

**SINDHI COLLEGE**

# SINDHI COLLEGE

*(Sponsored & Managed by Sindhi Seva Samiti)*

(Recognised by Government of Karnataka, Permanently affiliated to  
Bengaluru Central University & Accredited by NAAC )

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## ASSESSMENT BOOK

2020 - 2021

Student Name : SEEMA BEHER Reg. No. : \_\_\_\_\_

Class : BCA Section : B Semester I

Subject : ENGLISH

*Seema*

Signature of the Student

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## Assignment - 1

1. Justify and explain how democracy and free speech are connected.

Ans. Elections are the examples of free speech and free expressions. Hence 'casting a vote anonymously' - secret ballot with one's own free will is a free expression and can be broadly understood as 'free speech'.

Speech isn't free it comes with a cost, in addition to the other constraints already discussed. Speech, either good or bad, exacts its own price. One is not free to say what we want, even in personal relationships. If we are honest and outspoken, we have a price to pay. Relationships get broken. It may also lead to wars between people or nations.

'Free speech' is the mechanism to make sure our elected representatives govern correctly on our behalf. Hence free speech can be used effectively to rein in our corrupt politicians. The author imperatively states that true free speech covers those acts of speech which speak against power to keep them accountable to the people of a nation. So it protects the most cherished democratic principle. Democracy thrives on free speech. Anybody who opposes criticizing of the government or its representative can be said to be undemocratic. The author warns us that we will dilute the importance of free speech, when we use it for our personal benefit.

2. The framers is a powerful reminder that, the state, govt and bureaucracy we create, can become a faceless, indifferent and often, cruel machine. Elaborate?



Ans The poem 'Unknown Citizen' is a satire on the modern industrial society. In this society man has lost all his individuality and identity. He has become a soulless, heartless unit of the state. He has been reduced to a mere number. He is expected to act and behave according to the standards set by the state.

Auden was one of the first to realize that the socialist state would be reduced to the position of a cog in the wheel.

The citizen to whom the monument has been built has been found to be without fault. He was a saint not because he searched for god but because he served the government perfectly. He did not get dismissed from his job. He was member of the union. The citizen compiled by the state and the poet in a adequacy of the judgement made about him - "Was he free? Was he happy?" Statistics cannot sum an individual's psychology facts. The physical factors are inadequate to evaluate human happiness on their notion of freedom.

3 Explain the various threats of Democracy?

Ans Democratic governments, international organisations and non-governmental organisation have responded poorly and often at cross purpose when democracies are threatened by crisis or erosion of the democratic process, concludes an independent task force led by two of the world's leading pro-democracy advocates, former Secretary of State Madeleine K. Albright and former foreign minister of Poland Bronislaw Geremek. Yet support for democracy is consistent not only with the ideals of the world's democracies but also with their interests and security. Democratic states are "less likely to breed terrorists or to be state sponsors of



terrorism", the report concludes, and more likely to be "active participants in the global economy".

The report shows that it was a balanced union, it did not take extreme views on anything. The social psychology workers found that he was popular among his fellow workers and had a link with them now and then. He also bought a newspaper every day. He reacted to the advertisement normally. He had good health, although he was admitted in a hospital once, he came out quite cured. The unknown citizen was sensible enough to buy consumer goods on installments. He had everything a modern man needed at home. Moreover, this ideal citizen was found to be sensible in his views. When there was peace, he supported it. But when there was war he was ready to fight. He didn't hold any personal views on anything. He had the right number of children and he did not argue with the education he got. The state did not know whether he was free or happy.

In a totalitarian state citizen will have no scope to develop his initiative or to assert his individuality. He must conform to the state's dictates. This picture of this unknown, faceless, nameless citizen is ironically presented in the poem. Andam demonstrates the glaring disparity between the complete statistical information about report says key international actors are paying more attention to the plight of new democracies but have yet to take necessary steps to turn their good intentions into a viable plan of action that can marshal the resources and political clout of the world's democratic community. Asserting that an individual's right to democracy and to participate in the govt. of his or her own state is a "fundamental international human right", the task force offers a series of



recommendations for more effective action to deter or respond to unconstitutional interference of the democratic process and the erosion of democracy and democratic institutions.

The task force called on democratic states to implement a number of recommendations when there is a threat to the survival of democracy in another country: increasing development assistance to new democracies, especially where there is popular frustration about the lack of economic benefits deriving from the establishment of a democracy; developing "democracy erosion" indicators for international financial and trading institutions to target their assistance and stem the erosion; encouraging new democracies to adopt strong domestic laws guaranteeing free elections, human rights, and the independence of the judiciary and to take other measures to promote civil society; spurring regional organisations to adopt "democracy clauses".

