PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. The 4th and 7th terms of an A.P are 3 and 36. Find the A.P and its 15th term.

17. Solve the following system of equations by using matrix inversion method

$2x - y + 3z = 1$

$x + y + z = 2$

$x - y + z = 4$

18. Explain the limitations of statistics.

19. Calculate the Arithmetic mean, Geometric mean and Harmonic mean.

Marks :	20	21	22	23	24	25
No. of students :	4	2	7	1	3	1

20. Distinguish between Absolute and Relative measure. Explain about any two absolute measures.

———

4   S.No. 1549

S.No. 1549 | 17USTA12 |

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define a sequence.

2. Write the formula for the sum of the first n terms of a G.P.

3. Define a sequence matrix.

4. If $A = (2 \quad 3 \quad 5)$ and $B = \begin{pmatrix} 4 & 7 \\ 0 & 1 \\ -6 & 9 \end{pmatrix}$ then find AB.

5. Define statistics.

6. What are the two sources of collection of data?

7. Define graphs.

8. Write the formula for the geometric mean and harmonic mean.

9. What are the two kinds of measures of dispersion?

10. Define Lorenz curve.

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) In an arithmetic series, the 7th and the 9th terms are respectively 16 and 20. Find the nth term.

Or

(b) Find the number of terms in the geometric series $0.03 + 0.06 + 0.12 + \ldots + 1.92$.

12. (a) If $A = \begin{bmatrix} 2 & 3 & 5 \\ 4 & 7 & 9 \\ 1 & 6 & 4 \end{bmatrix}$ and $B = \begin{bmatrix} 3 & 1 & 2 \\ 4 & 2 & 5 \\ 6 & -2 & 7 \end{bmatrix}$ show that $5(A+B) = 5A + 5B$.

Or

(b) Find the inverse of $\begin{bmatrix} a & b \\ c & d \end{bmatrix}$.

2   S.No. 1549

13. (a) Explain the primary data and secondary data.

Or

(b) Differentiate between Classification and Tabulation.

14. (a) Calculate the arithmetic mean.

Marks :	40	50	54	60	68	80	Total
No. of students :	10	18	20	39	15	8	110

Or

(b) Find the median from the following data :

Wage Rs. :	50	75	100	150	250	Total
No. of Labours :	8	14	10	5	3	40

15. (a) Calculate mean deviation about median for the items : 7 4 10 9 15 12 7 9 7

Or

(b) Evaluate the standard deviation.

x :	0	1	2	3	4	5
f :	1	2	4	3	0	2

3   S.No. 1549

S.No. 1551

(For the candidates admitted from 2017-2018 onwards)

B.B.A / B.B.A(CA) DEGREE EXAMINATION, NOVEMBER 2018.

First Semester

PRINCIPLES OF MANAGEMENT

(Common for B.B.A (RM) B.SC (Psychology))

Time : Three hours   Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define 'management'.

2. What do you mean by organizational structure?

3. Define 'MBO'.

4. Distinguish between line and staff.

5. What is span of control?

6. What are the important types of leadership?

7. What is staffing?

8. State any four principles of directing.

9. List out any two modern control techniques.

10. What is Co-ordination?

PART B — (5 × 5 = 25 marks)

Answer ALL questions. Choose either (a) or (b)

11. (a) Why F.W Taylor is regarded as 'father' of scientific management'?

Or

(b) Differentiate between administration and management.

12. (a) What are the features of a sound plan?

Or

(b) What are the limitations of M.B.O?

13. (a) What are the benefits of delegation of authority?

Or

(b) Explain the purpose of staffing.

14. (a) What are the steps in decision making? Explain briefly.

Or

(b) What are the basic traits of a good leader?

15. (a) Explain the principles of effective co-ordination.

Or

(b) Describe the outcomes of Herzberg's two factor theory.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Briefly discuss the contribution of Henry Fayol in detail.

17. Enumerate the planning process with a suitable example.

18. What are the factors determining the degree of decentralization?

19. Discuss Maslow's need hierarchy theory in detail.

20. Elaborate the essential elements and the role of direction as an important managerial of function.

S.No. 1550

(For the candidates admitted from 2017-2018 onwards)

B.B.A. DEGREE EXAMINATION, NOVEMBER 2018.

First/Third Semester

BUSINESS COMMUNICATION

(Common for BBA (IB)/BBA (RM)/B.Sc. Psychology)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. List out the features of communication.

