manager. Bear in mind the fact that some of the sectional heads having long experience in your company were aspirants for this post. (L4) CO1
2. At a meeting of the Staff Council of Acharaya Polytechnic, Bhopal, the following business was transacted: minutes of the last meeting, introduction of the tutorial system, special classes for weak students, better facilities for sports, organization of community lunch and entertainment, any other matter. Assuming that you are the Secretary of the Council, write the minutes of the meeting. Invent the necessary details. (L3)
3. Write an application in response to the following advertisement:  
A large company having foreign collaboration requires salesmen. Candidates should be graduates with about two years selling experience. Age should not exceed 28 years. Attractive salary commensurate with ability offered. Other benefits include provident fund, gratuity, bonus and allowances. Bright prospects of promotion for the right men. Apply within two weeks to P.O. Box No. 3214, New Delhi-110001. (L3) CO3
4. Assume that you are going to conduct a campus interview at a reputed management institute for recruiting MBA Final Year student as management trainees in your company. Prepare a list of questions that you would ask them to assess their communication skills and to ascertain their personality traits. (L4) CO4
5. Internet is more of a bane than a boon – discuss. (L2) CO5



### **SECTION – C**

#### **III. Expand the following abbreviations**

**5X1=5 marks**

**(L2)**

1. Messrs
2. oz.
3. ad.
4. Vol(s).
5. Ft.

#### **IV. Fill in the blanks.**

**5X1=5 marks**

**(L3)**

1. A ----- is a short piece of writing generally used by the officers of an organization for communicating among themselves.
2. A ----- is written to make noteworthy information available to the public.
3. The practice of interviewing the employees before taking a final decision is called as a ----- interview.
4. Unlike a meeting, the ----- is not structured.
5. The purpose of ----- is to elicit the views of all participants and through intense interaction evolve a consensus.

#### **V. Rewrite the following as instructed**

**5X1=5 marks.**

**(L4)**

1. Write the Roman numerals for 40, 59, 90,200 and 900.
2. Include decimal points in a no integer figure 00257, 00003, and 00047.
3. Express fractions in words for the following  $\frac{1}{3}$ ,  $\frac{2}{3}$ ,  $\frac{1}{1000}$ .
4. Use commas to offset units 3312, 6700, 6932406, 47432311
5. Write any two compound numerals.

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**DEPARTMENT OF ENGLISH**  
**Course Structure and Syllabi under CBCS**

Sl No.	Semester	Course Code	Name Of The Subject	Teaching Hours	Credits
1	III Semester	ENGT02	Business English-III	4	3

**P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE**  
**DEPARTMENT OF ENGLISH**  
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**No. of Hours per Week: 4**  
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**Max. Marks: 100**  
**External: 75M**  
**Internal: 25M**

**OBJECTIVE:** The main objective of this course is to facilitate the learners to acquire the linguistic competence essentially required in a variety of life situations and develop their intellectual, personal and professional abilities.

**COURSE OUTCOMES:**

At the end of the course, the learners will be able to:

- CO 1.** Write an inter-office memorandum, press release and fax for performing day-to-day professional tasks and relate the situations in which these forms of communication are generally used. **PO 2**
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- CO 4.** Prepare for a face-to-face job interview, carry out oneself when being interviewed and also quiz the candidates, if required. **PO7**
- CO 5.** Participate in group discussions as an instrument for training in spoken English and imbibe the skills required for an effective participation. **PO3**

<b>CO-PO MATRIX- ENG T02</b>							
CO-PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1		M					
CO2						H	
CO3	H						
CO4							H

CO5	H						
-----	---	--	--	--	--	--	--



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**College with Potential for Excellence**  
**(Awarded by UGC)**

**Course Code: ENG T02**  
**Title: Business English-III**  
**SEMESTER III**

**Max Marks: 75**  
**Time: 3 hours**  
**No. of Credits: 3**

**FOR BBA, BBA BA, B.COM AF, B.COM TPP, BPM, B.SC MSDS, CSCS**

### **SYLLABUS**

#### **UNIT – I MEMORANDUM page-340-347**

- Communication Core
- Function and Structure
- Types
- Press Release 10 hrs
- Other Short Messages
- Review Questions
- Exercises

#### **UNIT – II NOTICES.AGENDA AND MINUTES page- 349-356**

- Communication Core
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- Minutes 10 hrs
- Note of Dissent
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### **UNIT – III APPLICATION FOR JOBS page- 361-379**

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- Resignation Letter
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- Employers' Expectations
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- Thank –You Letter
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- Negative Aspects
- Sample Interviews for a Job
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- Exercises

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- Evaluation 10 hrs
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**SEMESTER-III (2021-22)**

**COURSE CODE: ENG T02**

**No. of Hours per Week: 4**

**Title: BUSINESS ENGLISH-III**

**Max. Marks: 100**

**External: 75M**

**Internal Marks: 25M**

**QUESTION PAPER PATTERN**

**SECTION A**

I. 8 short questions would be given of which the candidate has to attempt 6. Each question carries 5 marks. (From Review Questions)

**6X5=30 marks**

**SECTION B**

II. 5 essay questions would be given of which the candidate has to attempt 3. Each question carries 10 marks. (From Exercises)

**3X10=30marks**

**SECTION C**

III. Expansion of abbreviations. (Pgs 493,494 and 495)

**5X1= 5marks**

IV. Fill in the blanks (from the 5 prescribed Units)

**5X1=5marks**

V. Rewrite the following as instructed (from Numerals Pgs 495, 496 and 497)

**5X1=5marks**



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**SEMESTER-III**

**COURSE CODE: ENG T02**

**No. of Hours per Week: 4**

**Title: Business English-III**

**Max. Marks: 100**

**External: 75M**

**Internal Marks: 25M**

**SECTION A**

**I. Answer any SIX of the following questions.**

**6X5=30 marks.**

1. Distinguish clearly between a press release and a memo. (L2) CO1
2. What precautions should be taken while taking notes for writing the minutes of a meeting? (L4) CO1
3. What is a resume? What is its main function? (L1) CO3
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6. What are the various purposes for which group discussion is held? (L4) CO5
7. Why is it necessary to circulate the agenda well in time to all those who have a right to attend a meeting? (L2) CO1
8. What is the difference between the tone and style of a letter and a memo? (L2) CO1

**SECTION B**

**II. Answer any THREE of the following questions.**

**3X10=30 marks.**

1. As the Managing Director of a company, write a memo to the Sectional Heads, announcing the appointment of a person from outside to the post of Personnel Manager. Bear in mind the fact that some of the sectional heads having long experience in your company were aspirants for this post. (L4) CO1

2. At a meeting of the Staff Council of Acharaya Polytechnic, Bhopal, the following business was transacted: minutes of the last meeting, introduction of the tutorial system, special classes for weak students, better facilities for sports, organization of community lunch and entertainment, any other matter. Assuming that you are the Secretary of the Council, write the minutes of the meeting. Invent the necessary details. **(L3)**

3. Write an application in response to the following advertisement:

A large company having foreign collaboration requires salesmen. Candidates should be graduates with about two years selling experience. Age should not exceed 28 years. Attractive salary commensurate with ability offered. Other benefits include provident fund, gratuity, bonus and allowances. Bright prospects of promotion for the right men. Apply within two weeks to P.O. Box No. 3214, New Delhi-110001. **(L3) CO3**

4. Assume that you are going to conduct a campus interview at a reputed management institute for recruiting MBA Final Year student as management trainees in your company. Prepare a list of questions that you would ask them to assess their communication skills and to ascertain their personality traits. **(L4) CO4**

5. Internet is more of a bane than a boon – discuss. **(L2) CO5**

### **SECTION – C**

#### **III. Expand the following abbreviations**

**5X1=5 marks**

**(L2)**

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3. ad.
4. Vol(s).
5. Ft.

#### **IV. Fill in the blanks.**

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**(L3)**

1. A ----- is a short piece of writing generally used by the officers of an organization for communicating among themselves.
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#### **V. Rewrite the following as instructed**

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**(L4)**

1. Write the Roman numerals for 40, 59, 90,200 and 900.
2. Include decimal points in a no integer figure 00257, 00003, and 00047.
3. Express fractions in words for the following 1/3, 2/3,1/1000.
4. Use commas to offset units 3312, 6700, 6932406, 47432311
5. Write any two compound numerals.