4 Discuss the turn of events which led to Mrs. White's second and third wishes.

Ans About a week after the old couple had buried their only son, Herbert, Mrs. White suddenly woke up in the night. He didn't find his wife beside him Mrs. White was standing that the bedroom window crying silently. He asked her to come back to the warmth of the bed as it was too cold. Mrs. White told him that her son is now more colder than her and begins to cry again. Mrs. White then falls asleep deeply in the warm bed. He wakes up with a start, hearing his wife shouting wildly "The Paw".

The author doesn't disclose Mrs. White's third last



wish we can assume what the old man wished for. He spent his 3<sup>rd</sup> wish there was a fusillade of knocks on their door. So he held the monkey's paw and practically went ~~down~~ he uttered his third and last wish -

Mr. White was under extreme pressure. His wife is trying desperately to open the door in the firm belief that her son Herbert had come alive and knocking at the door. Mr. White also believed that it was indeed Herbert who was knocking at the door. It might have been anybody who knocked at the door but the author suggests that after Mr. White's third wish the knocking stopped and when they opened the door there was no one at the door. So we can just imagine how wonder who was at the door. The author ends the story with an element of suspense which keeps the reader guessing in wonder.

5 How has the speaker given a holistic picture about the interdependent roles of citizens, attitude and conditions for democracy to emerge in the poem 'Democracy'?

Ans Yes, the poet Langston Hughes has given a holistic picture about the interdependent roles of citizens, attitudes and conditions for democracy to emerge.

In the poem 'Democracy', the poet Langston Hughes seriously asks for his right and freedom as an American citizen regardless of the colour of his skin. He wants equal rights both legally and socially throughout America, the African Americans are segregated, oppressed discriminated not only by the white Americans but also by its laws, so the democracy in American's is not true democracy.



The given poem 'Democracy' is by James Mercer Langston Hughes (1901-1967). Langston Hughes was an African-American poet, activist, playwright, columnist, an assertive artist - spokesperson and the voice of the coloured people -

Here the poet lays emphasis on 'Freedom'. The idea, the urge, the need for freedom is 'strongly seeded', in their hearts. The seed of freedom is planted because it is in great need. They have planted the seed of freedom is they need it greatly, similar to growing crops for nourishing our body and lives. They have been discriminated and oppressed for such a long time that they are in a great need, they are hungry for freedom. They need freedom to nourish their lives. Everybody deserves freedom. Here the poet is addressing the white people of America, he asserts that he is also a legal citizen of America like them because he also lives in America. Hence he is not different from them -



## Assignment-2

DATE / /

PAGE

### A-Narratives of Democracy

#### 1-When Free Speech is Truly Free.

- 1 According to sundar sarukkai, 'Truth' is as important as freedom, in a global context.
- 2 Free speech and Free expressions.
- 3 'Casting a vote anonymously' is freedom of choice to vote for a candidate who we think is best among the others, without anybody knowing our choice. It is an expression of free speech.
- 4 Holding of elections and a free media.
- 5 Rumour, gossip, fake news and deliberate lying can be hidden under the guise of free speech. It is speech with an ulterior motive. To call these as free speech is a mistake.
- 6 Sundar Sarukkai uses the example of a commentator commenting on a game of cricket. Its effects would be relationships will be broken and wars will be declared between people.
- 7 A hearer has the right to stop a person from slandering anyone including himself, in the name of free speech.
- 8 True.



9 An instrument to strengthen democracy.

10 True.

## 2~Democracy

1 Democracy will not even come through compromise and fear.

2 To stand on his two feet, and own the land.

3 "let things take their course".

4 The speaker desires 'freedom' similar to the other white Americans.

## 3~ Farewell Address at Chicago

1 Because even if he and his fellow americans see eye to eye or rarely agreed at all, his conversations with them was what kept him honest and this inspired him. They made him a better president & better man.

2 The constitution of America.

3 Because of the conviction of its people who believe that they are all created equal, endowed by our creator with certain inalienable rights, among them life, liberty and the pursuit of happiness.