2. What is status enquiry?

3. What is horizontal communication?

4. Give some examples of salutation.

5. What do you mean by circular letter?

6. What are the contents of a quotation letter?

7. What is the main objective of office order?

8. State the important stages in collection letter.

9. What do you mean by statutory report?

10. What is semantic barrier?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

Choose either (a) or (b).

11. (a) What are the important objectives of communication?

Or

(b) Explain the unique features of face to face communication.

12. (a) What are the elements for planning a business letter?

Or

(b) What are points to be considered while writing a letter to the editor?

13. (a) Explain the purpose of writing status enquiry letter.

Or

(b) Who is an agent? What are his duties?

14. (a) What is agenda? Draft a model agenda for your department function.

Or

(b) What are the qualifications of a company secretary?

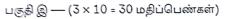15. (a) Describe the need for reports in business and industry.

Or

(b) What are the characteristics of the good report?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Briefly elaborate the principles of effective communication in detail.

17. Write a letter to the bank manager requesting for a cheque book.

18. With reference to the advertisement in the newspaper prepare an application letter for the post of Marketing manager with bio-data.

19. Classify and discuss important types of agents in the modern corporate world.

20. Discuss the duties and responsibilities of a company secretary in detail.

(ஆ) பின்வரும் மயங்கொலிச் சொற்களின் பொருள் அறிந்து தொடரில் அமைக்க :

  (i) தலை – தளை

  (ii) குரங்கு – குறங்கு

  (iii) மலம் – மணம்

  (iv) கல் – கள்

  (v) வழி – வலி.

பகுதி இ — (3 × 10 = 30 மதிப்பெண்கள்)

பின்வரும் வினாக்களுள் மூன்றனுக்கு விரிவான விடையளி.

16. நாட்டின் இன்றைய நிலை குறித்து அப்துல் ரகுமானின் எண்ணங்களை விவரி.

17. இளந்தமிழனைத் 'தமிழ் காக்க எழுந்திரு' என பாவேந்தர் அழைப்பதன் நோக்கத்தை விவரிக்க.

18. 'நட்பு நலம்' குறித்து வேதாத்திரி மகரிஷி உரைப்பன யாவை?

19. தமிழ் நாடகத்தின் தோற்றம் வளர்ச்சி குறித்து விவரிக்க.

20. வல்லினம் இயல்பாய் வரும் இடங்களைச் சான்றுடன் விவரிக்க.

———————

(For the candidates admitted from 2017–2018 onwards)

B.A.,B.Sc.,B.Com.,B.B.A. DEGREE EXAMINATION, NOVEMBER 2018.

First Semester

இக்கால இலக்கியங்களும் உரைநடையும்

Time : Three hours   Maximum : 75 marks

பகுதி அ — (10 × 2 = 20 மதிப்பெண்கள்)

பின்வரும் வினாக்களுக்கு ஓரிரு தொடர்களில் விடையளி.

1. "நீதி நெறியினின்று பிறர்க்குதவும் நேர்மையர் மேலவர் கீழவர் மற்றோர்" – இடம் சுட்டிப் பொருள் விளக்கம் தருக.

2. தடையிலாமலே 'க்ஷேமம்' தழைக்க, கவிமணி காட்டும் உபாயம் யாது?

3. உலகத்தில் ஒரு கோடிச் சூரிய ஒளி வீச, மேத்தா சுட்டும் வழி யாது?

4. "விஞ்ஞானி விவேகன் இயந்திரமானான்" ஏன்?

5. சிற்பி கூறும் மூன்று புரட்சிகளைக் குறிப்பிடுக.

6. உலக வாழ்வு குறித்த தமிழர் கொள்கையாக மயிலை சீனி. வேங்கடசாமி சுட்டுவது யாது?

7. தமிழ் நாடகத்தின் தந்தை என அழைக்கப்படுபவரும் தலைமையாசிரியர் என அழைக்கப்படுபவரும் யாவர்?

8. நாட்டுப்புறப் பாடல் வகைகளுள் நான்கினைச் சுட்டுக.

9. வல்லினம் மிகும் இடங்களுள் இரண்டினைக் குறிப்பிடுக.

10. இலக்கணக் குறிப்பு தருக : கேளாச் செவி, செய்தவம், பாம்பு பாம்பு, வாழ்க.

பகுதி ஆ — (5 × 5 = 25 மதிப்பெண்கள்)

பின்வரும் வினாக்களுக்கு ஒன்றரைப் பக்க அளவில் விடையளி.

