



SREENARAYANAGURU OPEN UNIVERSITY

The State University for Education, Training and Research in Blended Format, Kerala

University Building, Kureepuzha, Kollam, Kerala-691601 | www.sgou.ac.in

Assignment Questions

Bachelor of Business Administration (BBA)

Semester II

Marketing Management

(B21BB03DC)

SET I (Descriptive)

Instructions for writing Descriptive Assignments:

Answer any one assignment in a minimum of five pages. Each assignment carries 15 marks.

1. Discuss the importance of understanding the marketing environment for a business organisation. Elaborate on the various components of the micro and macro environment. Use examples to illustrate your points.

Hint: In your answer, you can discuss how factors like changes in the political, economic, technological, and socio-cultural environment can present both opportunities and threats for a business. Explain how a thorough analysis of the marketing environment can help a company adapt its marketing mix (product, price, place, promotion) to better meet the needs of its target customers.

2. Discuss the various individual and external determinants of consumer behaviour and their impact on the consumer decision-making process. Use real-world examples to illustrate how these determinants influence a consumer's purchase decisions, particularly in the context of high-involvement products (e.g., cars, electronics) and low-involvement products (e.g., groceries, toiletries).

Hint: Focus on how different factors like motivation, attitudes, cultural influences, and social groups shape consumer choices. Discuss the relevance of these factors at

different stages of the consumer decision-making process (e.g., need recognition, information search, evaluation of alternatives).

3. Analyse the product classification system and its importance in marketing strategy formulation. Discuss how different types of products (consumer goods, industrial goods, durable goods, non-durable goods, and services) require distinct marketing approaches. Use examples to explain how businesses can effectively position and market products based on their classification.

Hint: Focus on how product classifications impact decisions related to product design, pricing, distribution, and promotion. Discuss the differences in marketing strategies for convenience goods, shopping goods, speciality goods, and industrial products.

4. Examine the role of the promotion mix in shaping consumer perceptions and driving brand loyalty. Discuss how the various components of the promotion mix (advertising, sales promotion, public relations, personal selling, and direct marketing) can be strategically integrated to build a strong brand image and encourage customer retention. Provide examples to support your analysis.

Hint: Choose a well-known company with diverse product lines. Consider how the company's product lines cater to different market segments, and how variations in the product line (e.g., different models, flavours, sizes) align with customer preferences and competitive positioning.

5. Discuss the concept of Green Marketing. Analyse how Riker International Ltd. can leverage green marketing strategies to revitalize its brand and achieve sustainable growth. Use examples from the text and other companies that have successfully implemented green marketing.

Hint: Begin by defining green marketing and explaining its growing importance in today's business world, particularly as consumers become more environmentally conscious. Discuss the key benefits Riker International Ltd. could gain from adopting green marketing strategies, such as enhancing its brand image, building customer loyalty, and differentiating itself in the marketplace. Suggest specific green marketing strategies that Riker International Ltd. could implement, drawing on examples from successful companies mentioned in the text and elsewhere. These examples can help illustrate how Riker International Ltd. can leverage green marketing to address its growth challenges and strengthen its market presence.

SET II (Analytical)

Instructions for writing Analytical Assignments:

Answer any one assignment. No page limit. Each assignment carries 15 marks.

1. Imagine you are the marketing manager for a new smartphone brand looking to enter the highly competitive Indian market. Develop a marketing mix strategy for this new smartphone product.

Specifically, address the following:

- a) Product: What features, design, and positioning would you recommend for the smartphone to make it appealing to the target customers?
- b) Price: How would you determine the optimal pricing strategy considering factors like production costs, competitor prices, and customer perceived value?
- c) Place: What distribution channels would you utilize to make the smartphone available and accessible to your target customers?
- d) Promotion: What marketing communication methods would you employ to create awareness, interest, and desire for the new smartphone brand?

Hint: Analyse the macro and micro environmental factors relevant to the Indian smartphone market to inform your marketing mix decisions. Ensure the 4Ps are strategically integrated to give the new smartphone brand the best chance of success.

2. Conduct a consumer behaviour analysis for a new product you recently purchased. Identify the specific determinants (both individual and external) that influenced your decision-making process. Describe each stage of your decision-making process from need recognition to post-purchase evaluation, and analyse how the identified determinants played a role in each stage.

Hint: Reflect on your motivations, attitudes, and any cultural or social influences that affected your choice. Consider how factors like advertisements, family recommendations, or personal values shaped your decision.

3. Choose a well-known brand and analyse how it utilises the promotion mix to achieve its marketing objectives. Evaluate the effectiveness of each component of the promotion mix in building brand awareness, generating sales, and fostering customer loyalty. Suggest any improvements that could enhance the brand's promotional strategy.

Hint: Look at how the brand integrates advertising, sales promotions, public relations, personal selling, and direct marketing in its campaigns. Consider how these elements work together to reinforce the brand's message and influence consumer behaviour.

4. Select a company and evaluate its product line strategy. Analyse how the company has structured its product lines (length, width, and depth) and the rationale behind this

strategy. Assess the effectiveness of this approach in meeting customer needs and achieving business goals.

Hint: Choose a well-known company with diverse product lines. Consider how the company's product lines cater to different market segments, and how variations in the product line (e.g., different models, flavours, sizes) align with customer preferences and competitive positioning.

5. Design a global marketing campaign for Riker International Ltd.'s instant noodle brand that addresses the challenges of entering a new international market. Your campaign should consider cultural nuances, consumer behaviour, and competitive dynamics in the target market.

Hint:

- **Market Research:** Begin by selecting a specific country or region as your target market. Conduct basic market research to understand the local culture, consumer preferences, and existing competitors.
- **Strategy Development:** Decide on whether a standardization or localization strategy (or a mix of both) would be more effective in this market. Justify your choice.
- **Marketing Mix:** Outline a marketing mix (Product, Price, Place, Promotion) tailored to the selected market. Consider packaging, pricing strategy, distribution channels, and promotional activities.
- **Implementation Plan:** Provide a step-by-step plan for implementing your campaign, including a timeline, budget considerations, and key performance indicators (KPIs) for measuring success.



