

FYBMM (E)

NO3ACY

Eff. Com. Skills- II

Max. Marks: 75

Duration: 2 ½ hours

Instructions:

- Answers to Section I are to be written in English only.
- Answers to Section II are to be written in Hindi / Marathi only.

(L)
9/3/15

Section I

Q.1) Edit the following passage. Check out if there are any grammatical or spelling mistakes. (15)

'Indian Culture' is a Mother of all cultures, be it art of living or apparently the rich knowledge of Science and Music. All the regions and religions of the world have their own culture with many customs, tradition and refined qualities. It is a culture of love, respect, honouring others and humbling one's own ego so that the inner nature, which is naturally pure and modest will shine forth.

Respect and reverence for elders is a key stone of Indian culture. This genuine acknowledgement of seniority is demonstrated through ending customs, like, not sitting while they are standing, even serving their food first! We find the youngsters never using the proper names of their elders. In respect, we touch the feet of all elders, holy men and women in recognition of their great humility and attainment. A student touches the feet of his teacher. Purity in mind, body, speech, thought, word and deed is vitally important for us. The concept of Zero and the primordial sound of Om was given by India. We should never use harsh, angered and indecent language and keep our body healthily and clean? Giving things with the left hand to others is considered a subtle insult. One must not sniff flowers picked for offering to the Deities. It is very important for a cultured India to apologize immediately if one touches someone with his shoes or sandals. The same applies inadvertently if you bump into each other. Thus our Culture is unique and irreplaceable and places responsibility of preservation on the current generation. Thus, a Nation's culture resides in the hearts and souls of the people.

Q2) Letter Writing:

a) Write a letter of complaint regarding the damaged goods you have just received. (07)

b) A customer bought a video camera from your shop, Bharat Sales, Colaba, a month ago. It was complained to you after two months that the camera was defective. He is asking for an exchange. Write a tactful reply to his complaint. (08)

OR

a) Draft a Sales letter to promote the sale of Digital Wrist Watch. (07)

b) Write a letter to Consumer District Forum asking for relief for medical expenses incurred due to mild food poisoning caused to your family due to consumption of unhygienic sweets sold by Sawariya Sweets in your area, who now refused to entertain your complaints. Kindly provide all the relevant documents. (08)

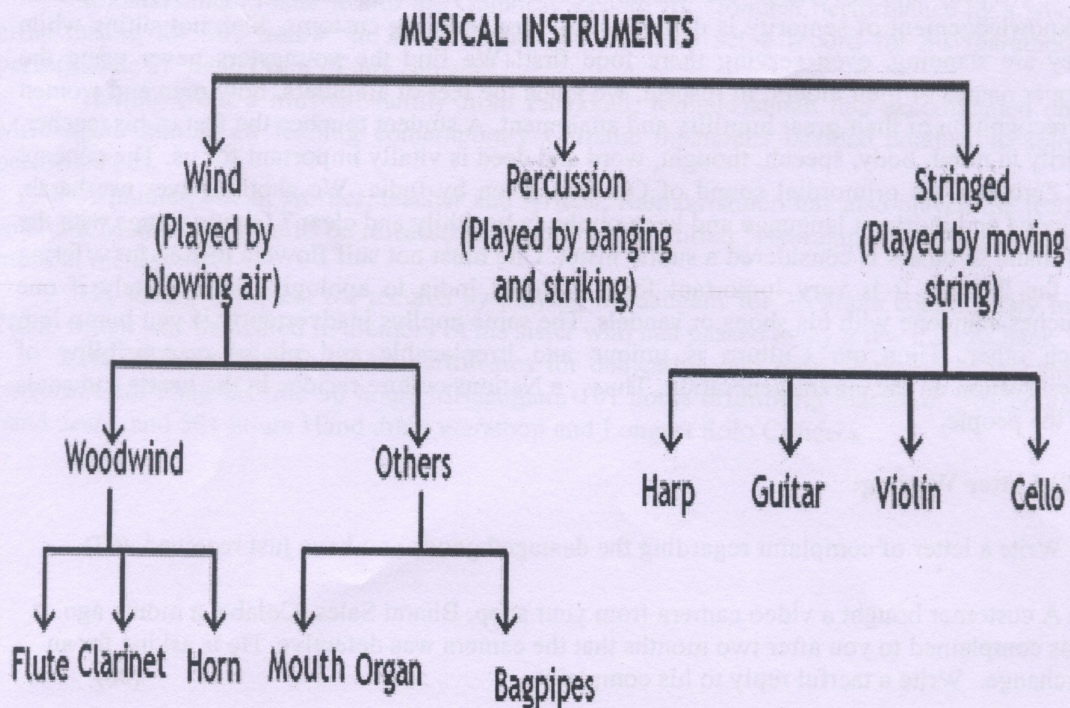
Q3)