- 4 Changes actually happen when ordinary people get involved, get engaged & come together to demand it.
- 5 Obama is focusing on the status and threats to democracy.
- 6 'Quick fix' means immediate solutions to the problem of economic inequality in America.
- 7 According to Obama, second threat to democracy is Racism.
- 8 'Selective sorting of facts' means that the ethical lapses in our's political party is excused, but if another political party commits the same, they criticize them. It's not only dishonest but also self-defeating.
- 9 One can save democracy from being threatened every American citizen regardless of political allegiance, should throw themselves into rebuilding democratic institution. Every citizen should exercise his right to vote and reduce the coercive influence of money & insist in ethics in public service.
- 10 People of that country gives power to constitution.

#### 4 ~ The Unknown Citizen

- 1 The Bureau of statistics is an investigative government department which collects information regarding the citizen of the country.



- 2 It signifies the loss of one's individuality and uniqueness in the modern, cynical and technological advanced society.
- 3 The report said that he was a model worker. He had a blemishless record in his career and regarded as modern saint.
- 4 Greater community refers to government organisations and the authorities.
- 5 His record.
- 6 False.
- 7 Because he took the benefit of the installment plan, to acquire a phonograph, a radio, a car and a fridge.

## 5 - The Golden Dream

- 1 Because they seemed to have transcended desire, anger, pride, jealousy and rest of the vices.
- 2 Because he either stood rooted or sat glued for hours at the bus stand.
- 3 His mother.
- 4 Hawthorne was located beyond a hill range on the right side of the mangalore highway.



- 5 The government was reluctant to sanction any money because the people never paid tax or levy.
- 6 Politics was not possible in Hattur because the village had just 3 to 4 houses.
- 7 People had to climb up the hill and then down the other side to reach the village. In Kannada 'Hattu' means to climb and 'ur' means village.
- 8 Ramesha had to wait for hours for the bus to arrive.
- 9 Only a couple of shuttle buses that went around all villages stopped at the bus stop.
- 10 Magical ambience of the bus-stand.
- 11 Ramesha imagined the boulders to be the back of an elephant.
- 12 He learnt the method of rejecting the cause and effect relationship of the physical world.
- 13 Ramesha tried to forget his newly mastered art, so as soon as he reaches bus-stand, the magical world of his mind drew him to dream world. To get rid of this, he tried waiting in different bus stand.
- 14 Clapping sound.



15 Due to the clacking of the boulder, Ramesha heard the clapping sound.

## 6 - From a German War Primer

1 There exists an inequality.

2 Because poor people couldn't afford good meat even if it was available because of high cost.

3 Here poet refers to Hitler, where he tried to convince the common people that he would bring glory and prosperity to Germany. He achieved it through war. Here he ironically says the forests still grow, the fields still yield, the cities still stand, the people still breathe.

4 Here the employee manufactured weapons. They were paid meager wages, so they couldn't afford to have even a square meal.

5 The teaching of the teachers tell that they are selfish and inhuman.

6 When the leaders speak of peace, the common folk know that war is coming and when the leaders curse war, order to be battle ready is written out.

7 War had left people jobless and people were starving. Hundreds were killed in the war.



- 8 There enemies are their own leaders.
- 9 People were jobless, because most of the industries were closed down due to wars. If they were employed also, they would get meager wages. They couldn't afford a square meal in it. Even after employed they would go hungry.
- 10 It needs a driver.
- 11 It needs a mechanic.
- 12 ~~According to poet, thinking is a 'defect'.~~

## 7 - The Monkey's Paw

- 1 The father and son were playing chess. The son was winning the game.
- 2 (Sergeant Major Morris).
- 3 To see old temples and fakirs and street entertainers.
- 4 Three different men could each have three wishes from it.
- 5 Because it had caused him enough trouble already.
- 6 The old man wished for two hundred pounds. Yes, he got it.



- 7 That their only son Herbert was caught in a machine and killed.
- 8 To bring her dead son back to life.
- 9 The author did not specify that but we can assume that he wished whoever was knocking on their door should go away.

### Paragraph Writing

Write a persuasive paragraph on the importance of minimum and proper use of mobile phones addressing college students.

#### Mobile Phones:-

Mobile phones are modern gadgets of communication that help us to connect with people around the world. Mobile phones have a marked effect on the lives of people and nowadays each and every person whether a peasant or a wealthy person owns a mobile phone. In these modern times, mobile phones are not restricted only to the adults, but have also become an important component of student's life.

A student life is a base for the days to come, and at this stage, students should develop the virtue of hard work by doing their own work manually without any help. With a mobile phone in hand, no student will bother to write down their notes, and will be obsessed with copying and pasting all the work given to them. This will make the students lazy, passive and this can effectively ruin their future.