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Assignment Questions
Bachelor of Business Administration (BBA)
Semester II
Business Statistics
(B21BB04DC)

SET I (Descriptive)

Instructions for writing Descriptive Assignments:

Answer any one assignment in a minimum of five pages. Each assignment carries 15 marks.

1. What are the main functions of statistics in business? Explain each function and provide examples of how they are applied in real-world business scenarios.

Hint: Consider the various ways businesses use statistical data for decision-making, forecasting, quality control, and performance evaluation.

2. "Compare and contrast the various measures of central tendency (mean, median, and mode) and measures of dispersion (range, quartile deviation, mean deviation, standard deviation, and coefficient of variation) in statistical analysis. Discuss their characteristics, strengths, and limitations. Provide examples of how each measure can be applied in business decision-making processes.

Hint: Structure your answer by first explaining each measure individually, then comparing them. Use business-related examples to illustrate your points. Consider discussing how different data distributions might affect the choice of measures, and how these measures can be used together to inform decision-making in various business scenarios.

3. What are the main differences between correlation and regression analysis in statistical studies, and explain the applications in business contexts with examples?

4. Discuss the role and importance of time series analysis in business and management. Your discussion should include the following components:

- A comprehensive definition of time series and its relevance to business and management.
- The utility and applications of time series analysis in different business scenarios with examples.
- A detailed explanation of the components of time series, including trend, seasonal, cyclical, and irregular variations.

Hint: Begin by defining time series and its primary components. Discuss the significance of understanding these components for making informed business decisions. Finally, illustrate the practical applications of time series analysis with examples.

5. Explain the concept and significance of index numbers in economic and business contexts. Your response should include:

- A detailed definition of index numbers and their importance in measuring economic variables.
- An exploration of the common problems encountered in the construction of index numbers.

SET II (Analytical)

Instructions for writing Analytical Assignments:

Answer any one assignment. No page limit. Each assignment carries 15 marks.

1. You are going to conduct a survey to measure customer satisfaction for a local restaurant.
- a) Describe two methods you could use to collect primary data from customers.
 - b) Explain why you would choose these methods.
 - c) List three key questions you would include in your survey to assess customer satisfaction.

Hint: Think about the most efficient ways to gather honest feedback from customers, considering factors like time, cost, and convenience for both the restaurant and its patrons.

2. Select a manufacturing company of your choice and track their daily production output for 30 days. If you cannot find actual data, you may create a hypothetical dataset that

realistically represents production output for 30 days. You are required to calculate the following:

- a) Mean, median, and mode of the production data
- b) Range of the data
- c) Quartile deviation
- d) Mean deviation
- e) Standard deviation
- f) Coefficient of variation

Based on your calculations, provide a brief analysis of the company's production consistency and any potential areas of concern or improvement."

Hint: Begin by organising the data in ascending order. For measures of central tendency, remember that there may be multiple modes or no modes. For dispersion measures, pay attention to the formulas and units. When interpreting the results, consider what each measure tells you about the production process and how they relate to each other.

3. Choose a publicly traded company and gather monthly data for the past two years (24 data points) on two variables that you believe might be related. For example, you could choose the company's stock price and its monthly sales revenue or the company's advertising expenditure and its customer acquisition rate. You can use a hypothetical dataset.

Using this data:

- a) Calculate Karl Pearson's Coefficient of Correlation between the two variables. Interpret the result.
- d) Determine the regression equations for both variables (Y on X and X on Y).
- e) Use one of your regression equations to predict a future data point.
- f) Discuss the significance of your findings in the context of the company and industry you have chosen. Address the following points:

- What does the correlation coefficient tell you about the relationship between the variables?
- What business decisions or strategies might be informed by your analysis?

Hint: When selecting your company and variables, consider factors that might have a logical connection in a business context. When interpreting your results, be mindful of the strength of the relationship, not just its direction.

4. Develop a hypothetical dataset representing the monthly sales of a retail store over the past three years. Your task is to perform a time series analysis using the moving average method and the method of least squares to identify the long-term trend. Present your findings, including any patterns or insights you uncover about the sales performance.

Hint: Start by plotting the time series data to visualize the sales trends over time. Calculate a moving average for the time series (you may choose a suitable period, such as 3 months or 6 months). Apply the method of least squares to fit a trend line to the data. Compare the results from both methods and interpret the long-term trend. Discuss any observable patterns, such as seasonality or cyclical variations, and their potential impact on business decisions.

5. Collect data on the prices and quantities of five commodities of your choice over a period of two years. Using this data, construct the following index numbers for the current year relative to the base year:

- a) Simple Price Index
- b) Weighted Price Index
- c) Laspeyres's Index
- d) Paasche's Index
- e) Fisher's Ideal Index Number

Evaluate the results and discuss which index you consider most reliable for this data set and why. Include an analysis of the Time Reversal and Factor Reversal tests for the indices.

Hint:

- Start by listing the prices and quantities of each commodity for both the base and current year.
- Calculate the simple price index by averaging the price changes.
- For the weighted price index, use quantities as weights and calculate the index.
- Use the formula for Laspeyres's and Paasche's indices based on the given data.
- Calculate Fisher's Ideal Index by taking the geometric mean of Laspeyres's and Paasche's indices.