# P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE

Siddhartha Nagar, Vijayawada – 520 010

Autonomous -ISO 9001 – 2015 Certified

## Applied Statistics for Business Analytics

**Offered to:** BBA (Business Analytics) / STAT34A

**Course Type:** Core (Theory)

**Year of Introduction:** 2021

**Semester:** III Paper No. 3

**Credits:** 5

**Percentage of Revision:** Nil

**Hours Taught:** 75 periods per Semester

**Max. Time:** 3 Hours

S. No	PROGRAMME OUTCOMES	
PO1	<b>Effective Communication:</b> Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.	
PO2	<b>Effective Citizenship:</b> Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.	
PO3	<b>Ethics:</b> Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.	
PO4	<b>Environment and Sustainability:</b> Understand the issues of environmental contexts and sustainable development	
PO5	<b>Critical Thinking:</b> Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.	
PO6	<b>Specialized Skills / Transferable Skills:</b> Acquisition of communication and soft, analytical and technological skills that aid in enhancing	
PO7	<b>Self-directed and Life-long Learning:</b> Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.	
<b>Course Outcome</b>	Upon successful completion of this course, students should have the knowledge and skills to:	<b>Programme Outcomes Mapping</b>
CO 1	Develop the construct the Quality Control charts for Variables	PO – 5
CO 2	Obtain knowledge on construct the Quality Control charts for Attributes	PO – 5
CO 3	Understand the construction of Index numbers and able to Measure the Mortality and Fertility and Construction of Life tables	PO – 6
CO 4	Get the knowledge in design the complete random design, randomized block design and latin square design Layouts with their application to business	PO – 6
CO 5	Obtained the knowledge on demand analysis with real time applications used in industry	PO – 7

CO-PO MATRIX								
COURSE CODE	CO-PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
STAT34A	CO1					H		
	CO2					H		
	CO3						H	
	CO4						M	
	CO5							M

**Syllabus  
Course Details**

Unit	Learning Units	Lecture Hours
I	<b>Statistical Quality Control-I</b> Introduction to Statistical Quality Control - SQC definition, Uses, Control Charts and Basis of control charts-3- $\sigma$ limits. Process Control and product control - Control limits, Specification Limits and Tolerance Limits. Tools for SQC. Control charts for Variables - Control Chart for Mean $\bar{X}$ -chart, Range: R- Chart and Interpretation of $\bar{X}$ -chart and R charts.	12
II	<b>Statistical Quality Control-II</b> Control Charts for Attributes - Control chart for fraction defective p – chart - Fixed control limits and Variable control limits. Control chart for Number of defects per Unit (C-chart) - Fixed control limits and Variable control limits. Applications of C – Chart.	12
III	<b>Index numbers</b> Introduction, Characteristics and Uses of index numbers, Types of Index Numbers - Simple or Unweighted Index Numbers, Weighted Index numbers, Test of Adequacy for the formula of an index numbers, Cost of Living Index numbers and simple problems.	12
IV	<b>Design of Experiments</b> Introduction, Terminology in Experimental Designs- important terms, definitions and three principles of Experimental Designs. Completely Randomised Design (CRD), Randomised Block Design (RBD)–one observation per cell and Latin Square Design (LSD)and simple problems.	12
V	<b>Demand Analysis</b> Introduction, Laws of demand and supply, Price elasticity of demand and supply, Types of data - Family budget data and Time series data. Estimating methods for elasticity - Leontief's method (from time series data) and Pigou's method (from time series data).	12

**Note: Proofs of theorems and derivations of problems and distributions are excluded.**

**Text Book:**

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**Websites of Interest:**

<http://onlinestatbook.com/rvls/index.html>

**Co-Curricular Activities in the class:**

1. Pictionary
2. Case Studies on topics in field of statistics
3. Snap test and Open Book test
4. Architectural – To be build the procedures
5. Extempore – Random concept to students
6. Interactive Sessions
7. Teaching through real world examples

****

### **Model Question Paper Structure for SEE**

**Max.: 75 Marks**

**Min.Pass: 30 Marks**

### **Applied Statistics for Business Analytics**

#### **Model Paper**

**Answer the following Questions**

**5 X 15M = 75M**

1. a) A machine is set to deliver packets of a given weight. 10 samples of size 5 each were recorded. Below are given relevant data.

Sample no	1	2	3	4	5	6	7	8	9	10
Mean	15	17	15	18	17	14	18	15	17	16
range	7	7	4	9	8	7	12	4	11	5

(CO1, L 3)

(OR)

- b) The following data provides the measurements of the axles of bicycle wheels. 12 were taken so that each sample contains the measurements of 4 axles. The measurements which were more than 5 inches are given here obtain control limits for mean and range charts and also comment on the nature of the process.

139, 140, 142, 136, 145, 146, 148, 145, 140, 140, 141, 138  
 140, 142, 136, 137, 146, 148, 145, 146, 139, 140, 137, 140  
 145, 142, 143, 142, 146, 149, 146, 149, 146, 147, 141, 139  
 142, 144, 144, 139, 141, 142, 146, 144, 146, 144, 138, 139

(CO1, L 3)

2. a) The following data gives the number of defectives in 10 independent  
 Samples of varying sizes from a production process

Sample number	1	2	3	4	5	6	7	8	9	10
Sample size	2000	1500	1400	1350	1250	1760	1875	1955	3125	1575
No of defectives	425	430	216	341	225	322	280	306	337	305

(CO2, L 3)

(OR)

- b) During an examination of equal length of cloth, the following are the number of defects observed 2,3,4,0,5,6,7,4,3,2. Draw a control charts for the number of defects and comment whether the process is under control or not.

(CO2, L3)

3. a) Calculate price index numbers for the year 2000 with 1995 as base year using Laspeyre's, Paasche's and Fisher's index numbers

Commodity	Quantity		value	
	1995	2000	1995	2000
A	100	150	500	900
B	80	100	320	500
C	60	72	150	360
D	30	33	360	297

(CO3, L 3)

(OR)

- b) Find the cost of living index number by family budget method from the following data

Commodities	Base Year	Current Year	% of Weights
	Price	Price	
A	20	26	17
B	28	31	29
C	34	40	20
D	92	95	34

(CO3, L3)

4. a) Analyze the following CRD

Feed	Gain in weight				
A	55	49	42	21	52
B	61	112	30	89	63
C	42	97	81	95	92

D	169	137	169	85	154
---	-----	-----	-----	----	-----

(CO4, L4)

(OR)

b) Analyze the following RBD

Blocks	Yield				
1	24(1)	27(3)	20(2)	16(4)	24(5)
2	22(3)	28(2)	27(1)	15(4)	22(5)
3	26(5)	19(4)	38(1)	36(3)	39(2)
4	17(5)	31(2)	28(1)	14(4)	34(3)

(CO4, L4)

5. a) Define price elasticity of demand and income elasticity of demand. Point out their uses.

(CO5, L2)

(OR)

b). The demand function for a commodity X is given by

$$x = 300 - 0.5p_x^2 + 0.02p_0 + 0.05y$$

Where x is the quantity demanded of X,  $p_x$  the price of X,  $p_0$  the price of related commodity and y is the constant income. Compute (i) the price elasticity of demand for X (ii) the income elasticity of demand for X w.r.t.  $p_0$  when  $p_x = 12$ ,  $p_0 = 10$  and  $y = 200$ .

(CO5, L2)



# P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE

Siddhartha Nagar, Vijayawada – 520 010

Autonomous -ISO 9001 – 2015 Certified

## Applied Statistics for Business Analytics

**Offered to:** BBA (Business Analytics) / STAT34A

**Course Type:** Core (Theory)

**Year of Introduction:** 2021

**Semester:** III Paper No. 3

**Credits:** 5

**Percentage of Revision:** Nil

**Hours Taught:** 75 periods per Semester

**Max. Time:** 3 Hours

S. No	PROGRAMME OUTCOMES	
PO1	<b>Effective Communication:</b> Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.	
PO2	<b>Effective Citizenship:</b> Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.	
PO3	<b>Ethics:</b> Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.	
PO4	<b>Environment and Sustainability:</b> Understand the issues of environmental contexts and sustainable development	
PO5	<b>Critical Thinking:</b> Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.	
PO6	<b>Specialized Skills / Transferable Skills:</b> Acquisition of communication and soft, analytical and technological skills that aid in enhancing	
PO7	<b>Self-directed and Life-long Learning:</b> Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.	
<b>Course Outcome</b>	Upon successful completion of this course, students should have the knowledge and skills to:	<b>Programme Outcomes Mapping</b>
CO 1	Develop the construct the Quality Control charts for Variables	PO – 5
CO 2	Obtain knowledge on construct the Quality Control charts for Attributes	PO – 5
CO 3	Understand the construction of Index numbers and able to Measure the Mortality and Fertility and Construction of Life tables	PO – 6
CO 4	Get the knowledge in design the complete random design, randomized block design and latin square design Layouts with their application to business	PO – 6
CO 5	Obtained the knowledge on demand analysis with real time applications used in industry	PO – 7

CO-PO MATRIX								
COURSE CODE	CO-PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
STAT34A	CO1					H		
	CO2					H		
	CO3						H	
	CO4						M	
	CO5							M