Nowadays, new types of mobiles called smart phones are prevalent. These have thousands of new features to be used, but most of these features are too distracting for student's mind. For example:- A student will develop a habit of playing games or listening to music, while the teacher is giving a lecture or notes in class. This will cause rapid decrease in their interest to study and they will gradually start losing their marks and rank. Another harmful effect of phones is that the outdoor activities decrease as the students stick to mobiles as they are too hard to resist for a student. This affects their physical and mental health.

An important feature of mobile phone is the internet. Internet is a very useful thing and could be very useful for students as they can know about all the things around the world, but if free access to the internet is provided to students, without any restrictions in schools then most of the times it will be used for purposes other than education. The students could also be used into opening from websites and also begin to and watch illicit material. The students will also begin to download useless materials, as a student's heart and mind is still developing and it is too hard to resist such distractions.

Conclusion:- Thus, mobile phones should only be limited to home because they prove to be more of a distraction than an educational source to children. The students gradually start losing their concentration in studies.

These were the views I had against allowing the use of mobile phones in schools.



## Note Making

### How Important Is Science / Importance of Science

#### 1 About Science:

- \* Systematic knowledge of nature.
- \* Performs astounding deeds.
- \* Plays a great role in our life.
- \* Changes the outlook and ways of life.
- \* Stands at our command in every sphere of our activities.

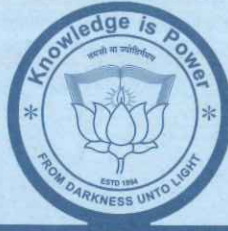
#### 2 Main Uses of Science:

- \* Enable man to conquer the force of nature.
- \* Provides means of travel and communication.
- \* Man fly like bird and swim like fish.
- \* Invention of wireless telegraphy helps to send messages.
- \* Wireless led to the use of radio and means of education.
- \* T.V enables us to see the people on screen.

#### 3 Importance of Science:

- \* Bomb that has given electricity.
- \* Machineries to make man's life easier / comfortable.
- \* Inventions and discoveries led to agriculture, industries and education.
- \* Used in the field of medicine and surgery and diagnosis.
- \* Scientists are the backbone of modern civilization.





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## ASSESSMENT BOOK

20 - 20

Student Name : YASHWANTH. Reg. No. : \_\_\_\_\_

Class : M.COM. Section : [F.A.] Semester I<sup>st</sup>

Subject : MANAGING People in organisation.

Yashwanth  
Signature of the Student

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Head of the Department of PG Studies  
Sindhi College



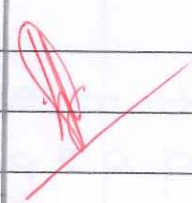
[Signature]  
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S.I. NO	ASSESSMENT / TOPIC	Submission DATE	STUDENT SIGNATURE	FACULTY SIGNATURE
<u>I</u> ASSIGNMENT				
1.	WORK RELATED STRESS.	15-02-2021	↓	
2.	ORGANISATIONAL DESIGNS.	15-02-2021		
<u>II</u> ASSIGNMENT.				
1.	ORGANISATIONAL EFFECTIVENESS.	15-04-2021	↓	
2.	Motivational techniques used by any two corporate institution.			



## 1] WORK RELATED STRESS.

Ans:- Meaning of Stress:

Stress can hit anyone at any level of business and recent research shows that work-related stress is widespread and is not confined to particular sectors, jobs or industries.

Stress is not an illness - it is a state. However if stress becomes too excessive and prolonged mental and physical illness may develop.

Definition of stress:

Stress refers to response to the events that threaten or challenge a person. Work stress refers to harmful physical and emotional responses that people experience on their jobs.

What is NOT STRESS?

To make meaning of stress more clear, it is useful to state what does not constitute stress. Each of following does not amount to stress:

CONTINUED....



- (i) stress is not simply anxiety or nervous tension.
- (ii) Stress need not always be damaging.
- (iii) Stress is not always due to overwork.
- (iv) stress cannot be avoided.
- (v) Body has limited capacity to respond.

### FACTORS IN STRESS.

Stress affects people in different ways and what one person finds stressful can be normal to another. They appraise the situation will depend on various factors, including:-

- (a) background and culture.
- (b) skills and experience.
- (c) personality.
- (d) personal circumstances.



- (e) individual characteristics.
- (f) health status.
- (g) ethnicity, gender, age or disability.
- (h) other demands both in and outside work.

Write  
in  
detail

### CAUSES OF WORK STRESS:

Poor work organisation, that is the way we design jobs and work system, and the way we manage them, can cause work stress.