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Assignment Questions - Descriptive (SET - A)

SECOND SEMESTER B.A ARABIC & B A Afzal-ul-Ulama

ABILITY ENHANCEMENT - 01- Course code - B21AR01AC

COMMUNICATION IN ARABIC

Prepare an assignment on any one of the following topics which should be not less than five pages: -

- 1 اكتب حوارين في الأولى منهما تعرف بنفسك وفي الثانية تعرف بصديقك.
(تحيات، سؤال والجواب، تعريف بنفسك، تعريف بصديقك، كلمة الشكر، خاتمة)
- 2 اكتب مقابلتين، الأولى منهما لالتحاق بالجامعة و الثانية لوظيفة مدرس في مدرسة في ولايتك.
(تحيات، سؤال والجواب، تعريف بنفسك، حدد مؤهلاتك ، وحدد قدراتك ، كلمة الشكر، خاتمة)
- 3 بيّن أدوات الاستفهام واستخداماتها ومعانيها مع الأمثلة بالتفصيل
(مقدمة ، أدوات الاستفهام، معانيها، وإجابتها، الأمثلة (أربعة لكل واحد منها على الأقل) خاتمة)
- 4 الفعل المضارع
(مقدمة، تعريف الفعل المضارع، حروف المضارعة ، الحاضر والمستقبل ، صيغ الفعل المضارع ، أمثلة ، خاتمة)
- 5 اعد حوار بينك وبين صديقك السعودي عن الطعام في السعودية والطعام في كيرالا، واكتب معاني الكلمات العربية للأغذية في الإنجليزية ؟
(تحيات، سؤال والجواب، ذكر الأغذية، معانيها في الإنجليزية، كلمة الشكر، خاتمة)



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Assignment Questions - Analytical (SET - B)

SECOND SEMESTER B.A ARABIC & B A Afzal-ul-Ulama

ABILITY ENHANCEMENT - 01- Course code - B21AR01AC

COMMUNICATION IN ARABIC

Prepare an assignment on any one of the following topics which should be not less than five pages: -

1 أسماء الإشارة للقريب والبعيد

(مقدمة، تعريف أسماء الإشارة، أقسام أسماء الإشارة، أسماء الإشارة للقريب، أسماء الإشارة للبعيد، أمثلة غير مذكورة في الفصل (خمس لكل واحد منها على الأقل) خاتمة)

2 ماهي الضمائر؟ اعد قائمة تحدد أنواع الضمائر التالية ؟

(مقدمة، ضمائر، أقسام الضمائر، قائمة أنواع الضمائر (بين قسم الضمائر المذكورة التالية)، خاتمة)
(أنا ، نكتب، هو ، كتب، هي، قلمه ، كتابها، نحن ، نقرأ، أنت، ندرس، تذهب، هما ، جاء، هنّ، يفرّ، يدها، هم، أنتِ، أكل ، تمشي، أنتنّ، سيارتي، مظلّتك، طفله)

3 اشرح قواعد الأعداد من واحد إلى اثنا عشر مع تقديم أمثلة لم تُذكر في الفصل

(مقدمة، العدد والمعدود في العربية، الواحد والاثنان، ثلاثة إلى عشرة، أحد عشر واثنان عشر، أمثلة غير مذكورة في الفصل ، خاتمة)

4 اكتب عن المطار الذي زُرته في بلدك ؟ واعد محادثة بينك وبين صديقك الذي التقيت به في المطار بعد فترة طويلة؟

(مقدمة، نبذة عن المطار الذي زرت في بلدك، محادثة بينك وبين صديقك، خاتمة)

5 اكتب أدوات الاستفهام التي تعلمتها في الدرس مع استعمالها في اللغة ، واكتب خمس أمثلة لكل منها مع ترجمتها الإنجليزية؟

(مقدمة، أدوات الاستفهام بالتفصيل، معاني هذه الأدوات ، أمثلة لأدوات الاستفهام في الجملة، ترجمتها في الإنجليزية، خاتمة)



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Assignment Questions
BA/B.Com/BBA Programmes
Semester II
Ability Enhancement Course
B21EG01AC
English For Communication

Instructions for Writing Assignments

Descriptive:

- *Clearly outline the key elements or aspects that need to be described, such as features, characteristics, or events.*
- *Employ descriptive language that can engage the senses and ensure vivid pictures, enhancing the richness of descriptions.*
- *Organise the assignment in a coherent sequence to guarantee clarity and facilitate the smooth conveyance of ideas.*

Analytical:

- *Clearly articulate your main arguments in a concise manner at the beginning of your answer. This sets the tone for your analysis and helps the reader understand the central point you are trying to convey.*
- *Support your analysis with specific examples and quotes from the literature. Use direct textual evidence to illustrate and reinforce your points.*
- *Move beyond mere summary and engage in critical analysis..*

Topics:

Set I-Descriptive:

1. Explain the four basic skills of communication. How do they relate to each other in language learning and usage?

2. Describe the different types of listening according to purpose. Provide examples for each type.
3. Outline the steps involved in the writing process. How does each step contribute to producing an effective written piece?
4. Explain the concept of emoticons and emojis in digital communication. How do they enhance or alter the meaning of text-based messages?
5. Describe the impact of electronic tools on mental and physical health. What are some common health hazards associated with excessive use of digital devices?

Set II-Analytical:

1. Analyse the evolution of human language and communication technologies. How have these developments shaped our current communication landscape?
2. Evaluate the effectiveness of online resources and digital platforms for developing listening skills in English. What are their unique advantages and limitations compared to traditional methods?
3. Critically examine the differences between print reading and online reading. How do these different modes of reading affect comprehension, retention, and engagement with the text?
4. Investigate the role of social media in language learning and communication. How can these platforms be effectively leveraged for language development while mitigating potential risks?
5. Assess the ethical implications of widespread social media use, particularly concerning privacy, authenticity and cyber security. What measures can be taken to promote responsible and safe use of social media platforms?



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B.A. SANSKRIT LANGUAGE AND LITERATURE

Semester II

व्यावहारिकसंस्कृतम्

(B21SN01AC)

Assignment Questions

Instructions for Writing Assignments

The maximum score for this assignment is 15 marks.

Your response should be written within a 3 to 5 pages (A4 size paper)

The assignment should be written in Sanskrit. (Devanagari script should be used).