11. (அ) காந்தியைப் பின்பற்ற நாமக்கல் கவிஞர் வலியுறுத்தும் திறத்தினை விவரி.

(அல்லது)

(ஆ) தாடகை வதையை வால்மீகி காட்சிப்படுத்தியுள்ள திறத்தை விவரிக்க.

12. (அ) சமயங்களால் தமிழ் வளர்ந்த நிலையினை மயிலை சீனி. வேங்கடசாமி வழி விவரி.

(அல்லது)

(ஆ) தமிழர் பண்பாடு குறித்து சோ.நா. கந்தாமியின் கருத்துக்களை விவரிக்க.

13. (அ) "உலகம் உயர்க" எனும் தலைப்பில் மேத்தா கூறும் அறிவுரைகளை விவரி.

(அல்லது)

(ஆ) 'சுதந்திரத் தாயின் மகிழ்ச்சி' எனும் தலைப்பில் பட்டுக்கோட்டை கல்யாண சுந்தரம் சுட்டியுள்ள நாட்டு நிலை குறித்து விவரிக்க.

14. (அ) நாட்டுப்புற இலக்கியங்களின் இயல்புகளை விவரி.

(அல்லது)

(ஆ) தமிழ் நாவல்களின் இன்றைய நிலை குறித்து எழுதுக.

15. (அ) பின்வரும் ஆங்கிலச் சொற்களைத் தமிழாக்கம் செய்க :

(i) achievement

(ii) celebration

(iii) democracy

(iv) foundation

(v) intelligence.

(அல்லது)

(8 pages)

S.No. 1638

17UFEN01

(For the candidates admitted from 2017-2018 onwards)

B.A./B.Sc./B.Com./B.B.A. DEGREE EXAMINATION, NOVEMBER 2018.

First Semester

FOUNDATION ENGLISH — I

Time : Three hours   Maximum : 75 marks

SECTION A — (35 marks)

1. Answer any SEVEN of the following questions in about 50 words each :   (7 × 2 = 14)
   (a) How do the natural resources disappear?
   (b) Why is the earth becoming an orb that is bald?
   (c) How did plastics invade our life?
   (d) Why was it still winter in one corner of the garden?
   (e) What is the moral behind the poem "Foot prints in the Sand"?
   (f) In what areas did India excel in early stages?
   (g) List the fools that uncle Podger needed for hanging the picture.
   (h) Why were the six men eager to learn about the elephant by observation?
   (i) How did Bharat get the name India?

2. Annotate any FOUR of the following in about 50 words each :   (4 × 2 = 8)
   (a) Will human ego sacrifice the world
       To satiate its lust for pompous homes?
   (b) One night I dreamed a dream.
   (c) India has given to the world the earliest physicians and surgeons.
   (d) "Why some people invite a man in to do a little thing like that"?
   (e) Thus, the Persians pronounced the name of this river as Hindu.
   (f) "God bless me! But the Elephant
       Is very like a wall !".

3. Read the following passage and answer the questions that follow :   (5 × 1 = 5)
   Environmentalists have found that plastic waste is a pollutant as it is non-biodegradable unlike other wastes plastics, when burnt, release toxic gases into an already polluted atmosphere. So what should be done with versatile material which is also a pollutant. Plastics have already been banned is some cities of Tamilnadu. But a total ban will throw thousands of plastic industry workers out of employment. Plastics are essential for many industrial purposes. The solution would be in finding ways to make plastics biodegradable. Research should be carried out to find alternatives to plastic. Meanwhile a public awareness campaign could be launched to teach people to use plastic 'throw always' sparingly. They could be encouraged to bring their own cloth bags for shopping. Mud cups could be used to supply tea and coffee at functions and railway stations :

2   S.No. 1638

(a) What does plastic release when it is burnt?
(b) In which state plastic is banned?
(c) What will happen if plastic is totally banned?
(d) What is the alternative for plastics?
(e) In what ways can we create public awareness about the of plastic products?

4. Answer the following question in a paragraph :

(1 × 4 = 4)

(a) What is your role in protecting nature?

Or

(b) How was the joy of the children playing in the garden brought to an end?

5. Answer the following question in a paragraph :

(1 × 4 = 4)

(a) Our country's contribution to the world literature.

Or

(b) What happened every time when uncle Podger undertook a job?

