

MANONMANIAM SUNDARANAR UNIVERSITY

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

B.B.A – First Semester

பொதுத்தமிழ் - தாள்-1 இக்கால இலக்கியம்

Sub-Code: D1TL11

1. (அ) செல்வத்தின் சிறப்பு குறித்து வித்வான். பாலூர் கண்ணப்ப முதலியார் கூறுவனவற்றைத் தொகுத்தெழுதுக.

(அல்லது)

(ஆ) புதுக் கவிதையின் தோற்றமும் வளர்ச்சியும் குறித்து கட்டுரை வரைக.

2. (அ) ஒலிப்பு மாறுபாடுகளும் பொருள் வேறுபாடுகளும் குறித்து எழுதுக.

(அல்லது)

(ஆ) நாவலின் தோற்றமும் வளர்ச்சியும் குறித்து விரிவாக எழுதுக.

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Part – II English - Communicative English

Sub Code: D2EN11

1. (a) What is pronunciation and explain it elaborately.

(or)

(b) Explain “Types of Reading”.

2. (a) Delineate “Paragraph and its types”.

(or)

(b) Describe “Group Discussion”.

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Professional English for Commerce & Management - I

Sub Code: DPEM11

1. **(a)** Why Note making is important ?

(or)

(b) What are the classifications of Essay?

2. **(a)** Discuss the pros and cons of digital transactions.

(or)

(b) What are the points are to be conserved to draft offer letter.

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Principles of Management

Sub Code: DMPM11

1. (a) Explain the fourteen principles of management advocated by Henry Fayor.

(or)

- (b) Explain in detail the various types of planning.

2. (a) Elucidate any four types of organization.

(or)

- (b) Explain any two motivation theories of your choice.

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Business Statistics

Sub Code: DABS11

1.(a) Describe the various methods of measuring dispersion along with their respective merits and demerits.

(or)

(b) Calculate the coefficient of correlation from the following data:

X	8	7	6	5	4	3	2
Y	19	17	15	13	11	7	9

(a) Sugar production in (0'00 tonnes) during the years 2015 – 2021 are given Below. Fit a linear trend of the form $Y = a + bx$ to the data. Obtain an estimate of sugar production in 2023 and also plot graph for trend values.

year	2015	2016	2017	2018	2019	2020	2021
sugar Production (0'00s tonnes)	58	60	70	86	89	65	67

(or)

(b) Explain the types of Index number.

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B.A. Tamil – First Semester

Environmental Studies

Sub Code: DEVS11

1. (a) Discuss the various biotic and abiotic components of pond ecosystem.
- (b) Conservation of Biodiversity – Definition, Methods, Examples, Strategies for biodiversity conservation and explain the role of people in conservation of biodiversity
2. (a) What is acid rain and how is it formed? Discuss the major impacts of acid rain and the measures to control it.

(or)

- (b) Explain soil pollution, discuss the causes, effect and control measure of Soil pollution.