SET 1 (Descriptive)

1. वर्णानां उच्चारणस्थानानि तेषां प्रयोगं च विशदयत।
2. कथाश्रवणे श्रद्धेयान् कार्यान् विशदयत।
3. संस्कृतभाषापरीक्षणशालायाः सविशेषताः विशदयत।
4. विज्ञापनचित्राणां सविशेषतां निरूप्य एकं विज्ञापनचित्रं आविष्कुरुत।
5. कथापठनस्य महत्त्वं निरूपयत।

SET II (Analytical)

1. संस्कृते वर्तमानेषु कथासु मूल्यबोधः - पञ्चतन्त्रमाधारीकृत्य विशकलनम्।

(सूचना: (Hints) धर्मार्थकामादि पुरुषार्थाधारितम्, कथावस्तु, भाषाशैली, कथावस्तु, मूल्यानि)

2. वार्तावाचनशिक्षणेन आशयविनिमयपटुत्वम् ।

(सूचना: (Hints) पदावलीग्रहणं, बोधनकौशलस्य संवर्धनं, क्रियात्मकचिन्तायै प्रेरणा, अनुवादनकौशलस्य अभ्यासः, समग्रविज्ञानग्रहणं, संस्कृतभाषायां लेखनसामर्थ्यम्)

3. आधुनिकमाध्यमैः कथं भाषणकौशलं वर्धयितुं शक्यते इति निरूपयत।

(सूचना: (Hints) दृश्यश्रव्योपकरणानि, सामूहिकमाध्यमानि, सोद्देश्ययात्रा, अधिजालग्रन्थालयः, अमूर्तकक्षा, सङ्गणकयन्त्रम्)

4. संस्कृतपठने सङ्गणकाधारिताः साम्प्रदायिककोशाः।

(सूचना: (Hints) आप्प् आधारिताः कोशाः, अमरकोशाधारित-आप्प्, शब्दकल्पद्रुम आप्प्)

5. धातोः परस्मैपदादिव्यवस्था सकर्मकाकर्मकव्यवस्था च।

(सूचना: (Hints) धातुः, परस्मैपदिनः, आत्मनेपदिनः, उभयपदिनः, सकर्मकः, अकर्मकः)



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ASSIGNMENT QUESTIONS

BA MALAYALAM LANGUAGE AND LITERATURE

SECOND SEMESTER

ABILITY ENHANCEMENT COURSE – B21ML01AC

പ്രായോഗിക മലയാളം

Set 1

(താഴെ കൊടുത്തിരിക്കുന്ന അഞ്ച് വിഷയത്തിൽ നിന്നും ഏതെങ്കിലും ഒരു വിഷയത്തെ അധികരിച്ച് അഞ്ച് പേജിൽ കുറയാതെ ഉപന്യസിക്കുക)

1. **തർജ്ജമ പഠനത്തിലെ പുത്തൻസാധ്യതകളെ ക്രോഡീകരിക്കുക.**
(Hints: - ആമുഖം - വിവർത്തനം- നിർവചനം - വിവിധതരം വിവർത്തനങ്ങൾ - തർജ്ജമ - നൂതനപ്രവണതകൾ -ഉപസംഹാരം - സഹായകഗ്രന്ഥങ്ങൾ)
2. **ഭാഷാപരിഷ്കരണത്തിന്റെ പ്രാധാന്യത്തെക്കുറിച്ച് ഉപന്യസിക്കുക.**
(Hints: - ആമുഖം - ഭാഷാ- ഭാഷാ ശൈലി - ഭാഷാ പരിഷ്കരണത്തിന്റെ പ്രാധാന്യം - സാധ്യതകൾ -ഉപസംഹാരം - സഹായകഗ്രന്ഥങ്ങൾ)
3. **പ്രസംഗകലയെക്കുറിച്ച് സുകുമാർ അഴീക്കോടിന്റെ വീക്ഷണങ്ങൾ വിലയിരുത്തുക.**
(Hints: - ആമുഖം - പ്രസംഗകല - ചരിത്രം - പ്രസക്തി - സുകുമാർ അഴീക്കോട് - അഴീക്കോടിന്റെ പ്രസംഗകല- ഉപസംഹാരം - സഹായകഗ്രന്ഥങ്ങൾ)
4. **പാശ്ചാത്യ വിവർത്തനസിദ്ധാന്തത്തെക്കുറിച്ച് ഉപന്യസിക്കുക.**
(Hints: - ആമുഖം - വിവർത്തന ചരിത്രം - മലയാള വിവർത്തനം - പാശ്ചാത്യ വിവർത്തനം - ഉപസംഹാരം - സഹായകഗ്രന്ഥങ്ങൾ)
5. **ജി.ശങ്കരക്കുറുപ്പിന്റെ ജ്ഞാനപീഠ പുരസ്കാര സ്വീകരണ പ്രസംഗത്തിന്റെ സംക്ഷിപ്തരൂപം വിവരിക്കുക.**
(Hints: - ആമുഖം - ഭാരതത്തിന്റെ സർഗാത്മകത - ജ്ഞാനപീഠ പുരസ്കാരം - ജി.ശങ്കരക്കുറുപ്പ്- പുരസ്കാരസ്വീകരണ പ്രസംഗം-ഉപസംഹാരം - സഹായകഗ്രന്ഥങ്ങൾ)

(1x15)=1

SET II (Analytical)

(താഴെ കൊടുത്തിരിക്കുന്ന അഞ്ചു വിഷയത്തിൽ നിന്നും ഏതെങ്കിലും ഒരു വിഷയത്തെ അധികരിച്ച് ഏഴ് പേജിൽ കുറയാതെ അപഗ്രഥനാത്മകമായി വിലയിരുത്തുക)