Stress related to work is unmanageable demands and pressures can be caused by poor work design, management and unsatisfactory working conditions.

The most of causes of work stress concern the way work is designed and the way in which organisations are managed.



## STRESS - RELATED HAZARDS.

- **JOB CONTENT.**
  - Monotonous, meaningless tasks.
  - Lack of variety.
  - Unpleasant tasks.
- **WORKLOAD and work place**
  - Having too much or too little to do.
  - Working under time pressures.
- **WORKING HOURS.**
  - Strict and inflexible working.
  - Long and unsocial hours.
- **Participation and control.**
  - Lack of participation in decision making.
  - Lack of control.
- **organisational culture.**
  - poor communication.
  - poor leadership.
  - Lack of clarity about organisational.
- **Home-work interface.**
  - conflicting demands of work and home.
  - lack of support for work problems at home.

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## The Effects of WORK STRESS.

- (i) work stress become increasingly distressed and irritable.
- (ii) work stress become unable to relax or concentrate.
- (iii) work stress have difficulty thinking logically and making decisions.
- (iv) work stress feel tired, depressed, anxious.
- (v) work have difficulty sleeping.

## The prevention of work stress.

There are a number of ways by which the risk of work stress can be reduced. These include:-

- (i) primary prevention.
  - ergonomics.
  - work and environmental design.
- (ii) secondary prevention.
  - worker education and training.
- (iii) tertiary prevention.
  - developing more sensitive and responsive management.

Write  
in  
detail



## SOLVING WORK STRESS PROBLEMS.

These are various strategies to solve work stress problems. under WORK Redesign.

- (a) changing the demands of work.
- (b) Ensure that employees have or develop the appropriate knowledge and abilities to perform their jobs effectively.
- (c) Improve employee control over the way they do their work.

### Stress Management training.

- (a) Ask employees to attend classes on relaxation, time management, assertiveness training or exercise.

### Management Development.

- "improves manager" attitudes towards dealing with work stress.

### organisational Development.

- implement better work system and manage



## Q] ~~QRA~~ ORGANISATIONAL DESIGN.

Ans: Definition:-  
Organisational design is the administration and execution of an organization's Strategic plan. This means that organization Strategy determines the optimal organizational design.

### AIMS OF organizational design.

- (a) Clarify the overall purposes of the organization.
- (b) Define how work should be organized to achieve that purpose.
- (c) Define as precisely as possible the key activities involved in carrying out the work.
- (d) Group these activities logically together to avoid unnecessary overlap or duplication.
- (e) provide for the rapid communication of information throughout the organization.



## Evolution of organization Design.

organizational Design is related to aligning functions, processes, strategies, responsibilities and role to different members of team and department within the context of various processes and products that company produces.

### ⇒ principles of organizational design.

organizational design is a tug of war between these five principles. Each principle has its own test to see if current situation is valid.

#### (i) Specialization principles:

This principle states that boundaries should exist to encourage the development of specialist skills.

#### (ii) co-ordination principles:-

This principle states that activities that are done should be co-ordinated that are done should be co-ordinated in a single unit.



(iii) Knowledge and competence principle:-

This principle states that responsibilities should be allocated to the person or team best fit to do them.

(iv) control and commitment principle:-

This principle is about having effective control on the one hand while maintaining engagement and commitment on other hand.

(v) Innovation and adaptation principle:-

This principle states that organizational structures should be sufficiently flexible to adapt to an ever-changing world. The test here is that organizational design will help the development of new strategies and to adapt to future changes.



## FACTORS AFFECTING ORGANIZATIONAL DESIGN.

### 1] Strategy :-

It dictates the strategic priorities of an organization. This is most important influencing factor of organizational structure and design.

### 2] Environment :-

The environment a company operates in influences its strategy but also dictates how it position itself.

### 3] Technology :-

Information technology is a key enable for decision making. The state of IT impacts organizational design as well.

### 4] Size and life cycle :-

The organizational size and life cycle also impact the organizational structure and design.

### 5] Culture :-

The organizational culture is another key element that impacts organizational structure and design - and, vice versa, design also impacts culture.



# ~~ORGANIZATIONAL DESIGN PRINCIPLES.~~

## ~~ORGANIZATIONAL EFFECTIVENESS.~~

Who does the work?

Organization design may be carried out by line management with or without the help of members of HR function or internal consultants, or it may be done by outside consultants, or it may be done by outside consultants.