A)

i) Your College had recently organised Inter-Collegiate Arts and Crafts Exhibition. As the Student Secretary of Arts Association, write a report of the same event to be published in the College Magazine. (08)

ii) Study the following Pie Chart carefully and give a detail description: (07)

The following tree diagram displays the types of Musical Instruments. Write a paragraph describing them.



OR

B) Attempt Short Notes on the following:

(15)

- i. Any three Categories of Headlines
- ii. Copywriting Sub-Headlines
- iii. Hard News v/s. Soft News

Q4) Summarise the following passage in not more than 50 words.

(15)

दिमाग का खेल : शतरंज

शतरंज का खेल हर कोई नहीं खेल पाता। पुराने जमाने के खेलों में शतरंज का खेल काफी अच्छा माना जाता था। आज भी माना जाता है। पहले राजा-महाराजा अपना मन बहलाने के लिए शतरंज खेला करते थे।

शतरंज को अंग्रेजी में 'Chess' कहते हैं। 'Chess' शब्द की उत्पत्ति 'शाह' शब्द से हुई। 'शाह' पर्शियन भाषा का शब्द है। शाह का अर्थ है 'राजा'। इसी शब्द से 'बादशाह' बना है। बादशाह का अर्थ 'महाराजा' है।

शतरंज का जन्म भारत में हुआ। रावण की पत्नी का नाम मंदोदरी था। वह बहुत चतुर महिला थी। जब उसने देखा कि लंका में राक्षस आए दिन मार-काट मचाते रहते हैं तब उसने राक्षसों को शतरंज का खेल सिखा दिया। इस कारण सब राक्षस शतरंज के खेल में ही लगे रहते थे। कहा भी जाता है—'खाली दिमाग शैतान का घर' होता है।

इस तरह से भारत के लोगों ने शतरंज का खेल सीखा था। यह खेल काफी समय तक भारत में ही खेला जाता रहा। लंबे समय के बाद यह खेल धीरे-धीरे दुनिया के कई देशों में पहुँच गया। इस खेल को सोवियत रूस ने बड़ी गंभीरता से लिया। यही कारण है कि शतरंज आज रूस का 'राष्ट्रीय खेल' बन चुका है।

सन् १८५१ में पहली बार अंतरराष्ट्रीय शतरंज प्रतियोगिता लंदन में आयोजित हुई।

अपना देश शतरंज के खेल में काफी आगे है। भारत ने अब तक कई विश्व शतरंज प्रतियोगिताएँ जीत ली हैं। विश्वनाथन आनंद भारत के शीर्षस्थ खिलाड़ी हैं और दुनिया के सर्वश्रेष्ठ खिलाड़ियों में गिने जाते हैं। शतरंज के प्रति लोगों का आकर्षण बढ़ रहा है। अब तो स्थानीय स्तर पर इसकी प्रतियोगिताएँ आयोजित होती हैं।

□

NO3ACY

Q5) Translate the following news into Hindi or Marathi only:

(15)

'Mridangam' player Ramakrishnan patted for Guinness record

Thiruvananthapuram, Aug 15, 2012, (PTI):

Kerala Chief Minister Oommen Chandy has congratulated eminent 'Mridangam' artist Kuzhalmannam Ramakrishnan for clinching the Guinness record for "the longest music marathon."

Chandy handed over a citation to Ramakrishnan here and praised him for his commitment, dedication and hard work that made him not only the master percussionist but also a record holder for his musical feats.

Ramakrishnan made it into the Guinness Record for "longest performance by a solo artist lasting for 501 hours" in 2009. Earlier, he had also set a record for his marathon performance in "hand drum of any category."

