

MANONMANIAM SUNDARANAR UNIVERSITY

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

INTERNAL ASSIGNMENT FOR MAY 2025 EXAMINATIONS

B.B.A.

IV SEMESTER

தமிழும்அறிவியலும் (J1TL41)

1. அ. அறிவியலில் மனித வாழ்வுபெறுமிடத்தைக்கட்டுரைக்க.

அல்லது

ஆ. பழந்தமிழ்இலக்கியங்களில் உள்ள அறிவியல் சிந்தனைகளைக்கட்டுரைக்க.

2. அ. சிற்றிலக்கியங்களில் உள்ள அறிவியல் சிந்தனைகளைக்கட்டுரைவரைக.

அல்லது

ஆ. இணையத்தமிழ்கல்விக்கழகம் மற்றும் நூலகத்தின் செயல்பாட்டை விவரிக்க

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General English – IV (J2EN41)

1. a) Discuss the challenges faced by Adeline Yen Mah in *Chinese Cinderella*.

OR

- b) Analyze the speech on *The Quality of Mercy* in *The Merchant of Venice*.

2. a) How does *Pride* by Dahlia Ravikovitch portray the hidden strength behind emotional vulnerability?

OR

- b) Write a Welcome Address speech on the occasion of a literary conference at your college.

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Business Environment-JMBA41

1. a) Discuss the nature and significance of business environment.
(or)
b) Explain the functions and economic roles of government.

2. a) State the basic applications and uses of modern technological environment in India.
(or)
b) Explain the impact of Gross Domestic Product (GDP) on business.

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HumanResourceManagement-JMBA42

1. a) Discuss the roles and responsibilities of HR Manager in the organization.
(or)
b) Describe Job description and Job specification.

2. a) What is career development? Explain its process.
(or)
b) Discuss the merits and demerits of various training methods.

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Operations Research-JEBA41

1. a) Discuss the nature and scope of operation research.
(or)
b) What is graphical method ,and how is it used to solve linear programming problems?
2. a) WritedownthestepsinvolvedinsolvingtransportationproblemusingVogel's approximation method.
(or)
b) Narrate the following terminologies of game theory.
 - i) Players ii) Strategy iii) Maxim in Principle iv) Minimax principle v) Saddle point
 - vi) Dominance property

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Tally -JSBA41

1. a) Explain the procedure followed to create, alter, shut and delete the company intally.
(or)
b) Illustrate the step stoper form voucher entry with example.
2. a) WhatarethestepsincreatinginventorymastersinTally.ERP9?
(or)
b) Give the technologicalAdvantagesoftallyERP9.

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IntellectualPropertyRights-JNBA41

1. a) Explain the present status IPR in India.
(or)
b) Explain the different types of Patent Applications in India.

2. a) Explain the procedure for design and Trademark Registration in India.
(or)
b) What is a geographical indication? List out the documents required for filing geographical indication.

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IV SEMESTER

Value Based Education-JVBE41

1. a) Analyze the women rights in India.
(or)
b) Explain the concept and types of child abuse.
2. a) Examine the causes and effect so falcoholism and drug addiction.
(or)
b) Discuss the role of being a good civilian.