## MODELS OF ORGANISATIONAL DESIGN.

1] Functional organizational design model :-

Organization that implement the functional model of organizational design divide their functioning into different fields.

Board of Directors.

CEO.

Sales  
Manager

H.R. Manager.

R&D  
Manager.



### 2] Geographical organizational Design Model:-

As long as organizational remained localized, it was considered that the functional design is best suited for running business.

CEO.

America

EUROPE

ASIA.

### 3] product-oriented organizational Design Model:-

In such models, the organization designs itself are based on its products. For example, a company that manufactures domestic electrical appliances may divide its business model on its prime-selling products.

### 4] Market-oriented organizational Design Model

In a market-oriented organization model, the focus of company is in addressing the needs of customers, as opposed to manufacturing product and creating the market for them, which food industry often does.

15/2/21  
Seen



### 31. ORGANISATIONAL EFFECTIVENESS.

Answers: Definition :-

Organisational effectiveness is the efficiency of an organisation, group or company can meet its goals. How an organisation produces its set quota of products, how much waste it produces or how efficient its processes fall under organisational effectiveness.

Meaning :-

It is a fact that performance automatically improves when the leadership system is at its best. The function of leadership includes defining the future, setting direction, becoming organized, creating strategies, implementing them effectively, clarity in directions, clear communication, alignment of goals, developing talent, building accountability, allocating resources and delivering results.



## ⇒ Approaches to organizational efficiencies:

### ① Goal approach:

The goal approach refers to optimal profit by offering the best service that will lead to high productivity.

### ② System-resources approach:

The system resources approach puts its focus on the interdependency of processes that align the organisation with its environment.

### ③ Functional approach:

The functional approach assumes that the organisation has already identified its goals, and now the focus should be upon attainment of these goals and how to serve society.



## ⇒ Factors affecting organisational effectiveness:-

### ① causal variables :-

These are independent variable that can be altered by the organization and its management, for instance, its policies, skills and behavior and leadership and business strategies.

### ② Intervening variables :-

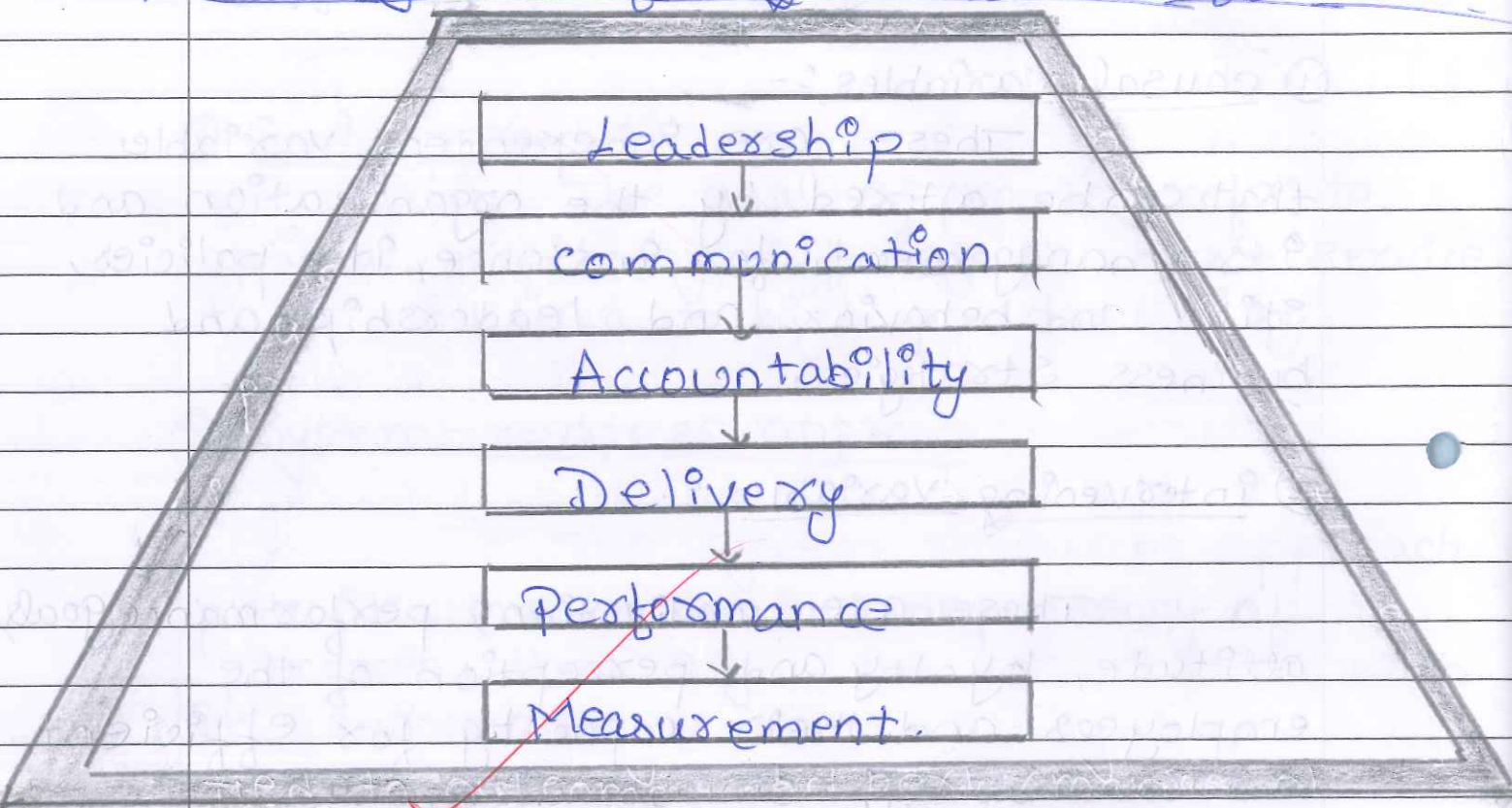
These are motivation, performance goals, attitude, loyalty and perception of the employees and their capacity for efficient decision-making, communication, and interaction.