Hailing from a musical family from Palakkad, Ramakrishnan had accompanied on Mridangam almost all leading contemporary Carnatic musicians besides conducting solo performances.

A painter, social worker, teacher and lyricist, Ramakrishnan has also played the lead role in a Malayalam film to be released shortly. The film, titled "Neerajanam", is based on a musical theme.

He started his quest for records by playing mridangam for 36 hours continuously in 2005, which was dedicated in memory of his sister who had passed away a few months back.

He received four Guinness certificates for dedication and hard work in Mridangam performance. They include 36 hours Mridangam, 101 hours drumming marathon, 301 hours hand drum, and 501 hours Hand drum marathon and Longest Solo Concert.

FYBMM(E)

7/3/15 Jntn. to Liff
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(L)

Max. Marks: 75

Duration: 2.5 hours

Instructions:

- All Questions carry equal marks
- Figures to the right indicate marks

Q1) 'Anton Chekov's short story 'The Darling' is considered as one of his finest short story'.
Comment. (15)

Q2)

A. Analyse the character sketch of Chandran, the titular protagonist of R. K. Narayan's novel *The Bachelor of Arts*.

OR

(15)

B. 'The Old Man and the Sea is a story of struggle, defeat and death.' Comment.

Q3)

A. Comment on the themes of harmony, mercy and revenge in William Shakespeare's play *The Merchant of Venice*.

OR

(15)

B. 'Portia seems to be one of the strongest women character sketched by William Shakespeare in his play *The Merchant of Venice*.' Elaborate the statement.

Q4)

A. Critically appreciate William Shakespeare's Sonnet 18.

OR

(15)

B. 'William Wordsworth's poem 'Daffodils' makes the readers feel nature's beauty'.
Comment.

Q5) Attempt Short Notes on any three of the following:

(15)

- Any two types of Novel
- Occasional Poetry and Narrative Poetry
- Drama
- Elegy
- Sonnet as a form

Fy Bmm (E)
Intro. to Psychology.

4/3/15

NO3AGX

(L)

All Questions Are Compulsory.

Time : 2.30 hrs

Marks 75

- Q. 1 Explain Classical Conditioning. 15
- Q. 2 A] What is Psychoanalytic Theory? 8
B] Explain Recall and Recognition. 7
- OR
- A] Elaborate Long Term Memory. 8
B] Elaborate Short Term Memory. 7
- Q. 3A] Explain Maslow's hierarchy of needs with diagram. 8
B] Elaborate Humanistic Theory. 7
- OR
- A] Explain Positive and Negative Reinforcement. 8
B] Write Allport's Trait Theory. 7
- Q. 4 A] Explain Defense Mechanisms in detail. 15
- OR
- B] Explain Branches of Psychology. 15
- Q. 5 Write Short Notes. (Any Three) 15
- 1) Magical Thinking
 - 2) Counterfactual Thinking
 - 3) Optimistic Bias
 - 4) Negativity Bias
 - 5) The Self

Time-2 Hrs 30 Minutes

Full Marks-75

All questions are Compulsory
Figures to right indicate marks

- Q 1. Describe salient features of Indian Constitution. [15]
- Q 2. a. What is democracy. Discuss the demerits of democracy with suitable example. [08]
- b. Distinguish between the concept: State, Country and Nation. [07]

Or

- Q 2. a. Write a note on right against exploitation and cultural & educational rights. [08]
- b. Discuss the types of political party system in India. [07]
- Q 3. a. Discuss the provision of rural self government under the 73rd amendment act. [08]
- b. Explain the forms of non democratic government. [07]

Or

- Q 3. a. Explain the meaning and justification for the policy of reservation in independent India. [08]
- b. Discuss the role of religion in Indian politics. [07]

- Q.4. Discuss the features and procedures for the conduct of general election in India. [15]

Or

- Q 4. Critically examine the federalism in India. [15]

- Q 5. Write short notes on any three of the following. [5 x 3 = 15]

- a. Bahujan Samaj Party
b. Indian National Congress
c. Opinion poll and exit poll
d. Communalism
e. Electoral reforms



NO3ADR

1

Max. Time: [2-1/2 hrs.]