1. മലയാള പത്രപ്രവർത്തനത്തിന്റെ ആദ്യകാല ചരിത്രം സംഗ്രഹിക്കുക.
(Hints: - ആമുഖം - എഴുത്ത്- അച്ചടി - ആദ്യകാല പത്രങ്ങൾ - ഉപസംഹാരം - സഹായകഗ്രന്ഥങ്ങൾ)
2. ബഷീറിന്റെ കൃതികളെക്കുറിച്ച് എം.എൻ. വിജയന്റെ നിരീക്ഷണങ്ങൾ വിലയിരുത്തുക.
(Hints: - നിരൂപണ സാഹിത്യം - എം.എൻ . വിജയൻ - നിരൂപണ പദ്ധതി - ബഷീർ - മതഭ്രമികൾ പൂക്കുമ്പോൾ - എം.എൻ വിജയന്റെ കാഴ്ചപ്പാട്- ഉപസംഹാരം - സഹായകഗ്രന്ഥങ്ങൾ)
3. വിവർത്തന ചരിത്രവും വിവർത്തനസിദ്ധാന്തങ്ങളും വിവരിക്കുക.
(Hints: - ആമുഖം - വിവർത്തന ചരിത്രം - ആദ്യകാല വിവർത്തനങ്ങൾ - വിവർത്തനസിദ്ധാന്തങ്ങൾ - സാധ്യതകൾ- ഉപസംഹാരം - സഹായകഗ്രന്ഥങ്ങൾ)
4. ഭാഷാഗദ്യശൈലി, മലയാളശൈലി ഇവ അപഗ്രഥനാത്മകമായി വിലയിരുത്തുക.
(Hints: - ആമുഖം -ഗദ്യം- ഭാഷാഗദ്യം - ഗദ്യ ശൈലി - മലയാള ശൈലി- വിവിധ ശൈലികൾ - ഉപസംഹാരം - സഹായകഗ്രന്ഥങ്ങൾ)
5. അഭിമുഖ സംഭാഷണങ്ങൾക്ക് മാധ്യമ പഠനത്തിലുള്ള പ്രാധാന്യത്തെക്കുറിച്ച് അപഗ്രഥിക്കുക.
(Hints: - ആമുഖം - അഭിമുഖം - മാധ്യമപഠനത്തിലെ അഭിമുഖം - സാഹിത്യകാരന്മാരുമായിട്ടുള്ള അഭിമുഖം - അഭിമുഖത്തിൽ ശ്രദ്ധിക്കേണ്ട കാര്യങ്ങൾ - ഉപസംഹാരം. - സഹായകഗ്രന്ഥങ്ങൾ)

(1x15=15)



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Assignment Questions

SECOND SEMESTER B A AFZAL UL ULAMA (ARABIC)

Modern Indian Languages - Course code - B21AR01LC

Functional Arabic

SET- I (Descriptive)

Prepare an assignment on any one of the following topics in not less than five pages.

1. أنت في سوق تريد أن تشتري ضروريات البيت. اكتب حوارين بينك وبين البائع في البقالة ومتجر الخضار
(تحيات، سؤال والجواب، طلب البضائع وأسعارها، كلمة الشكر، خاتمة)
2. أعد المحادثة في الحالات التالية ما لا تقل عن صفحتين لكل واحد منها:
ا. في المطعم
ب. في المطار
ج. في الفندق
(تحيات، سؤال والجواب، طلب الطعام/الطائرة/الغرفة وأسعارها، التوقيت، كلمة الشكر، خاتمة)
3. "اليوم العالمي للغة العربية" اكتب تقريراً مفصلاً عن البرنامج الذي أقيم في كليتك
(مقدمة، مهمات اللغة العربية، خصائص اللغة العربية، العالم العربي، لغة الثانية، إمكانيات، خاتمة)
4. تريد إلقاء خطبة في كليتك بمناسبة الاحتفال بيوم الاستقلال الوطني، اكتب خطبة قصيرة لا تقل عن صفحتين.
(حمد، صلاة، مقدمة، تاريخ الهند، النضال ضد البريطانية، مقاتلو الحرية، الاستقلال، خاتمة)
5. اكتب رسالة إلى صديقك تسرد فيها عن رحلة سياحية قمت بها ورسالة رد من الصديق.
(عنوان، شكل الرسالة، ترحيب، بيان الرحلة، خبرة الرائعة، شكر، توقيع)



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Assignment Questions

SECOND SEMESTER B A AFZAL UL ULAMA (ARABIC)

Modern Indian Languages

Course code - B21AR01LC

SET II (Analytical)

Functional Arabic

Prepare an assignment on any one of the following topics in not less than five pages.

1. أعد مقالة عن العيد الأضحى
(عيدان، صلاة العيد، نظرية الدينية، ملابس وأشياء جديدة، الأضحية، طعام إلى الفقراء، زيارة الأقرباء والأصدقاء)
2. عطلة صيفية - تريد أن تقضي عطلتك الصيفية رحلة إلى دولة أخرى. اكتب مذكرة عن الرحلة لا تقل عن صفحتين.
(مقدمة، بيان عن الدولة، لماذا اخترت هذه الدولة، أماكن المشهورة، خصائص الأماكن، منظر طبيعي أو التاريخي، خاتمة)
3. قضية فلسطين - أعد مقالة موجزة.
(مقدمة، الحرب والسلام في العالم، تاريخ قضية فلسطين، أشخاص بارزة، حوادث مهمة، القضايا الحالية، خاتمة)
4. قم بتأليف أسئلة وأجوبة باستخدام أدوات الاستفهام التالية :
(اكتب عشرة أسئلة لكل واحدة منها مع أجوبتها)
 - ا. "هل"
 - ب. "ماذا"
 - ج. "متى"
 - د. "كيف"
 - ه. "من"
 - و. "أين"

5. خطبة الترحيب وخطبة الوداع - اكتب خطبتين نموذجيتين. وقارن بينهما
(الحمد والصلاة، خطبة ترحيب، أسلوب، خطبة الوداع، التشابه بينهما، الاختلاف بينهما، خاتمة)



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B.A. SANSKRIT LANGUAGE AND LITERATURE

Semester II

गद्यं नाटकं च

B21SN01LC

Assignment Questions

Instructions for Writing Assignments

The maximum score for this assignment is 15 marks.

Your response should be written within a 3 to 5 pages (A4 size paper)

The assignment should be written in Sanskrit. (Devanagari script should be used).