### ③ End - result variables :-

These are loss, costs, earnings, and productivity. The end - result variables reflect the achievement of an organization.



## ⇒ Six System of organisational effectiveness



### ① Leadership :-

One of the critical steps in organization effectiveness is developing leadership within the company. It is leaders who create vision for their company, define, refine and execute critical processes, translate values into strategies, take action and be accountable.

### ② Communication :-

Every organisation needs an effective communication system so that flow of information is smooth. Leaders can be successful when they



can communicate their message to other people in a precise manner.

### ③ Accountability:

organisational effectiveness is to a great extent dependent on the concept of accountability. A company should build an environment where every individual, as well as a group, is accountable for the tasks he participates in.

### ④ Delivery efficiency strategy:

The next step in the Sisc system of organisational effectiveness is the delivery of products and services. It is a fact that consumers and markets are ever-changing, and this means that a company should be prepared to shift and make adjustments to accommodate these changes.

### ⑤ performance:

Human resources are the most valuable asset of a company, and this is why the proper emphasis is given on hiring and retaining the best of the best.



### ⑥ Measurement:-

It is imperative to measure organisational effectiveness. A business entity must set a standard set of metrics and develop a system of reviews and parameters to analyze and measure tasks, project, productivity, behavior, processes, and results.

### ⇒ Importance of organisational effectiveness.

1) employee engagement and performance:-

employee productivity is directly tied to outcomes and performance of individual business units.

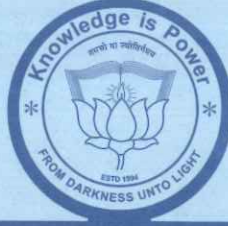
### ⑤ Better management:-

Improved management can mean better manager training, increased communication between managers and frontline employees, updated managerial policies and procedures, among other things.

### ③ Decreased costs:-

Efficiency in any business unit can decrease cost. Those saving can come from any area that is causing waste.





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## ASSESSMENT BOOK

2020 - 2021

Student Name : Keshav's Reg. No. : B1814025

Class : BBA Section : - Semester I

Subject : Advertising And Media Management

Keshav's  
Signature of the Student

Sushiladevi  
Signature H.O.D.

[Signature]  
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# Advertising And Media Management

## Section - A

Answer any five questions

a) What is advertising campaign ?

An advertising campaign is an organized series of advertising messages. It is an orderly planned efforts consisting of related but self contained and independent advertisements.

b) Who is an advertising copy writer ?

Copywriters play a important in the advertising industry, as they are the ones to choose the right word or phrase to connect with the audience

c) What is recognition test ?

Recognition Test is to see whether people remember a particular advertisement or measures the reader understood the concept of the advertisement.

d) Name different types of Advertisement Agency

- Full-services
- Digital Advertisement Agency



Creative Advertising agency  
Media Buying advertising agency

c) State any 2 significance of Media scheduling

→ The most effective time is selected

→ The Demand is subject to vary as per the trend and season

f) Give the meaning of Internet advertising

Internet advertising uses the Internet to deliver Promotional marketing messages to consumers

g) State the elements of communication Process

→ Sender / Advertiser

→ Message / Advertisement

→ Channel / Media

→ Receiver / Target audience.