**Syllabus  
Course Details**

Unit	Learning Units	Lecture Hours
I	<b>Statistical Quality Control-I</b> Introduction to Statistical Quality Control - SQC definition, Uses, Control Charts and Basis of control charts-3- $\sigma$ limits. Process Control and product control - Control limits, Specification Limits and Tolerance Limits. Tools for SQC. Control charts for Variables - Control Chart for Mean $\bar{X}$ -chart, Range: R- Chart and Interpretation of $\bar{X}$ -chart and R charts.	12
II	<b>Statistical Quality Control-II</b> Control Charts for Attributes - Control chart for fraction defective p – chart - Fixed control limits and Variable control limits. Control chart for Number of defects per Unit (C-chart) - Fixed control limits and Variable control limits. Applications of C – Chart.	12
III	<b>Index numbers</b> Introduction, Characteristics and Uses of index numbers, Types of Index Numbers - Simple or Unweighted Index Numbers, Weighted Index numbers, Test of Adequacy for the formula of an index numbers, Cost of Living Index numbers and simple problems.	12
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**Max.: 75 Marks**

**Min.Pass: 30 Marks**

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(CO1, L 3)

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(CO5, L2)



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## **22ANAL47: Python for Data Science Lab**

**Offered to:** BBA – BA

**Semester:** IV

**30Hours**

**Credits:**1

**Course Type:** Practical –Core

**Year of Introduction (Revision):** 2018-19

**Course Outcomes:**

**CO1:**To demonstrate and work on in-built Data Types, Methods and Functions in Python Programming Language. (L2)

**CO2:**To build and implement python programming constructs to build small to large scale applications. (L3)

**CO3:**To Construct one-dimensional and multi -dimensional NumPy arrays, and pandas' series and data frames. (L3)

**CO4:**Perform data loading, cleaning, transformation and merging. (L4)

**CO5:**Create different plots for basic exploratory data analysis. (L4)

### **Mapping of Course Outcomes (COs) with Programme Outcomes (POs) & PSOs**

CO	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	L2	L								
CO2	L3					M				
CO3	L3					H				
CO4	L4					M	H			
CO5	L4						H			

## **Syllabus**

### **Course Details**

1. Write a list of Operators in Python
2. Define a Programme for LISTS
  - i. length of a list
  - ii. List Consisting of
  - iii. Joining of Two List
  - iv. Other List operators

Define a Programme for Sets and Dictionaries and perform various operators for it

3. How to Write a Function in python prepare a function in writing all arithmetic operators
4. Write a programme for Tuple, Assignment operators and comparison operators and execute with the examples
5. Frame steps involving handling a Data frame, Handling Missing Data - dropna, fillna, grouping data, Read, write .csv, .html, excel file,
6. Write a programme for plotting various graphs using Matplot lib

- i. Scatter and line Chart
  - ii. Bubble Chart
  - iii. Histogram and Distribution plot
  - iv. Trend line
7. Write a programme Categorical Data, Splitting Data Testing Set Normalize Data
  8. Write a programme for application of Statistical techniques using Python.
  9. Write a program for application of Exploratory Data Analysis using Python.
- 

## Question Paper Pattern for Practical Course

**SEE (LAB) Model Question Paper**

**22ANAL47: Python for Data Science Lab**

**Offered to: BBA(BA)**

**Max. Marks: 50**

**Max. Time: 3Hrs**

**Pass. Min: 20**

<b>(A)</b>	<b>Evaluation Procedure</b>	<b>35 Marks</b>
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<b>I</b>	Experiments (Exam & Execution)	<b>30 Marks</b>
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<b>II</b>	Viva	<b>3 Marks</b>
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<b>III</b>	Record	<b>2 Marks</b>
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<b>(B)</b>	<b>CONTINUOUS ASSESMENT(Internal)</b>	<b>15 MARKS</b>
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15 marks for the continuous assessment (Day to day work in the laboratory shall be evaluated for 15 marks by the concerned laboratory teacher based on the regularity/record/viva). Laboratory teachers are mandated to ensure that every student completes 80%-90% of the lab assessments.

<b>TOTAL: (A)+(B) =</b>	<b>50 MARKS</b>
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## 22ANAL411 :MACHINELEARNING WITHR -LAB

**Offered to:** BBA – BA

**Semester:** IV

**30Hours**

**Credits:**1

**Course Type:** Practical –Core

**Year of Introduction (Revision):** 2019-20

**Course Objectives:**

- Make use of data sets in implementing the machine learning algorithms
- Implement the machine learning concepts and algorithms in R studio

**Course Outcomes:** At the end of this course, students should be able to:

CO1: To show basic programs in R language **(PO4, PO5, PO6)**

CO2: To apply built-in packages to enhance the program **(PO5, PO6)**

CO3: To show data visualization with R **(PO4, PO5)**

CO4: To analyze prediction on large dataset using Regression Techniques.  
**(PO4, PO5, PO6)**

CO5: To Assess how to use Machine learning tools to build and evaluate predictions on real data. **(PO4, PO6)**

### Mapping of Course Outcomes (COs) with Programme Outcomes (POs) & PSOs

CO	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	L2				M	H	H			
CO2	L3					H	M			
CO3	L2				L	H				
CO4	L4				M	M	H			
CO5	L5				H		H			

### Syllabus

#### List of Experiments

Chapter No	Theme	Topics Covered
1	Basic Statistical Techniques Using R	Descriptive Statistics – Central Tendency – Skewness & Kurtosis
2	Data Visualization Using R	Histogram - Bar Chart – Boxplot – Manipulation of Charts
3	Principal Component Analysis (PCA)	Overview of PCA – Understanding & using PCA with iris dataset in R Studio
4	Supervised Learning Models	Classification Algorithms
5	Supervised Learning Models	Prediction Modelling (Regression) & Multiple Linear Regression
6	Supervised Learning Models	Naive Bayes Algorithm
7	Unsupervised Learning Models	Apriori Algorithm
8	Unsupervised Learning Models	Lift Ratio and Confidence
9	Unsupervised Learning Models	Cluster Analysis

10	Measurement of Distance	Euclidean Distance Model
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## Question Paper Pattern for Practical Course

**SEE (LAB) Model Question Paper**

**22ANAL411 : MACHINE LEARNING WITH R - LAB**

**Offered to: BBA(BA)**

**Max. Marks: 50**

**Max. Time: 3Hrs**

**Pass. Min: 20**

**(A) Evaluation Procedure**

**35 Marks**

**I** Experiments (Exam & Execution)

**30 Marks**

**II** Viva

**3 Marks**

**III** Record

**2 Marks**

**(B) CONTINUOUS ASSESSMENT (Internal)**

**15 MARKS**

15 marks for the continuous assessment (Day to day work in the laboratory shall be evaluated for 15 marks by the concerned laboratory teacher based on the regularity/record/viva). Laboratory teachers are mandated to ensure that every student completes 80%-90% of the lab assessments.

**TOTAL: (A)+(B) =**

**50 MARKS**

***





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## 22ANASDCL06: POWER BI

Semester: IV

30Hours

Offered to: BBA - BA

Credits:2

Course Type: Practical –Core

Year of Introduction (Revision): 2019-20

### Course Objectives:

To import, transform and cleanse data using Power Query Editor, build a data model for self – self – service reporting, manipulate the model with DAX, publish and share visualizations.

**Course Outcomes:** At the end of this course, students should be able to:

- CO1:** To explain the concept PowerPivot and interface with excel analytic way (**PO5, PO6**)
- CO2:** To choose the algorithms for combine data quickly from a variety of sources into your model (**PO5, PO6**)
- CO3:** To organize the data from various sources, clean, merge, filter data and calculate methods (**PO4, PO5, PO6**)
- CO4:** To construct the model, relationships between the models, user friendly models (**PO5, PO6**)
- CO5:** To decide BI environment, data clean, shaping, table relationships and analysis techniques (**PO4, PO5, PO6**)

### Mapping of Course Outcomes (COs) with Programme Outcomes (POs) & PSOs

CO	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	L2					H	H			
CO2	L3					H	M			
CO3	L3				L	H	H			
CO4	L3					H	M			
CO5	L5				L	H	H			

Syllabus		
Unit	Learning Units	Lecture Hours
I	<b>Introduction PowerPivot</b> Introduction of Pivot - Use Power Pivot –x Velocity in-memory analytics engine-Exploring the Data Model Management interface- Analyzing data using a pivot table	6
II	<b>PowerBI Data Import and Data Cleaning</b> Working with Data - Import data from relational databases -Import data from text files - Import data from a data feed -Import data from other sources, Discover and import data from various sources-	6
III	<b>Data Cleaning Techniques</b> Data Munging - Getting, cleaning, and shaping data, Cleansed data - Merge, shape, and filter data - Group and aggregate data -Insert calculated columns.	6
IV	<b>PowerBI Data Model</b> Creating data Model - Explain what a data model is - Create relationships between tables in the model - Create and use a star schema - Understand when and how to de-normalize the data -Create and use linked tables	6

V	<b>PowerBI Visuals and DAX</b> Adding calculations and measures-Incorporating time-based analysis	6
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## List of Experiments

1. Write the Procedure for preparing a Pivot in Excel and prepare a Dashboard using sample marketing data.
  - a) Offline data and online data
  - b) Online to Online using Google forms
2. Installation of Power BI and its procedure
3. Explain the procedure in importing various format files in Power BI, write its observations
4. Power BI Data Models (Schemas in Power BI)
5. How to edit data in power BI when data is Exported use few data cleaning techniques (Munging)
6. Advance Data Cleaning techniques, Data Munging and Data collection and collaboration techniques.
7. Write the procedure in building an association (Power Query) identify various schemas in Power BI
8. Data Visualization (charts for a sample data) constructions and analysis
9. Step in preparing a dashboard for the organization
10. Constructing Quick Measures and Dax formulas

## Text Books

1. Roger F Silva, **“Power BI Create and learn”**, Version – January 2024, ISBN: 9781726793216.
2. Brett Powell, **“Mastering Microsoft Power BI”**, Packt publishing, Birmingham, UK, ISBN: 978-1-78829-723-3.