SET 1 (Descriptive)

1. कथापठनस्य महत्वं प्रतिपाद्य संस्कृतभाषायां वर्तमानानां कथानां विशेषताः विशदयत।
2. श्रीमद् विष्णुशर्मणा विरचितस्य पञ्चतन्त्रस्य प्राधान्यं विशदयत।
3. भासस्य मध्यमव्यायोगे घटोत्कचस्य स्वभावचित्रीकरणं कुरुत।
4. समुद्रमथनं समवकारमधिकृत्य विशदयत।
5. दशरूपकाणि उदाहरणसहितं प्रतिपादयत।

SET II (Analytical)

- 1 नाटकान्तं कवित्वम्।(सूचना: (Hints) –काव्यशास्त्रं, तस्य भेदाः, रूपकाणि, नाटकलक्षणम्)

2. पञ्चतन्त्रस्य प्राधान्यम्। (सूचना: (Hints) – कथासाहित्यं, कथापठनस्य महत्वं, विष्णुशर्मा, तस्य कृतयः, पञ्चतन्त्राणि)
3. भासनाटकेषु मध्यमव्यायोगस्य प्रसक्तिः। (सूचना: (Hints) –रूपकाणि, व्यायोगः, भासः , जीवनकालः कृतयः, मध्यमव्यायोगस्य प्रमुखानि कथापात्राणि, समकालीनप्रसक्तिः)
4. भारतीयनाटकानां उद्भवमधिकृत्य पाश्चात्यपण्डितानां मतभेदाः । (सूचना: Hints- काव्यशास्त्रम्, नाटकानि)।
5. केवलया पुस्तकस्थया विद्यया प्रयोजनं न, बुद्धिरेव श्रेष्ठा'- पञ्चतन्त्रान्तर्भूतं इदमाशयं निरूपयत। (सूचना: (Hints – कथा, कथापठनमहत्वं, विष्णुशर्मा, पञ्चतन्त्रं,)



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ASSIGNMENT QUESTIONS

BA MALAYALAM LANGUAGE AND LITERATURE

SECOND SEMESTER

MODERN INDIAN LANGUAGE- B21ML01LC

മലയാള സാഹിത്യം: കവിത - കഥ - ഉപന്യാസം -നോവൽ

Set 1 (Descriptive)

(താഴെ കൊടുത്തിരിക്കുന്ന അഞ്ചു വിഷയത്തിൽ നിന്നും ഏതെങ്കിലും ഒരു വിഷയത്തെ അധികരിച്ച് അഞ്ചുപേജിൽ കുറയാതെ ഉപന്യസിക്കുക

1.കാല്പനിക പ്രസ്ഥാനത്തെ പരിചയപ്പെടുത്തി ചങ്ങമ്പുഴ കവിതകളിലെ കാല്പനികതയുടെ ഘടകങ്ങൾ വിവരിക്കുക.

(Hints: - ആമുഖം - കാല്പനികത - നിർവചനം - യൂറോപ്യൻ കാല്പനികത- സവിശേഷതകൾ - കാല്പനികത മലയാളത്തിൽ - ചങ്ങമ്പുഴ - ചങ്ങമ്പുഴ കവിതകളിലെ കാല്പനികത -ഉപസംഹാരം - സഹായക ഗ്രന്ഥങ്ങൾ)

2. സ്ത്രീപക്ഷ രചനകളുടെ സവിശേഷതകൾ മായവികട്ടി, സാരാജോസഫ് എന്നിവരുടെ കഥകളെ ആസ്പദമാക്കി വിശദീകരിക്കുക.

(Hints :-ആമുഖം- സ്ത്രീവാദം - സൈദ്ധാന്തിക തലം - മലയാളത്തിലെ സ്ത്രീപക്ഷ കഥകൾ - മായവികട്ടി - സാരാജോസഫ് - കോലാട് - പാപത്തറ - സ്ത്രീപക്ഷ സമീപനം -ഉപസംഹാരം - സഹായക ഗ്രന്ഥങ്ങൾ)

3. കുട്ടികൃഷ്ണമാരാരുടെ നിരൂപണശൈലിയെ വിവരിക്കുക.

(Hints:-ആമുഖം - നിരൂപണം- മലയാളത്തിലെ ആദ്യ കാല നിരൂപകർ -മാരാർ- മാരാരുടെ നിരൂപണ കൃതികൾ - നിരൂപണ ശൈലി -ഉപസംഹാരം -സഹായക ഗ്രന്ഥങ്ങൾ)

4.മലയാളത്തിലെ ആദ്യ പട്ടാള നോവൽ എന്ന നിലയ്ക്ക് എ മൈനസ് ബി യുടെ ചരിത്ര പ്രാധാന്യത്തെ പരിശോധിക്കുക.

(Hints :- ആമുഖം -നോവൽ സാഹിത്യം - പട്ടാള നോവലുകളുടെ സ്വഭാവങ്ങൾ - കോവിലൻ - കോവിലന്റെ രചനാലോകം - എ മൈനസ് ബി പ്രമേയം - പട്ടാളക്കഥയെന്ന നിലയിൽ നോവലിന്റെ പ്രാധാന്യം - ഉപസംഹാരം-സഹായക ഗ്രന്ഥങ്ങൾ)

5.ആധുനിക - ഉത്തരാധുനിക നോവൽ സാഹിത്യത്തെക്കുറിച്ച് വിവരിക്കുക.

(Hints:- ആമുഖം - ആധുനികത - ആധുനിക നോവൽ സാഹിത്യം - എഴുത്തുകാർ - സവിശേഷതകൾ -ഉത്തരാധുനികത - പൊതുസ്വഭാവം - എഴുത്തുകാർ - സവിശേഷതകൾ- ഉപസംഹാരം -സഹായക ഗ്രന്ഥങ്ങൾ)

(1x15=15)

SET II (Analytical)

(താഴെ കൊടുത്തിരിക്കുന്ന അഞ്ചു വിഷയത്തിൽ നിന്നും ഏതെങ്കിലും ഒരു വിഷയത്തെ അധികരിച്ച് ഏഴ് പേജിൽ കുറയാതെ അപഗ്രഥനാത്മകമായി വിലയിരുത്തുക.)

