

MANONMANIAM SUNDARANAR UNIVERSITY

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

INTERNAL ASSIGNMENT FOR DEC 2023 EXAMINATIONS

B.B.A. Third Semester

பொதுத்தமிழ் தாள் - 3 காப்பியம் சிற்றிலக்கியம்

SUB CODE – D1TL31

1. (a) யாப்பின் உறுப்புக்கள் யாவை? விளக்குக.
(அல்லது)
(b) மேனாட்டாரின் தாக்கத்தால் தமிழிலில் ஏற்பட்ட மறுமலர்ச்சியை விவரி.
2. (a) சு. சமுத்திரம் எழுதிய ‘ வேரில் பழுத்த பலா’ நாவலை திறனாய்வு செய்க.
(அல்லது)
(b) ஐம்பெருங்காப்பியங்கள் குறித்து கட்டுரை வரைக.

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B.B.A – Second Semester

Communicative English - III

SUB CODE- D2EN31

- (1) (a) What is the message given by Ezekiel in the poem “Night of the scorpion”?

(or)

- (b) Critical application of the poem Tagore’s “playthings”?

- (2) (a) What might the play suggest about marriage in Hayavadana?

(or)

- (b) Explain sentence Patterns with an example?

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B.B.A –Third Semester

Financial Accounting

Sub code:DMBA31

- 1.) (a) Explain the Nature and objectives of Accounting and book keeping and accounting

(or)

- (b) Explain the double entry system of Book-keeping and Relationship between journal and ledger.

- (2) (a) Write briefly about trading and profit and loss account.

(Or)

- (b) Write a note on objectives, methods of depreciation and reserves and provisions.

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B.B.A –Third Semester

Organizational Behavior

Sub code: DMBA 32

- 1.) (a) Explain the definition, nature and scope of organizational behavior challenges and opportunistic OB.

(or)

- (b) Explain the theories of Motivation.

- 2.) (a) Write a note on organizational culture ,meaning ,definition concept characteristics and types culture.

(Or)

- (b) Write a note on groups meaning, types, group development and group norms and group decision making?

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B.B.A –Third Semester

Business Law

Sub code: DABA 31

- 1.) (a) Explain the meaning, nature of contract, types of Agreement, difference between agreement and contract. (Indian contract Act 1872)

(or)

- (b) Explain the Indian contract Act 1872-II, Quasi contract discharge of contract and remedies for breach of contract?

- 2.) (a) Write a note on contract of Bailment, Rights and duties of bailor and Bailee and contract of pledge.

(Or)

- (b) Write a note on the Indian partnership Act 1932-Meaning and nature of partnership, types of partners, rights and duties of partners.

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B.B.A –Third Semester

Advertising

Sub code: DNBA 31

- 1.) (a) Explain the meaning origin and development objective ,Importance and function of advertising

(or)

- (b) Explain the types and function of advertising agencies

- 2.) (a) Write a short note on objects of internet advertisement. Advantage and Disadvantages of internet advertisement

(Or)

- (b) Write a need and importance for measuring the effectiveness of advertising

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B.B.A – Third Semester (Common paper)

YOGA

SUB CODE–DYOG31

- 1.) (a) Explain various system of body functions and how it relates is yoga practices.

உடல் செயல்பாடுகளின் பல்வேறு அமைப்புகள் யோகா பயிற்ச்சிகளுடன் எவ்வாறு தொடர்புடையது என்பதை விளக்கவும்?

(or)

- (b) Describe yoga as a science and unite benefit and importance of yoga.

யோகாவை அறிவியல் என்று விவரிக்கவும் மற்றும் யோகாவின் நன்மைகளின் முக்கியத்துவத்தை எழுதவும்?

- 2.) (a) Explain yoga practices and its principles and Explain yoga Therapeutically Treatments.

யோகா பயிற்ச்சிகள் மற்றும் அதன் கொள்கைகளை விளக்கவும்? மற்றும் யோகாவின் சிகிச்சைகளை விளக்கவும்?

(or)

- (b) Discuss Asana and Kayak alpha practices and write any Two asana Procedure and its benefits.

ஆசனம் மற்றும் காயகல்ப நடைமுறைகளைப் பற்றி விவாதிக்கவும்? மற்றும் ஏதேனும் இரண்டு ஆசன செயல் முறைகளையும் அதன் பலன்களையும் எழுதுக?