## Reference Book

1. Dan Clark, **“Beginning Power BI: A practical Guide to Self – Service Data Analytics with Excel 2016 and Power BI Desktop Second Edition.”** ISBN: 978-1-4842-2576-9, A Press Publications.
2. Jeff Hutchinson, **“Microsoft Power BI Desktop – Creating Visual Reports”** – July - 2019, ISBN: 9781081588908, Independently Published.

# Question Paper Pattern for Practical Course

**SEE (LAB) Model Question Paper**

**22ANASDCL06: POWER BI**

**Offered to: BBA(BA)**

**Max. Marks: 50**

**Max. Time: 2Hrs**

**Pass. Min: 20**

**(A) Evaluation Procedure**

**35 Marks**

**I** Experiments (Exam & Execution)

**30 Marks**

**II** Viva

**3 Marks**

**III** Record

**2 Marks**

**(B) CONTINUOUS ASSESMENT(Internal)**

**15 MARKS**

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**22ANAT46: Python for Data Science**

**Semester:** IV

**Course Type:** Theory-Core

**Year of Introduction (Revision):** 2018-19

**Offered to:** BBA BA

60 Hours

**Credits:** 4

**Course objective:**

The main objective is to provide students with the basic concepts of Python, its syntax, functions and packages to enable them to write scripts for data manipulation and analysis.

**Course Outcomes:**

**CO1:** To show how to use lists, tuples, and dictionaries in Python. **(PO1,PO5)**

**CO2:** To explain how to use indexing and slicing to access data in Python. **(PO5,PO6)**

**CO3:** To build effectively visualization. **(PO5,PO6)**

**CO4:** To apply how to manipulate and analyze un-organized datasets **(PO5,PO6)**

**CO5:** To analyze basic statistical analysis and machine learning methods **(PO5,PO6)**

**Mapping of Course Outcomes (COs) with Programme Outcomes (POs) & PSOs**

CO	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	L2	L				M				
CO2	L2					M	H			
CO3	L3					M	H			
CO4	L3					M	H			
CO5	L4					M	H			

Unit	Syllabus	Lecture Hours
I	<b>Introduction to Python</b> Python Processes - Python in the Real World – Installing - Python Interactive Interpreter - Built in functions Python Built-in Data types - Numbers, Strings and Variables- Variables, Names, and Objects. - List and Operators - Tuples and Operators -Dictionaries Operators	12
II	<b>Function and its application to business</b> Functions (applying it to the basic business principles) - Working with files NumPy - NumPy array, NumPy array operations - Indexing, Slicing - NumPy array - NumPy Exercise Pandas - Introduction to Series - Introduction to Data frame - Loc, ILOC, split, merge and append - Read, write .csv, .html, excel file.	12
III	<b>Python Libraries (Matplotlib - Seaborn)</b> Visualization of data with pandas Matplot-lib- Basic plotting - Plotting terminology - Subplots, Special plot Plotly- Basic plotting – plotly - Extend Basic Plot, Plotly scatter and line chart - Bubble chart - Histogram and Distribution plot	12
IV	<b>Introduction to data analysis (Theory) package (Stats models, scipy)</b> Application of Statistical techniques using Python - Data Preprocessing, fillanagroupna, missing values, outliers, duplicates, - Descriptive Statistics, Correlation (bivariate, Cross tabulation (categorical), multivariate analysis (cross matrix), <b>simple</b> Linear Regression)	12
V	<b>Multivariate analysis and EDA, Dtale and Python Profiling, Introduction to machine learning (theory)</b>	12

**Textbook:**

1. Jake VanderPlas, **“Python Data Science Handbook”** November 2016, O'Reilly Media, Inc. ISBN :9781491912058

**Reference book:**

1. Laura Igual, Santi Segue, **“Introduction to Data Science – A Python approach to Concepts, Techniques and Applications.** Oct – 2007, Springer International Publishing AG, ISBN 978-3-319-50016-4
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**Model Question Paper**  
**22ANAT46: PYTHON FOR DATA SCIENCE**

**Max. Marks: 70**  
**Max.Time: 3 Hrs.**

**Semester – IV**

**SECTION – A**

**Answer the following questions:**

**5 X 4M = 20 Marks**

1. a) Explain the features of Python. (L2)  
(Or)  
b) Explain data types in Python. (L2)
2. a) Demonstrate tuple and its operators. (L2)  
(Or)  
b) Summarize NumPy library. (L2)
3. a) Identify the procedure to prepare Set and Dictionary. (L3)  
(Or)  
b) Develop data visualization in Python. (L3)
4. a) What is the importance of Histogram? (L1)  
(Or)  
b) What are outliers and missing data? (L1)
5. a) Identify the types of merging? (L3)  
(Or)  
b) Identify the types of machine learning. (L3)

**SECTION – B**

**Answer the following questions:**

**5 X 10 = 50 Marks**

6. a) Define a Programme for LISTS (L1)
  - I. Length of a list
  - II. List Consisting of
  - III. Joining of Two List
  - IV. Other List operators  
(Or)  
b) Define a Program for Sets and Dictionaries and perform various operators. (L1)
7. a) Demonstrate Function and Arithmetic Operators in Python? (L2)  
(Or)  
b) Explain the steps involved in csv file using pandas. (L2)
8. a) Construct an Array and apply the all-slicing, merging, indexing operators. (L3)  
(Or)  
b) Build the procedure for preparation of creating charts using seaborn. (L3)
9. a) Classify the types of Machine Learning techniques. (L4)  
(Or)  
b) Compare Linear Regression and Logistic Regression techniques in Machine Learning. (L4)
10. a) Classify types of Unsupervised Learning. (L2)  
(Or)  
b) Explain the concept of K-Mean Clustering and Hierarchical Clustering with its application in real time business. (L2)



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**22ANAT49 :HR ANALYTICS**

**Offered to: BBA BA**

**Semester: IV**

**60 Hours**

**Course Type: Theory-Core**

**Credits: 4**

**Year of Introduction (Revision): 2019-20**

**Course Objectives:**

The objective of this course is to enable student with understanding of the concepts of Human Resource Analytics and to describe with critical evaluations. The course is developed with an objective of introducing HR problems integrating concepts in statistics, data analysis, information systems and decision support system areas.

**Course Outcomes:** At the end of this course, students should be able to:

**CO1:** To recall the knowledge and necessary skills to accomplish the roles of HR with the introduction of Analytics. **(PO1, PO5, PO6)**

**CO2:** To identify the importance of Business Understanding for Human Resource Initiatives. **(PO5, PO6)**

**CO3:** To demonstrate the concept of Forecasting the Budget Numbers for analyzing and predicting HR Costs **(PO5, PO6)**

**CO4:** To apply the concept of Predictive Modeling in HR. **(PO1, PO5, PO6)**

**CO5:** To explain the concept of Data requirements and Data Exploration **(PO5, PO6)**

**Mapping of Course Outcomes (COs) with Programme Outcomes (POs) & PSOs**

CO	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	L1	L				H	L			
CO2	L3					M	H			
CO3	L2					H	H			
CO4	L3	L				H	H			
CO5	L2					H	M			

Syllabus		
Unit	Learning Units	Lecture
<b>I</b>	Introduction to HR Analytics - Concept, Importance and Evolution of HR Analytics & data sources - HCM: 21 Model - Introduction to HR Metrics and predictive analytics - Data Analytic techniques using software packages.	<b>12</b>
<b>II</b>	Creating business understanding for HR initiatives Workforce segmentation and search for critical job roles - Statistical driver analysis - Association and causation - Identifying and using key HR Metrics	<b>12</b>
<b>III</b>	Forecasting budget numbers for HR costs - Workforce planning including internal mobility and career pathing - Training and development requirement forecasting - Measuring the value and results of improvement initiatives	<b>12</b>
<b>IV</b>	Predictive modeling in HR – Employee retention and turnover – Workforce productivity and performance – Scenario Planning.	<b>12</b>
<b>V</b>	Communicating with data and visuals - Data requirements - Identifying data needs and gathering data - HR data quality, validity and consistency - Using historical data	<b>12</b>

	Dataexploration-Datavisualization	
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### **Text Books**

1. Martin R Edwards and Kirsten Edwards, “Predictive HR Analytics”, Kogan Page Publishers.
2. Jacfitz-Enz, “The New HR Analytics”, Harper Collins Publications.