1. കാട്രെവിടെ മക്കളേ എന്ന കവിതയിൽ ആവിഷ്കരിച്ച പാരിസ്ഥിതിക പ്രശ്നങ്ങളുടെ സമകാല പ്രസക്തി ചർച്ച ചെയ്യുക

(Hints:- ആമുഖം- പാരിസ്ഥിതിക ദർശനം - മലയാള കവിതയിലെ പരിസ്ഥിതിവാദം - ആധുനിക കവിത - അയ്യപ്പപ്പണിക്കർ - കവിതകൾ - കാട്രെവിടെ മക്കളേ-ഉപസംഹാരം -സഹായക ഗ്രന്ഥങ്ങൾ)

2.ഉത്തരാധുനിക കവിതകളുടെ പ്രത്യേകതകൾ കവികളെയും കവിതകളെയും ഉദാഹരിച്ച് ചർച്ച ചെയ്യുക

(Hints:-ആമുഖം -ഉത്തരാധുനികത- നിർവചനം - മലയാളത്തിലെ ഉത്തരാധുനിക കവിതകൾ -ഭാഷ- ഘടന -ശൈലി -ഉപസംഹാരം -സഹായക ഗ്രന്ഥങ്ങൾ)

3. റിയലിസ്റ്റിക് ചെറുകഥകളുടെ സവിശേഷതകൾ ബഷീർ, തകഴി തുടങ്ങിയവരുടെ കഥകളെ ആസ്പദമാക്കി ക്രോഡീകരിക്കുക

(Hints :-ആമുഖം -ചെറുകഥാ സാഹിത്യം - റിയലിസം - നവോത്ഥാന ചെറുകഥകൾ - കഥാകൃത്തുക്കൾ - തകഴി - ബഷീർ - ജന്മദിനം - വെള്ളപ്പൊക്കത്തിൽ-ഉപസംഹാരം - സഹായക ഗ്രന്ഥങ്ങൾ)

4.കേരളീയ നവോത്ഥാനത്തിൽ ശ്രീനാരായണഗുരുവിന്റെ സ്ഥാനം കെ.പി അപ്പന്റെ 'ആദർശ മാനവികതയുടെ സംഗീതം'എന്ന ലേഖനത്തെ ആസ്പദമാക്കി ചർച്ച ചെയ്യുക.

(Hints :-ആമുഖം -കേരളീയ നവോത്ഥാനം - ശ്രീ നാരായണഗുരു -കെ.പി.അപ്പൻ-ലേഖനം- ഗുരുവിന്റെ നവോത്ഥാന പ്രവർത്തനങ്ങൾ -ഉപസംഹാരം -സഹായക ഗ്രന്ഥങ്ങൾ)

5. കൊച്ചരേത്തിയെ മുൻ നിർത്തി മലയാളത്തിലെ ദലിത് നോവലുകളുടെ പ്രമേയം, ആഖ്യാനം, ഭാഷ ഇവ അപഗ്രഥിക്കുക

(Hints:-ആമുഖം -ദലിത് സാഹിത്യം - ദലിത് നോവലുകൾ - സൈദ്ധാന്തിക തലം - പ്രമേയം -ആഖ്യാനം - ഭാഷ - കൊച്ചരേത്തി-ഉപസംഹാരം - സഹായകഗ്രന്ഥങ്ങൾ)

(1x15=15)

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**B.A HINDI LANGUAGE AND LITERATURE
B21HDO1AC**

रोज़मर्रा हिंदी

Set-1-Descriptive

Choose one topic from the following five assignment options. The maximum score for this assignment is 15 marks. Your response should be written within 3 to 5 page (A4 size paper)

1. सर्वनाम एवं उसके भेद का सोदाहरण स्पष्ट कीजिए।
(सूचना- सर्वनाम का अर्थ एवं परिभाषा , उसके भेद एवं उदाहरण)
2. हिंदी के काल एवं प्रकार को उदाहरण सहित व्यक्त कीजिए।
(सूचना- काल को निर्धारित कर उसके भेदों जैसे भूतकाल,वर्तमान काल,भविष्य काल का परिचय, उदाहरण आदि)
3. विशेषण एवं उसके भेद को सोदाहरण व्यक्त कीजिए।
(सूचना-विशेषण की परिभाषा एवं उसके भेद ,उदाहरण आदि)
4. 'सहायक क्रियाओं' के महत्व पर आलेख तैयार कीजिए।
(सूचना-क्रिया का परिचय, उसके भेद का संक्षिप्त परिचय, सहायक क्रिया का विस्तार परिचय , उदाहरण आदि)
5. 'ने' का प्रयोग पर आलेख तैयार कीजिए ।
(सूचना-ने नियम एवं उदाहरण)

**SREENARAYANAGURU OPEN UNIVERSITY
B.A HINDI LANGUAGE AND LITERATURE
B21HDO1AC**

रोज़मर्रा हिंदी

Set-2 Analytical

Choose one topic from the following five assignment options. The maximum score for this assignment is 15 marks. Your response should be written within 3 to 5 page (A4 size paper)

1. दादी द्वारा अपनी पोती को सुनाई गई अंग्रेज़ी कहानी का अनुवाद हिंदी में करो।

THE PEARL

Once a man wanted to find the most beautiful pearl in all the world. He took a bag of money with him and went to look for it. Wherever he went he asked this question: "Do you know where I can find a beautiful pearl?"

One day a shopkeeper said, "Yes, I have one." The man looked at the pearl. It was large. When he picked it up and held it in a ray of sun- light, he saw many colours: blue and silver and purple and pink.

"Oh!" cried the man gladly, "I have found the most beautiful pearl in all the world. Here is my bag of money. I will pay you for the pearl."

The shopkeeper counted the money. There was not enough to pay the price of the pearl.

"I shall go home and sell my house, and I shall bring back the money," said the man. "But that will not be enough," the shopkeeper told him. "I shall go and sell my land."

"But even that will not be enough."