SECTION B — (20 marks)

6. (a) Match the words in Column 'A' with their meanings in Column 'B'. (6 × ½ = 3)

A		B
(i)	Versatile	– Leave
(ii)	Menace	– Waste
(iii)	Quit	– Rough
(iv)	Sewage	– Very small
(v)	Graft	– Very competent
(vi)	Tiny	– Danger

3

S.No. 1638

(b) Choose the correct answer : (6 × ½ = 3)

(i) The village people ——— goats and birds to Goddess Kali.
(1) Cooked (2) Caged
(3) Sacrificed (4) Welcomed

(ii) Alexander Parker is ——— Chemist.
(1) a Russian (2) a American
(3) a British (4) a African

(iii) The Giant stayed with his friend for ——— years.
(1) 8 (2) 7
(3) 6 (4) 10

(iv) India has given to the world the earliest ——— and ———.
(1) Professors and teachers
(2) Physician and surgeons
(3) Philosophers and architects
(4) All the above

(v) Uncle Podger hangs a ———.
(1) Picture (2) Clock
(3) Speaker (4) Fan

(vi) The knee of the elephant resembled a ———.
(1) trunk (2) tree
(3) branch (4) log.

4

S.No. 1638

[P.T.O.]

(c) Say if the following are True or False :

(6 × ½ = 3)

(i) The leader men worked hard.
(ii) The Sandy waters in lakes are fit for drinking.
(iii) Research should be carried out to find alternative to plastic.
(iv) The giant has only one friend in the story.
(v) God is omnipresent
(vi) Aunt Podger finally managed to hand the picture on the wall.

(d) Rearrange the letters to form proper words : (4 × ½ = 2)
(i) regedy *greedy* (ii) rvenoluoti
(iii) rdak (iv) akew.

(e) Fill in with correct letters : (4 × ½ = 2)
(i) m L n er a is (ii) C — em — C — l
(iii) F e e t (iv) A — lm — a.

(f) Supply proper punctuation marks and capital letters wherever necessary : (2)
Where is the hammer what did I do with the hammer seven of you and you don't know about I did with the hammer.

(g) Read the following story and answer the questions that follow : (5 × 1 = 5)
A group of frogs was travelling through the woods and two of them fell into a deep fit. All the other frogs gathered around the pit. When they saw how deep the pit was, they told the unfortunate frogs that they would never get out. The two frogs ignored the comments and tried to jump out of the pit. The other frogs kept telling them to stop, that they were as good as dead. Finally, one of the frogs took heed to what other frogs were saying and simply gave up. He fell down and died. Once again the crowd of frogs yelled at the other frog to stop. But the other frog jumped even harder and finally made it out.

When he got out the other frogs asked him, "Why did you continue jumping? Didn't you hear us?" The frog explained to them that he was deaf, and through they were encouraging him to continue all the time.

(i) What happened to the unfortunate frogs?
(ii) What did the other frogs tell them?
(iii) Did the unfortunate frogs listen to the other frog?
(iv) What was the explanation given by the unfortunate frog after he got out of the pit?
(v) What do you learn from the story?

SECTION C — (20 marks)

7. (a) Give the Plural form of the following : (2)
(i) Woman (ii) King
(iii) Boy (iv) Goose
(v) Knife (vi) Country
(vii) Staff (viii) Tooth.

(b) Fill in the blanks with suitable articles : (2)

India gave ———— world ————— earliest physicians and surgeons and India gave to ———— world ———— seven cardinal notes.

(c) Fill in the suitable prepositions : (4 × ½ = 2)

(i) 'Shakuntala' has been translated ———— many European languages.

(ii) A Pedestrian is one who journeys ———— foot.

(iii) It is dangerous to play cricket ———— the street.

(iv) A passenger train stops ———— every small station.

(d) (i) Given below is a story. Continue the story and give it a good ending. Make use of the hints given : (5)

Once there was ———— little Squirrel ———— Squirrel was eating grains of rice from a pile of hay ———— cat saw ———— Squirrel and went closer and closer and bit off ———— Squirrel's tail. ———— Squirrel said Mr. Cat, Mr. Cat, please give me back my tail' ———— cat said' 'goto ———— cow and get me some milk, then I will give you your tail, so, ———— Squirrel ran to Cow ———— and said cow, Cow please give me some milk. I will give it ———— cat and ———— get back my tail. But ———— cow said, "I am very hungry go to ———— farmer and

get me some grass ; then I will gave you some milk'. So ———— Squirrel hopped and jumped, quickly ran to ———— farmer and said, 'Pray Mr. Farmer ! Please give me some grass. I will give it to ———— cow ———— cow will give me milk and I'll give ———— milk to cat ———— cat will give the back my tail.