### **ReferenceBooks**

1. Ramesh Soundararajan, Kuldeep Singh, “Winning on HR Analytics: Leveraging Data for Competitive Advantage”, SAGA Publications
  2. Rama Shankar Yadav, Sunil Maheswari, “HR Analytics connecting Data and Theory” Wiley India Pvt. Limited.
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**Model Question Paper for**

**22ANAT49 HRANALYTICS**

**Max.Marks:70Marks**

**Max.Time:3Hours.**

**SECTION-A**

**Answer the following questions**

**5X4M = 20 Marks**

1. a) What is the importance of HR Analytics in business world. (L1)  
(Or)  
b) Define Predictive Analytics and its importance. (L1)
2. a) Explain the statistical driver analysis in detail. (L2)  
(Or)  
b) Show the types of workforce segmentation. (L2)
3. a) Choose the need for forecasting in training and development requirements. (L3)  
(Or)  
b) Apply the Six sigma roll in continuous improvement methodology. (L3)
4. a) Identify the factors to improve Employee Productivity. (L3)  
(Or)  
b) Identify the factors to improve Employee Performance. (L3)
5. a) Examine the Data requirement techniques? (L4)  
(Or)  
b) Classify HR data quality, validity and consistency. (L4)

**SECTION-B**

**Answer the following questions**

**5X10=50Marks**

6. a). Explain about the Human Capital Management in the 21st century Model. (L2)  
(Or)  
b). Explain the Evolution of HR Analytics & data sources. (L2)
7. a). Interpret the Association and causation with suitable examples. (L2)  
(Or)  
b). Classify the different key HR Metrics. (L2)
8. a). Compare the PDCA Cycle and continuous improvement Metrics. (L2)  
(Or)  
b). Demonstrate the Workforce planning which includes internal mobility and career pathing. (L2)
9. a). Construct the relationship between Employee retention and turnover with suitable examples. (L3)  
(Or)  
b). Apply the Scenario Planning in HR department. (L3)
10. a). Examine data Exploration in brief. (L4)  
(Or)  
b). Categorize Data Visualization pictures in HRM. (L4)

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**22ANAT410: MACHINE LEARNING WITH R**

**Offered to: BBA BA**

**Semester: IV**

**60 Hours**

**Course Type: Theory-Core**

**Credits: 4**

**Year of Introduction (Revision): 2019-20**

**Prerequisite:**

**Course Objectives:**

The Objective of this course is to enable student with understanding of the concepts of Supervised and Unsupervised learning approaches in R Programming with critical evaluations.

**Course Outcomes:** At the end of this course, students should be able:

**CO1:** To explain an overview of Supervised and Unsupervised Learning Methods with its contents and scope focusing on Data Preparation and Exploration Techniques. **(PO4, PO5, PO6)**

**CO2:** To identify the characteristics of Supervised and Unsupervised Learning that makes it useful to real-world problems with Prediction and Classification Techniques. **(PO4, PO5, PO6)**

**CO3:** To understand the concept and practical applicability of Multiple Linear Regression, Naive Bayes and Artificial Neural Networks. **(PO4, PO5, PO6)**

**CO4:** To develop the knowledge about the Association Rules and Cluster Analysis. **(PO4, PO5, PO6)**

**CO5:** To understand the concept of Time Series based Forecasting and Regression based Forecasting. **(PO4, PO5, PO6)**

**Mapping of Course Outcomes (COs) with Programme Outcomes (POs) & PSOs**

CO	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	L2				L	H	H			
CO2	L3				H	M	H			
CO3	L2				M	H	H			
CO4	L3				M	M	H			
CO5	L2				H	H	H			

Syllabus		
Unit	Learning Units	Lecture Hours
I	<b>Introduction to Machine Learning</b> Machine Learning Definition and Examples – Types of Machine Learning – Problem Solving using Machine Learning – Introduction to R Basic Statical Techniques.	12
II	<b>Data Preparation and Exploration</b> Visualization techniques – Dimension reduction techniques – Principal component analysis (PCA) – Performance Metrics and Assessment Performance – Metrics for prediction and Classification.	12
III	<b>Bayesian Concept Learning and Regression:</b> Bayes' Theorem, Bayes' Theorem and Concept Learning, Bayesian Belief Network.Simple linear regression, Logistic Regression, Maximum Likelihood Estimation	12
IV	<b>Supervised Learning Methods</b> Decision Tree–KNN – Random Forest - SVM – Ensemble Techniques – Bagging and Boosting	12
V	<b>Unsupervised Learning Methods</b> Association Rules - Apriori Algorithm - Cluster Analysis- Types of Clustering Algorithms & Hierarchical Clustering	12

### Text Books

1. Brad Boehmke, Brandon M. Greenwell, “Hands – on Machine Learning with R”, ISBN: 9781000730197, 1000730190, CRC Press, Format: eBook.

### Reference Books:

1. Brett Lantz. 2013, “Machine Learning with R”, ISBN: 9781784394523, 1784394521
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**Model Question Paper**

**22ANAT410 :Machine Learning with R**

**Max.:70Marks**

**Max.Time: 3Hrs**

**Section-A**

**Answer the following questions**

**(5x4M=20Marks)**

1. (a) Define the area of Machine Learning (L1)  
(Or)  
(b) What are the concepts of Support, Confidence and Lift (L1)
2. (a) List the Various Applications of Machine Learning (L1)  
(Or)  
(b) What is meant by clustering and how many types of clustering are there? (L1)
3. (a) What is meant by train-test split in machine learning (L1)  
(Or)  
(b) Define the concept of Data Frame in R (L1)
4. (a) What is meant by data cleaning? Give the list of steps in data cleaning (L1)  
(Or)  
(b) How do you graphically find out outliers in a variable? (L1)
5. (a) Demonstrate the Association rules (L2)  
(Or)  
(b) Explain about the Hierarchical Clustering (L2)

**Section-B**

**Answer the following questions**

**(5x10M=50Marks)**

- (a) Define the various stages in Machine Learning Workflow with an example (L1)  
(Or)  
(b) How to run the multiple linear regression model in R-programming (L1)
6. (a) What is meant by Principal Component Analysis? How do you do it in R (L1)  
(Or)  
(b) What is Market Basket Analysis (Association Rules)? Write the various steps to implement in R (L1)
8. (a) Define a confusion matrix and explain the various accuracy metrics in classification (L1)  
(Or)  
(b) What do you mean by workflow in Machine Learning using. (L1)
9. (a) What is meant by Cluster Analysis? How do you do K-Means clustering in R (L1)  
(Or)  
(b) What are Association Rules? List the various steps to implement in R. (L1)
10. (a) Examine the K-Nearest Neighbors Model of classification and implementation in R. (L4)  
(Or)  
(b) Classify the various rules in conducting the K-Nearest Neighbors Model of classification and implementation in R (L4)

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**PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF ARTS & SCIENCE :: VIJAYAWADA-520 010.**  
(An Autonomous College in the jurisdiction of Krishna University, Machilipatnam)

**SEMESTER–III/IV**

**Credits – 3**

**TITLE OF THE PAPER: HINDI–III**

**COURSE CODE:HINT01**

**HINDI -III**

**2020-2021**

COURSE NAME	COURSE OUTCOMES	COURSE OUTCOMES	PO'S
<b>HINT01</b>	CO1	दोहों के द्वारा विद्यार्थियों में समाज सुधारता, मानव मूल्यों बढ़ते हैं।	PO3
	CO2	हिन्दी साहित्य का इतिहास के द्वारा हिन्दी भाषा की प्रामुख्यता और कविताओं की प्रामुख्यता मिल जाती हैं।	PO4
	CO3	समाज कल्याण विषयों के लिए समझकर अपना ज्ञान बढ़ हो जाते हैं।	PO2
	CO4	समाज में भाषा पर प्रामुख्यता, भाषा में ज्ञान प्राप्त करके , दूसरों से आसानी से संप्रेषित करना सीखेंगे।	PO1
	CO5	सरकारी व्यवस्थाओं को लेख लिखना, भाषा की विशेषता , समाज में सरकारी भाषा सीखकर दूसरों को आदर्शवान बन सकेंगे।	PO6