"Then I shall go and sell everything that I have," said the man who wanted the pearl. The man went back home and sold his house and his land. He sold everything that he had.

Then he went again to the shopkeeper. "I have sold everything I had. Here is all the money." The shopkeeper gave the man the beautiful pearl, and the man went away happy, for he now had the most beautiful pearl in all the world.

Grandmother closed the little velvet jewel box as she said, "I think Jesus told this story of The Pearl of Great Price so that we should be willing to give up everything we own on this earth. We should love Jesus more than we do anything else in all the world."

Meena pointed to a picture hanging on the wall. She said, "I think that that is a lovely picture of Jesus." "Yes, I do, too," agreed Grandmother. "When I look at that picture of the kind face of Jesus, I think of Him as The Pearl of Great Price."

(सूचना- pearl - मोती, Shopkeeper - दुकानदार, Counted - गिना , Price - मूल्य , Sell - बेचना Land - ज़मीन , Everything - सब कुछ Velvet - मखमल, Jewel - आभूषण , Willing - इच्छाशील, Grandmother - दादी/नानी, Agreed - सहमत, Kind - दयालु Face - चेहरा)

2. अपने मनपसंद भोजन की रेसिपी और उसके बाद संभावित संवाद लिखिए।
(सूचना-सामग्रियों की सूची, बनाने की विधि, उस रेसिपी बनने के बाद की चर्चा आदि को संवाद रूप में लिखिए)
3. किसी एक फिल्म की कहानी एवं पात्रयोजना पर आलेख लिखिए ।
(सूचना- प्रिय और अप्रिय फिल्म की आलोचना , उसकी पात्र-योजना आदि पर भी अपना मत प्रकट करो।)
4. अपने दोस्त या परिवार के साथ की गई यात्रा का संक्षिप्त विवरण दीजिए।
(सूचना-यात्रा की तैयारी का विवरण, देखी गयी जगह, घटना आदि का उल्लेख , योजक शब्दों का प्रयोग भी अवश्य करें)
5. नीचे दिए वार्तालाप के आधार पर प्लास्टिक के दुष्प्रभावों पर एक अनुच्छेद लिखिए।

पल्लव : दुकानदार ने घटिया थैलियों में सामान दे दिया था। उसके टूटते ही सारा सामान बिखर गया।

प्रभात : इसमें दुकानदार की क्या गलती है ?

पल्लव : फिर किसकी मलती है?

प्रभात : गलती तुम्हारी है। तुम घर से थैला लेकर क्यों नहीं आए?

पल्लव : इन प्लास्टिक की थैलियों में सामान लाने में क्या नुकसान है?

प्रभात : नुकसान है। ये प्लास्टिक की थैलियाँ पर्यावरण के अनकूल नहीं हैं।

पल्लव : वो कैसे?

प्रभात : देखो, प्लास्टिक आसानी से सह-गलकर मिट्टी में नहीं मिलता है। वह सालों साल मिट्टी में बना

रहता है। इससे जहरीली गैसें निकलती हैं।

पल्लव : पर ये पानी में तो गल जाती होगी?

प्रभात : नहीं पल्लव, ये पानी में भी नहीं गलती है। ये नालियों और नालों में फंसकर उन्हें जाम कर देती है।

पल्लव : इससे बचने के लिए क्या करना चाहिए?

प्रभात : इससे बचने के लिए हमें प्लास्टिक का कम-से-कम प्रयोग करना चाहिए। हमें कपड़े के थैलो में सामान खरीदना चाहिए।

पल्लव : सरकार को इन प्लास्टिक की थैलियों पर रोक लगा देनी चाहिए।

प्रभात : वह तो ठीक है, पर हमें भी जागरूक बनना चाहिए। लोगों के सहयोग के बिना कोई काम सफल नहीं होता है।

(सूचना- प्लास्टिक का उपयोग , पर्यावरण पर उसका असर आदि मुद्दों पर ध्यान रखें)



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हिंदी गद्य साहित्य और संरचना

HINDI GADYA SAHITYA AUR SAMRACHANA

B21HD01LC

Set-1 Descriptive

Choose one topic from the following five assignment options. The maximum score for this assignment is 15 marks. Your response should be written within 3 to 5 pages (A4 size paper)

1. नाटक सम्राट जयसंकर प्रसाद |
2. हरिशंकर परसाई का व्यंग्य साहित्य पर आलेख लिखिए |
3. भाषा में व्याकरण की आवश्यकता पर टिप्पणी लिखिए |
4. आत्मकथा एवं जीवनी में अंतर है | स्पष्ट कीजिए |
5. शब्द विचार की परिभाषा देते हुए उसका वर्गीकरण दीजिए |

(1 x 15 =15)



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हिंदी गद्य साहित्य और संरचना

HINDI GADYA SAHITYA AUR SAMRACHANA

B21HD01LC

Set-2 Analytical

Choose one topic from the following five assignment options. The maximum score for this assignment is 15 marks. Your response should be written within 3 to 5 pages (A4 size paper)

1. हिन्दी गद्य साहित्य का संक्षिप्त परिचय दीजिए | (सूचना: -(Hints)- प्रारंभ, विकास, शैलियां, प्रमुख विधाएं)
2. द्विवेदी युग की कहानी के क्रमिक विकास पर टिप्पणी लिखिए | (सूचना: Hints-) शैली, रचनाकार, सामाजिक, सांस्कृतिक, राजनैतिक परिस्थिति)
3. किसी यात्रा को लेकर एक यात्रा विवरण तैयार कीजिए | (सूचना: (Hints) स्थल, समय, दृश्य, अनुभव, संस्कृति)
4. संज्ञा की परिभाषा देकर उसकी भेदों की चर्चा कीजिए | (सूचना: (Hints)- परिभाषा, प्रकार, भेद, उदाहरण)
5. अपने विश्वविद्यालय के उपकुलपति के साथ एक भेंटवार्ता तैयार कीजिए | (सूचना: (Hints) परिचय, उद्देश्य, सवाल, अकादमिक, योजनाएं)

(1 x 15 =15)