

# MANONMANIAM SUNDARANAR UNIVERSITY

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

INTERNAL ASSIGNMENT FOR MAY 2024 EXAMINATIONS

**B.B.A. – First Semester**

**பொதுத்தமிழ் - தாள் - 1**

**தமிழ் இலக்கிய வரலாறு**

**Sub-Code: J1TL11**

- 1.) (அ) தமிழில் தோன்றிய இலக்கண நூல்கள் மற்றும் அதனுடைய வரலாற்று அறிமுகத்தை தொகுத்து எழுதுக.

(அல்லது)

- (ஆ) சங்க இலக்கியங்கள் என்று கூறப்படும் நூல்கள் மற்றும் அதனுடைய சிறப்புகளை சான்றுடன் விவரி.

- 2.) (அ) அற இலக்கியம் மற்றும் காப்பிய இலக்கியம் குறித்து கட்டுரை வரைக.

(அல்லது)

- (ஆ) பக்தி இலக்கியம் மற்றும் பகுத்தறிவு இலக்கியம் கூறும் வாழ்வியல் கருத்துக்களை விரிவாக விளக்குக.

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**B.B.A – First Semester**

**General English - I (Part II English)**

**Sub-Code: J2EN11**

- 1.) (A) Examine the role of patriarchal structures within pashtun society and Malaya yousafzails family in shaping her perspectives of freedom to challenge the Boundaries.

**(OR)**

- (B) How does Tagore envision a society free from constraints and limitations in his poem “Where the Mind is without fear”?

- 2.) (A) Write the critical appreciation of the poem “Nine Gold Medals.”

**(OR)**

- (B) Discuss the significance of the title of the poem “The things that Haven’t Been Done Before.”

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**B.B.A – First Semester**

**Principles of Management**

**Sub-Code: JMBA11**

- 1.) (A) Draft the evolution of scientific management and the different school of Thoughts.

**(OR)**

- (B) What are the different organisation structures available? Explain the them with their advantages and disadvantages.

- 2.) (A) Record the evolution of scientific management and the different school of thoughts and approaches.

**(OR)**

- (B) Internal and External ethical issues faced by Indian business and the logical ways to manage the same.

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**B.B.A – First Semester**

**Accounting for Management - I**

**Sub-Code: JMBA12**

1.) (A) Explain the conventions of accounting that are in practice.

**(OR)**

(B) Write about single entry system with its features, defects and also explain its differences with double entry system.

2.) (A) Define Hire Purchase. Explain the types of Hire purchase its Trading Account and installment system.

**(OR)**

(B) Elaborates on features, Defects, Differences in single entry system and double entry system with its advantage and disadvantage.

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**B.B.A – First Semester**

**Managerial Economics**

**Sub-Code: JEBA11**

- 1.) (A) Write the nature and scope of managerial economics and its relationship with micro and macro economics.

**(OR)**

- (B) Explain in detail on Market clarification.

- 2.) (A) Explanation on Factors of production and how law of return to scale and economics of scale useful to business?

**(OR)**

- (B) Explain Pricing methods and strategies with the objective and example each method.

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**B.B.A – First Semester**

**Basics of Event Management**

**Sub-Code: JSBA11**

1.) (A) How does an event is designed?

**(OR)**

(B) Describe about event budget – event cost and event sponsorship.

2.) (A) Derive and Develop the 5p's of event for

i.) Marathon Race

ii) South Indian Marriage.

**(OR)**

(B) Give the types of Budget for an event Explain the suitability of different types of budgeting.

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**B.B.A – First Semester**

**Managerial Communication**

**Sub-Code: JFBA11**

1.) (A) Discuss the principles and barriers to communication.

**(OR)**

(B) How does communication happen through reports? Explain the same.

2.) (A) Explain the different components of Body language. Write the pros and cons for each component.

**(OR)**

(B) Explain the modern forms of communication and its features. How and when each form is used in business life of a manager.