# CO-PO MATRIX

CO-PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1			H				
CO2				M			
CO3		H					
CO4	H						
CO5						H	

### **I. काव्य दीपः**

1. कबीरदास - साखी - 1-10 (Offline Teaching-5 Hours)
2. सूरदास का बाल वर्णन (Offline Teaching-4 Hours)
3. मातृभूमि (Offline Teaching-5 Hours)
4. तोडती पत्थर (Offline Teaching-4 Hours)
5. गीत फरोश (Online Teaching-5 Hours)

### **II. हिन्दी साहित्य का इतिहास :** (Offline Teaching-17 Hours)

#### **काल विभाजनः**

वीरगाथा काल की परिस्थितियाँ

वीरगाथा काल की विशेषताएँ

#### **भक्तिकाल :**

1. ज्ञानाश्रयी शाखा - कबीर

2. प्रेमाश्रयी शाखा - जायसी

### **III. साधारण निबन्ध :**

1. समाचार पत्र (Offline Teaching-2 Hours)
2. बेकारी की समस्या (Offline Teaching-2 Hours)
3. कम्प्यूटर (Online Teaching-2 Hours)
4. पर्यावरण और प्रदूषण (Offline Teaching-2 Hours)
5. साहित्य और समाज (Online Teaching-2 Hours)

### **IV. अनुवाद** (Online Teaching-5 Hours)

### **V. प्रयोजनमूलक हिन्दी :**

1. परिपत्र (Offline Teaching-2 Hours)
2. ज्ञापन (Offline Teaching-2 Hours)
3. सूचना (Online Teaching-1 Hours)

Reference Books:

प्रामाणिक आलेखन और टिप्पण

मिलिन्द प्रकाशन, Hyderabad-95, Degree Second Year Text Book, Vikram Publishers Pvt. Ltd., Durga Agraharam, Vijayawada-2

## MODEL PAPER

PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF ARTS & SCIENCE :: VIJAYAWADA-520 010.  
(An Autonomous College in the jurisdiction of Krishna University, Machilipatnam)

SEMESTER-III/IV

Credits – 3

TITLE OF THE PAPER: HINDI-III

COURSE CODE:HINT01

No. of Pages: 2

Roll No.:

Max. Marks: 75M

Time: 3 Hrs.

No. of Questions: VII

Pass Min. : 30M

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I. निम्न लिखित पद्यांशों की संदर्भ सहित व्याख्या कीजिए :- **L2**

2 X 8 = 16M

(अ) (i) पाहन पूजे हरि मिलै, तो मैं पूजूँ पहाड ।
ताते ये चाकी भली, पीस खाय संसार ॥
अथवा

(ii) सोभित कर नवनीत लिए ।

धुटुरुनि चलत रेनु-तन मंडित, मुख दधि लेप किए ॥
चारू कपोल, लोल लोचन, गोरोचन तिलक दिए ।
लट-लटकनि मनमत मधुप-गत, मादक मधुहि पिए ॥
कठुला-कंठ वज्र केहरि-नख, राजत रूचिर हिए ।
धन्य सूर एको पल इहि सुख, का सत कल्प जिए ॥

(आ) (i) हमें जीवनाधार अन्न तू ही देती है,

बदले में कुछ नहीं किसी से तू लेती है ।

श्रेष्ठ एक से एक विविध, द्रव्यों के द्वारा,

पोषण करती प्रेम भाव से सदा हमारा ।

हे मातृभूमि! उपजे न जो तुझ पर कृषि अंकुर कभी ।

तो तडप-तडप कर जल मरें जठरानल मे हम सभी ।

अथवा

(ii) गर्मियों के दिन,

दिवा का तमतमाता रूप,

उठी झुलसाती हुई लू,

रुई ज्यों जलती हुई भू,

गर्द चिनगी छा गई,

प्रायः हुई दोपहर -

वह तोड़ती पत्थर ।

II. किसी एक कविता का सारांश लिखिए । *L1* 12M

1. तोड़ती पत्थर 2. गीत फरोश

III. (अ) वीरगाथा काल की विशेषताएँ बताइए । *L1* 12M

अथवा

(आ) ज्ञानमार्गी शाखा के प्रवर्तक के रूप में कबीरदास का परिचय दीजिए ।

IV. किसी एक कवि का परिचय दीजिए । *L1* 5M

1. सूरदास
2. सूर्यकांत त्रिपाठी निराला

V. किसी एक विषय पर निबंध लिखिए । *L2* 10M

1. समाचार पत्र
2. साहित्य और समाज

VI. (अ) गद्यांश पढ़कर निम्न लिखित प्रश्नों का उत्तर दीजिए । **L3**

5 X 1 = 5M

भारत के पश्चिम में राजस्थान नामक राज्य है । यहाँ के लोग बड़े वीर और देश व धर्म पर आत्मोत्सर्ग करने वाले होते हैं । पगड़ी बाँधने का यहाँ पर विशेष रिवाज है । यहाँ पर रेगिस्थान है । यहाँ पर इस्लाम का प्रभाव कम पाया जाता है । पूरब के लोग बंगाली कहलाते हैं । ये लोग अपने सिर पर टोपी नहीं पहनते थे । ये बहुधा कोट, कमीज और बंगाली धोती पहनते हैं । पंजाब और बंगाल के बीच में उत्तर प्रदेश और बिहार है । यहाँ पर सब जातियों के लोग दिखाई पड़ते हैं ।

प्रश्न:-

1. भारत के पश्चिम में कौन-सा राज्य है ?
2. राजस्थान के लोग किस प्रकार के होते हैं ?
3. पूरब के लोग क्या कहलाते हैं ?
4. बंगाल और पंजाब के बीच कौन-कौन सा राज्य है ?
5. बंगाली के लोग बहुधा क्या पहनते हैं ?

(आ) प्रयोजनमूलक हिन्दी में कोई एक पत्र लिखिए । **L2**

5M

1. परिपत्र
2. ज्ञापन

VII. हिन्दी में अनुवाद कीजिए:- **L2**

10M

Vidyasagar was a very generous and charitable man. From his earliest year he helped the poor and needy to the almost of his power. As a boy at school he often gave the little food to another boy who had none. If one of his fellows fell ill, little Eswar would go to his house, sit by his bed and nurse him. His name become a household word in Bengal. rich and poor, high and low, all loved him alike. No begger ever asked him for relief invain. He would never have a porter at his gate lest some poor man who wished to see him might be turned away.





PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF ARTS &
SCIENCE VIJAYAWADA - 520 010
An Autonomous College in the Jurisdiction of Krishna University,
Machilipatnam 522 510. A.P., India

Title of the Course : Applied Operations Research

Offered to: B.B.A (Business Analytics)

Course Code : STAT45A

Course Type: Core (Theory)

Credits: 5

Year of Introduction: 2021-20

Semester: IV

Hours Taught: 75 Periods

Max.Time: 3 Hours

Course Objective:

The Objectives of the course is to acquaint the student with the applications of Operations Research to business and industry and help them to grasp the significance of analytical techniques in decision making. Students will be tested on the application of Operations Research to business related problems.

Course Outcomes:

CO-1: Schedule the projects and find the early ways of finishing it.

CO-2: Minimize the resource allocation for project.

CO-3: Maximize the productivity with help of least cost techniques.

CO-4: Sequence and priorities the daily activities of a project.

CO-5: Build the best fit route of transportation for carrying schedule of activities.

Syllabus

Unit I:

Nature and Features of O.R., Models in O.R., Applications, Opportunities and short comings of O.R. Linear programming – Mathematical formulation – Graphical & Simplex Methods.
(15 p)

Unit – II:

Transportation Model – Introduction – Solution of Transportation Problem - Initial basic feasible Solution : NW Corner Rule, Least Cost Method, Vogel's Approximation method and Test for optimality : MODI method. Unbalanced, Prohibited, Maximization problems.
(15 p)

Unit – III:

Assignment Problem – Introduction-solution of Assignment Problem- Hungarian method, Special cases in Assignment problem - Unbalanced, Prohibited, Maximization problems.
Sequencing Problem- Problem of Sequencing, Optimum sequencing Algorithm - Processing n jobs through 2-Machines and 3-Machines only.
(15 p)

Unit – IV:

Theory of games: Basic definitions of Game theory , characteristics of game theory, two persons zero sum game, Rectangular games, Minimax - Maximin principle saddle point,

optimal strategies and value of game. Solution of games with saddle points, Graphical method and Dominance property. Solution of game problems using algebraic method.(2 X 2 and 3 X 3) only
(15 p)

Unit V:

Network Scheduling by PERT /CPM: Basic components, Logical Sequencing , Rules for Network construction, Critical path Analysis, Determination of Floats and slack times. Probability considerations in PERT (Project Evaluation and Review Technique). Distinction between PERT and CPM, Applications of network techniques. Simple Problems.
(15 p)

Note: No proof and derivations. Maximum two sub questions in a main question.