Max. Marks: [75]

General Instructions:

1. Attempt all questions.
2. Question One is compulsory.
3. All questions carry equal marks.
4. Figures to the right indicate full marks.

Question 1**SOLVE THE CASE STUDY GIVEN BELOW:** (15)

a) C and C plc produces washing powder. It has been in business for many years. It started by selling just one type of washing powder, but now it sells many different brands all aimed at different groups of customers (low-income, families with babies, sensitive skin, sports-playing families, people who care for the environment, etc.). When C & C plc was going to introduce a new brand of washing powder it would carry out market research first to find out what consumers wanted from their washing powder. The business would then design a new product to meet these needs. C & C plc has been very successful and seen its sales grow continuously each year.

1. Does C & C plc segment its market? Explain your answer with suitable references.
2. Why does C & C plc do this instead of selling a single product to the whole market?
3. Do you think C & C plc is a product-oriented business or a market-oriented business? Explain your answer.

Question 2

- a) What Is Marketing? State the Functions of Marketing. (07)
- b) What is the Scope Of Marketing? (08)

[OR]

- c) What is Market Research ?State the need for Market Research . (07)
- d) What are the Benefits Of Market Segmentation? (08)

No3ADR

Question 3

- a) Explain 'The Marketing Mix' (07)
b) What are the stages required for the development of the New Products? (08)

[OR]

- c) What is Product Planning ? State the Objectives of Product Planning. (07)
d) What is Pricing ? State the Objectives Of Pricing. (08)

Question 4

(15)

- a) Write and explain the kinds of Media or Advertising Media required for Product Promotions.

[OR]

- b) Define Integrated Marketing Communication & the Promotion mix. Discuss the factors contributing to the growth of IMC.

Question 5

(15)

Write Short Notes on :- (Any 3)

1. Sales Promotion & its Importance.
2. The Objectives Of Marketing
3. Function Of Marketing
4. The Marketing Department
5. Service Marketing & Rural Marketing.

Time: 2.5 hours

Mark: 75

Question No. 1 is compulsory

1. **Case Study: Problem of Change Over:** Mrs. Rashmi Sepru holds M.A in Economics from Mumbai University. She also has a post graduate diploma in human resource management from Tata Institute of Social Science. She made her career in the field of marketing. Her immediate senior has another ten years to retire. Rashmi feels frustrated because she feels stagnated in her career. Rashmi is a pleasant person; she has maintained excellent relations with colleagues, subordinates and parties dealing with the company. She is a no nonsense woman. She doesn't take 'No' for an answer. She is honest and straight forward. Overall her employees with her. In one of her casual talks with a director Nitin Desai, she pours her heart out how this stagnation in life is creating frustration and tension. Desai remains non-committal. After a month he calls Rashmi and says that in HRD department all senior executives are retiring by the year end. If she desires to change over to HRD, she can be considered for the post of HRD president. Although she has learned HRD but has never practiced it. Her first preference has always been marketing. Rashmi asked the director to allow her two days and she will return her reply.

Questions:

- A. Would you say Rashmi has the qualities of being a good leader?(5)
B. What sort of frustration Rashmi is facing?(5)
C. Would you advise Rashmi to change over HRD?(5)
2. A. Define Management. Discuss about its nature.(7)
B. Explain the significance of Management towards business institutions.(8)
- Or
- A. Give an overview of functional areas of management.(8)
B. Explain Henry Mintzberg's Informational and decisional roles of a manager.(7)
3. A. Explain any 8 principles of Principles of Management of Henry Fayol.(8)
B. Discuss about Elton Mayo's contribution.(7)
- Or
- A. Write the steps in Decision Making.(7)
B. What are the characteristics of Planning?(8)



4. A. What is leadership? What are the functions of a leader?(8)

B. Explain Situational Leadership. Write its Merits and Demerits.(7)

Or

A. Briefly describe Theories of Group Formation.(7)

B. Distinguish Between Formal and Informal Group.(8)

5. Write Short notes on any Three (5*3)

A. Individual measures for managing Stress

B. Causes of Stress

C. Air pollution and Water Pollution

D. Conflict Management Process

E. Crisis Management