Or

(ii) Write a dialogue between two friends discussing the valuable culture of our country.

(e) (i) State of the following are countable or uncountable nouns : (4 × ½ = 2)

(1) Tea   (2) Cup
(3) Love   (4) Girl.

(ii) Write any Four words silent letters : (2)

(f) (i) You are interested in reading newspaper everyday. Meet the Librarian of your college library to ask permission. Build up a conversation with atleast three exchanges. (5)

Or

(ii) Write a letter to the Chairperson, Tamilnadu Pollution Control Board, about the plastic pollution in your area.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Write notes on the followings:

(a) Three bodies

(b) Five limitations.

கீழ்க்கண்டவற்றை குறிப்பு எழுதுக.

(அ) மூன்றுவகை உடல்கள்

(ஆ) ஐந்தில் அளவுமுறை.

17. Explain the ten stages of mind.

மனிதனின் பத்து படிநிலைகளை விளக்குக.

18. Give an account on philosophy of life and neutralization of anger.

வாழ்க்கையின் தத்துவம் மற்றும் சினம் தவிர்த்தல் பற்றி குறிப்பு தருக.

19. Give the simple steps to be followed to eradicate your worries.

உங்களுடைய கவலைகளை ஒழிப்பதற்கு கடைபிடிக்க வேண்டிய எளிய வழிகளை விளக்குக.

20. Write a detailed account about love and compassion.

அன்பு மற்றும் கருணைப் பற்றிய விளக்கவுரையை எழுதவும்.

_____

4   S.No. 2024

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Write the position of benefits of padmasana and Vajrasana.

பத்மாசனம் மற்றும் வஜ்ராஜனத்தின் நிலைகள் மற்றும் பயன்களை எழுதுக.

2. List out the excercise practiced in manavalakkalai yoga.

மன வளக்கலையில் பயிற்றுவிக்கப்படும் உடற்பயிற்சிகளை வரிசைபடுத்துக.

3. Define mental frequency.

எண்ண அலைச்சுழல்-வரையறுக்கவும்.

4. Write a note on spiritual value.

ஆன்மீக மதிப்பு பற்றி குறிப்பு எழுதுக.

5. What is the purpose of life?

வாழ்வின் நோக்கம் என்ன?

6. What is the significance of thought analysis?

எண்ணம் ஆராய்தலின் முக்கியத்துவம் என்ன?

7. What are the ways to get blessings from others?

பிறரிடம் இருந்து ஆசிகளை பெறும் வழிகள் யாவை?

8. Write a note on world peace.

உலக அமைதிப் பற்றி குறிப்பு எழுதுக.

9. What is meant by mind?

மனம் என்பது என்ன?

10. What is unified force?

ஒருங்கிணைந்த ஆற்றல் என்றால் என்ன?

PART B — (5 × 5 = 25 marks)

Answer ALL the questions.

11. (a) Give the advantages of two stages of maharasana excercise.

மகராசன பயிற்சியின் இரண்டு நிலைகளின் பயன்களைத் தருக.

Or

(b) Write a note on suriya namaskar and relaxation.

சூரிய நமஸ்காரம் மற்றும் உடல் தளர்த்துதல் பயிற்சிகளைப் பற்றி குறிப்பு எழுதுக.

12. (a) How do you maintain your youthfulness?

உங்களுடைய இளமையை எவ்வாறு பராமரிப்பீர்கள்.

Or

(b) Explain the terms – married life and chasity.

திருமண வாழ்க்கை மற்றும் திருமணத்திற்கு முந்தய வாழ்க்கை என்ற பதங்களை விளக்குக.

13. (a) What are the ways to normalize your desires?

உங்களுடைய ஆசைகளை சீரமைக்கும் வழிகள் யாவை?

Or

(b) What is introspection? Explain it.

அகத்தாய்வு என்றால் என்ன? விளக்குக.

14. (a) Describe the greatness of friendship.

நட்பு நலனைப் பற்றி விரிக்கவும்.

Or

(b) Explain the need of individual peace.

தனிமனித அமைதியின் தேவையை விளக்குக.

15. (a) Write the significance of five fold culture.

ஐந்தொழுக்கப் பண்பாட்டின் முக்கியத்துவத்தை எழுதுக.

Or

(b) Explain the cause and effect concept.

செயல்-விளைவு தத்துவத்தை விளக்குக.