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3. Kirshna's Operations Research, Dr. R. K. Gupta, 27 th Edition , 2010, Krishna Prakashan Media (P) Ltd., Meerut.
4. Operations Research: Theory and Applications, J.K.Sharma, 5<sup>th</sup> Edition, Macmillan Publishers 2013,

Model Paper Structure

Max. Marks 75.

STAT45A

Max.Time : 3 hours

Answer the following questions. Each question carries 15 marks.

1. (a) What is operation research ? Explain its various types of models.

(b) Solve the following LPP by graphical method.

$$\text{Minimize } Z = 20x + 10y$$

$$\text{Subject to } x + 2y \leq 40$$

$$3x + y \geq 30$$

$$4x + 3y \geq 60$$

$$\text{and } x, y \geq 0$$

(CO-1, L-4)

OR

(c) Using simplex method to solve the LPP.

$$\text{Maximize } Z = X_1 + X_2 + 3X_3$$

$$\text{Subject to } 3X_1 + 2X_2 + X_3 \leq 3$$

$$2X_1 + X_2 + 2X_3 \leq 2$$

$$\text{and } X_1, X_2, X_3 \geq 0$$

(CO-1, L-4)

2. (a) Solve the transportation problem when the unit transportation costs, demands and supplies are as given below: (CO-2, L-4)

| Destination | | | | | | |
|-------------|----|----|----|----|----|--------|
| | | D1 | D2 | D3 | D4 | Supply |
| | O1 | 21 | 16 | 25 | 30 | 11 |
| | O2 | 17 | 18 | 14 | 23 | 13 |
| | O3 | 32 | 17 | 18 | 41 | 19 |

| Origins | Demand | 6 | 10 | 12 | 15 | |
|---------|--------|---|----|----|----|--|
|---------|--------|---|----|----|----|--|

OR

(b) There are three factories A,B and C which supply goods to four dealers W,X,Y and Z. the production capacities of these factories are 1000, 700 and 900 units per month respectively. The requirements from the dealers are 900, 800, 500 and 400 units per month respectively. The per unit return (excluding transportation cost) are Rs.8, Rs.7 and Rs.9 at the three factories. The following table gives the unit transportation costs from the factories to the dealers. (CO-2, L-4)

| | W | X | Y | Z |
|---|---|---|---|---|
| A | 2 | 2 | 2 | 4 |
| B | 3 | 5 | 3 | 2 |
| C | 4 | 3 | 2 | 1 |

3. (a) The owner of a small machine shop has four mechanics available to assign jobs for the day. Five jobs are offered with expected profit for each mechanic on each job which are as follows:

| Jobs | | | | | | |
|-----------|---|----|----|-----|-----|----|
| Mechanics | | A | B | C | D | E |
| | 1 | 62 | 78 | 50 | 111 | 82 |
| | 2 | 71 | 84 | 61 | 73 | 59 |
| | 3 | 87 | 92 | 111 | 71 | 81 |
| | 4 | 48 | 64 | 87 | 77 | 80 |

Find by using the assignment method, the assignment of mechanics to the job that will result in a maximum profit. Which job should be declined ?
(CO-3, L-4)

OR

(b) Machine operator has to perform three operations: turning, threading and knurling on a number of different jobs. The time required to perform these operations (in minutes) for each job is known. Determine the order in which the job should be processed in order to minimize the total time required to turn out all the jobs. Also find the minimum elapsed time. (CO-3, L-4)

| Jobs | 1 | 2 | 3 | 4 | 5 | 6 |
|-----------|----|----|---|----|---|----|
| Turning | 3 | 12 | 5 | 2 | 9 | 11 |
| Threading | 8 | 6 | 4 | 6 | 3 | 1 |
| Knurling | 13 | 14 | 9 | 12 | 8 | 13 |

4. (a) Is the following two person zero sum game stable? Solve the game. (CO-4, L-4)

| | | | | |
|----------|----------|-----|----|---|
| | Player B | | | |
| Player A | 5 | -10 | 9 | 0 |
| | 6 | 7 | 8 | 1 |
| | 8 | 7 | 15 | 1 |
| | 3 | 4 | -1 | 4 |

OR

(b) Using the algebraic method, solve the following game (CO-4, L-4)

| | | | |
|----------|----------|----|---|
| | Player B | | |
| Player A | 3 | -2 | 4 |
| | -1 | 4 | 2 |
| | 2 | 2 | 6 |

5 (a) A project schedule has the following characteristics.

| Activity | 1-2 | 1-3 | 2-4 | 3-4 | 3-5 | 4-9 |
|----------|-----|-----|-----|-----|-----|-----|
|----------|-----|-----|-----|-----|-----|-----|

| | | | | | | |
|------------|-----|-----|-----|-----|------|------|
| Time(days) | 4 | 1 | 1 | 1 | 6 | 5 |
| Activity | 5-6 | 5-7 | 6-8 | 7-8 | 8-10 | 9-10 |
| Time(days) | 4 | 8 | 1 | 2 | 5 | 7 |

From the above information , you are required to-

- Construct a network diagram.
- Compute the earliest event time and latest event time
- Determine the critical path and total project duration.

(CO-5, L-4)

OR

(b) The following table shows the jobs of a network along with their time estimates. (CO-5, L-4)

| Job | 1-2 | 1-6 | 2-3 | 2-4 | 3-5 | 4-5 | 6-7 | 5-8 | 7-8 |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| a (days) | 1 | 2 | 2 | 2 | 7 | 5 | 5 | 3 | 8 |
| m(days) | 7 | 5 | 14 | 5 | 10 | 5 | 8 | 3 | 17 |
| b(days) | 13 | 14 | 26 | 8 | 19 | 17 | 29 | 9 | 32 |



**PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF ARTS &
SCIENCE VIJAYAWADA - 520 010**
An Autonomous College in the Jurisdiction of Krishna University,
Machilipatnam 522 510. A.P., India

Title of the Course : Applied Operations Research

Offered to: B.B.A (Business Analytics)

Course Code : STAT45A

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| CO-PO MATRIX | | | | | | | | |
|--------------|-------|-----|-----|-----|-----|-----|-----|-----|
| COURSE CODE | CO-PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
| STAT45A | CO1 | | | | | | M | |
| | CO2 | | | | | | M | |
| | CO3 | | | | | H | | |
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Player B

$$\text{Player A} \begin{bmatrix} 5 & -10 & 9 & 0 \\ 6 & 7 & 8 & 1 \\ 8 & 7 & 15 & 1 \\ 3 & 4 & -1 & 4 \end{bmatrix}$$

OR

(b) Using the algebraic method, solve the following game

(CO-4, L-4)

Player B

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(CO-5, L-4)

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| | | | | | | | | | |
|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
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| a (days) | 1 | 2 | 2 | 2 | 7 | 5 | 5 | 3 | 8 |
| m(days) | 7 | 5 | 14 | 5 | 10 | 5 | 8 | 3 | 17 |
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CO PO MAPING

Course Code : TEL T01A

SEMESTER III/IV

| COURSE NAME | COURSE OUT COMES NO | COURSE OUT COMES | PO NO. |
|--|---------------------|---|--------|
| B.A., B.B.A.
B.B.A. B.A.
B.COM (TPP)
B.COM (A & F)
B.COM (GEN)
B.COM (C.A.)
B.COM (BPM)
B.COM (CA)
B.C.A.
B.Sc. (MPC)
B.Sc. (BZC)
B.Sc. (M.E.Cs)
B.Sc. (M.PCs)
B.Sc. (M.S.Cs)
B.Sc. (CAME)
B.Sc. (CAMS)
B.Sc. (MSDS)
B.Sc. (CSCS) | CO 1 | వర్ణము, పదము, వాక్యములతో భాషాస్వరూపాన్ని పరిస్తూ పూర్ణంగా తెలుసుకొని చక్కని వ్యవహార వైఖరి ప్రదరిస్తారు. | 6 |
| | CO 2 | సమాజ స్వరూపాన్ని సాహిత్య ప్రక్రియల ద్వారా పూర్తిగా అవగతం చేసుకొని జీవితాన్ని పరిపూర్ణంగా సాధించగలుగుతారు. | 4 |
| | CO 3 | వివిధ భాషల పై సంప్రదాయము, సంస్కృతుల ప్రభావాన్ని భిన్న సమాజ దృక్పథాన్ని అవగాహన చేసుకుంటారు. | 1 |
| | CO 4 | సమాజంలో ప్రసార మాధ్యమాల కృషిని గమనిస్తూ చైతన్యవంతమైనస్ఫూర్తిదాయకమైన జీవితాన్ని గడుపుతారు. | 3 |
| | CO 5 | చక్కని విలువలతో అందర్నీ కలుసుకుంటూ సహజ సిద్ధమైన నైపుణ్యాలని మరింత పెంపొందించగలుగుతూ ఆదర్శవంతులౌతారు. | 2 |

CO – PO MATRIX

Academic Year 2020-21

Course Code : TEL T01A

SEMESTER III/IV

| CO-PO | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 |
|-------|-----|-----|-----|-----|-----|-----|-----|
| CO1 | | L | | | | | |
| CO2 | | | M | | | | |
| CO3 | | | | | | | H |
| CO4 | | | | M | | | |
| CO5 | | | | | H | | |

SYLLABUS పాఠ్య ప్రణాళిక

TELUGU-III / IV

TELT01A

Credits – 3

యూనిట్-I వ్యక్తీకరణ నైపుణ్యాలు

1. భాష-ప్రాథమికాంశాలు:- భాష-నిర్వచనం, లక్షణాలు, ఆవశ్యకత, ప్రయోజనాలు.
2. 'వర్ణం-పదం-వాక్యం', వాక్య లక్షణాలు, సామాన్య-సంయుక్త-సంశ్లిష్ట వాక్యాలు.
3. భాషా నిర్మాణంలో 'వర్ణం-పదం-వాక్యం' ప్రాధాన్యత.

యూనిట్-II సృజనాత్మక రచన

4. కవితా రచన:- ఉత్తమ కవిత - లక్షణాలు.
5. కథా రచన:- ఉత్తమ కథ - లక్షణాలు.
6. వ్యాస రచన:- ఉత్తమ వ్యాసం - లక్షణాలు.

యూనిట్-III అనువాద రచన

7. అనువాదం:- నిర్వచనం, అనువాద పద్ధతులు.
8. అనువాద సమస్యలు:- భౌగోళిక, భాషా, సాంస్కృతిక సమస్యలు, పరిష్కారాలు.
9. అభ్యాసము:- ఆంగ్లం నుండి తెలుగునకు ఒక పేరాను అనువదించడం.

యూనిట్-IV మాధ్యమాలకు రచన-I:- ముద్రణ / ప్రింట్ మీడియా

10. ముద్రణా మాధ్యమం / అచ్చు /:- పరిచయం, పరిధి, వికాసం.
11. వివిధ రకాల పత్రికలు - పరిశీలన, పత్రికా భాష, శైలి, వైవిధ్యం.
12. పత్రికా రచన:- వార్తా రచన, సంపాదకీయాలు, సమీక్షలు - అవగాహన.

యూనిట్-V మాధ్యమాలకు రచన-II:- ప్రసార మాధ్యమం / ఎలక్ట్రానిక్ మీడియా

13. ప్రసార మాధ్యమాలు:- నిర్వచనం, రకాలు, విస్తృతి, ప్రయోజనాలు.
14. శ్రవణ మాధ్యమాలు-రచన:- రేడియో రచన, ప్రసంగాలు, నాటికలు, ప్రసార సమాచారం.
15. దృశ్య మాధ్యమాలు-రచన:- వ్యాఖ్యానం / యాంకరింగ్, టెలివిజన్ రచన.

ఆధార గ్రంథాలు / వ్యాసాలు:

1. వ్యక్తీకరణ నైపుణ్యాలు-చూ.

1. ఆధునిక భాషా శాస్త్ర సిద్ధాంతాలు - ఆచార్య పి.ఎస్. సుబ్రహ్మణ్యం. 2. తెలుగు భాషా చరిత్ర - సం.ఆచార్య భద్రరాజు కృష్ణమూర్తి.
3. తెలుగు వాక్యం - డా.చేకూరి రామారావు.

2. ఉత్తమ కవిత-లక్షణాలు - చూ. 1.నవ్యకవితృ లక్షణములు-ఆచార్య సి.నారాయణరెడ్డి. 2.ఆధునికాంధ్ర కవిత్వము-సంప్రదాయములు, ప్రయోగములు: చతుర్థ ప్రకరణము

3. ఉత్తమ కథ - లక్షణాలు - చూ. 1. కథా శిల్పం - వల్లంపాటి వెంకట సుబ్బయ్య, పుటలు:11-17

4. ఉత్తమ వ్యాసం - లక్షణాలు - చూ. 1. చదువు-సంస్కృతి (వ్యాసం) - కొడవటిగంటి కుటుంబరావు.

5. అనువాద రచన - చూ. 1. అనువాద సమస్యలు - రాచమల్లు రామచంద్రారెడ్డి, పుటలు: 61-75, 85-94

2. అనువాద పద్ధతులు ఆచరణ సమస్యలు-చేకూరి రామారావు 3.'భాషాంతరంగం',పుట:130-146, తెలుగు విశ్వవిద్యాలయం ప్రచురణ.

6. ముద్రణా మాధ్యమం-చూ. 1. మాధ్యమాలకు రచన, పుటలు: 9-12, డా.బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ.

7. పత్రికా భాష-చూ. 1. మాధ్యమాలకు రచన, పుటలు: 67-74, డా.బి.ఆర్.అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ.

8. పత్రికా రచన- చూ. 1. తెలుగు-మౌలికాంశాలు, పుటలు: 59-69, డా.బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ.

9. ప్రసార మాధ్యమాలు- చూ. 1. మాధ్యమాలకు రచన, పుటలు: 3-10, డా.బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ.

10. రేడియో రచన- చూ. 1. మాధ్యమాలకు రచన, పుటలు: 141-148, డా.బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ.

11. వ్యాఖ్యానం/యాంకరింగ్ - చూ. 1. మాధ్యమాలకు రచన, పుటలు: 178-181, డా.బి.ఆర్. అంబేద్కర్ విశ్వవిద్యాలయ ప్రచురణ.

12. టెలివిజన్ రచన- చూ. 1. మాధ్యమాలకు రచన, పుటలు:153-160, డా.బి.ఆర్.అంబేద్కర్ విశ్వవిద్యాలయం ప్రచురణ.

13. తెలుగు జర్నలిజం- డా. బూదరాజు రాధాకృష్ణ

సమూహ ప్రశ్నపత్రం

Course Code: TEL T01A (Telugu-III/IV)

Time: 3 Hrs.

Max. Marks: 75M

Pass Min. : 30M

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అ-భాగం

I. క్రింది వానిలో ఐదింటికి సంగ్రహరూప సమాధానాలు వ్రాయండి. ఎనిమిదవ ప్రశ్నకు సమాధానం

తప్పనిసరిగా వ్రాయాలి.

5 × 5 = 25మా

1. భాష - ప్రయోజనాలు. **L2**
2. ఉత్తమ వ్యాసం - లక్షణాలు. **L1**
3. అనువాద సమస్యలు. **L2**
4. సంపాదకీయాలు. **L3**
5. టెలివిజన్ రచన. **L6**
6. ఉత్తమ కథ - లక్షణాలు. **L2**
7. సమీక్షలు - అవగాహన. **L2**
8. క్రింది అంశాన్ని నుడికారం చెడకుండా తెలుగులోకి అనువదించండి. **L2**

To many, Indian thought, Indian manners, Indian customs, Indian philosophy, Indian literature are repulsive at the first-sight, but let them preserve, let them read, let them become familiar with the great principles underlying these ideas, and it is ninety-nine to one that the charm will come over them, and fascination will be the result. Slow and silent, as the gentle dew that falls in the morning, unseen and unheard yet producing, a most tremendous result, has been the work of the calm, patient, all-suffering spiritual race upon the world of thought.

అ-భాగం

II. క్రింది వానిలో ఐదింటికి వ్యాసరూప సమాధానాలు వ్రాయండి:

5 × 10 = 50మా

9. భాషా నిర్మాణంలో 'పర్ణం-పదం-వాక్యాల ప్రాధాన్యతను వివరించండి. **L1**
10. ఉత్తమ కవితా లక్షణాలను విశ్లేషించండి. **L2**
11. అనువాద లక్షణాలను తెల్పి, పద్ధతులను రాయండి. **L3**
12. ముద్రణా మాధ్యమాన్ని వివరించి, దాని పరిధి వికాసాలను తెల్పుము. **L2**
13. యాంకరింగ్ నిర్వహణ, తీరు తెన్నుల్ని తెల్పండి. **L6**
14. పత్రికా భాష - శైలి - వైవిధ్యాన్ని వివరింపుము. **L2**
15. సామాన్య-సంయుక్త-సంశ్లిష్ట వాక్యాలను వివరింపుము. **L1**
16. ప్రసార మాధ్యమాల విస్తృతి, ప్రయోజనాలను సమీక్షించండి. **L2**

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