## Section - B

Answer any three questions.

2) Enumerate the steps in Marketing strategy.

Seven steps to Building the Perfect Marketing Strategy

1) Building a strong marketing strategy lies at the foundation of any Prospering competitive business.

⇒ As terms can sometimes get mixed up, let firstly clarify what is the strategy. It refers to an organization overall game plan of attracting customer by communicating the benefits of their business and key differentiator.

2) Run a SWOT Analysis

Start by running a SWOT analysis to identify your business strengths, weaknesses, opportunities and threats.

3) Figure out the Value Proposition

A better marketing strategy derives from a company's Value Proposition which means to identify the differentiators against competitors as opposed to being created from scratch.



## 4) Determine marketing Strategy Objectives

Organization Define and communicate their goals using the objectives. It also help marketer to align expectation and Plans

## 5) Understand your customers

In marketing space, there been lots of buzz on customer centricity a strategy to fundamentally align a company Product and services with the wants and needs of its most valuable customer

## 6) Analyze your market and competitors

We established that a clever marketing Strategy is a business game plan which help them flourish stand out form competition

## 7) Establish your marketing method

Depending on your target audience, you will need to pick the best marketing methods to explain, teach and communicate your brand message



3) Explain the ethical aspects of advertising

- (1) It degrades the rival's Product or substitute Product
- (2) It gives misleading information
- (3) It gives false information
- (4) It conceals information that vitally affects human life
- (5) It makes exaggerated or tall claims
- (6) It is obscene or Immoral
- (7) It is against the national and public interest
- (8) Business morality is derived from social morality
- (9) Morality is concerned with the right type of conduct
- (10) ~~Truth in ethical advertising.~~



- 4) Write the function of Media Research
- 1) Vehicle Distribution :- Refers to the number of copies of a newspaper or magazine circulated within a region or the entire country
- 2) Vehicle exposure :- Refers to the number and kind of people reading an average issue of a newspaper or magazine. It also includes the numbers of times each person reads an average issue
- 3) Advertising Exposure :- Refers to the number of people exposed to the advertising message and also to number of times each person exposes himself or herself to the advertising message.

5) What are the types of advertising appeals

Advertising Appeal

Price or Value appeal

Quality Appeal

Fear or anger appeal

Sensory Appeal



Sex, Love and social Acceptance Appeal

Celebrity endorsement

b) Describe the advantages of using Ad-agency services

Creative Services

Advertisements are actually made by the Creative Services People copywriters, art director, print and electronic products People

Media Service

The media manager has to put ad message in the best media mix at the best price so as to reach the target audience of the Product

~~Support Services~~

In Supporting services we have the marketing research manager who studies the target audience of the product characteristics so as to provide inputs to the Creative People

Administrative Services

It is concerned with the day-to-day running of the ad agency



## Section - c

Answer any three questions

7) Explain in detail the key factor Influencing Media Planning

x Media Selection

Media selection refers to the selection of a specific vehicle or a combination of vehicles or more broadly the selection of a specific medium

x Media Planning

Media Planning, however is a more general term, taking within its compass all decision regarding the time and place of advertising.

x Media Strategy

Media strategy is a part of the marketing Strategy hence the media Plan is part of the overall market Plan.

x Media Research

Media Research involves the collection of data



About the Various advertising Media, Surveying consumers on their media preferences and carrying out primary and secondary

## Need and Importance of Media Planning

What are the media available that will serves advertiser interests in the most effective manner

Which Individual medium in each general category of Media selected will be the best vehicle for the client's total advertising

## Selection of Media

The coverage and reach of the Media  
Media cost

~~The nature of the message.~~

## ~~Space Marketing~~

~~Space selling is out.~~

The media Planner in the agency is now not only concerned with circulation figures



## 8 Describe the steps of creative Process

**Orientation** & We have to make ourselves familiar with the Problem on hand.

### Preparation

- Here we collect all relevant facts
- The creative flesh may emerge from any of these Pieces of Information

### Analysis

Our Preparation stage was a learning experiences We have to now marshall these facts by properly classifying them

### Ideation

With full facts and knowledge on hand, we now look for a creative spark.

### Incubation

So far it was a hot intellectual Pursuit it now time to put the idea into the sub-conscious.



Synthesis : The bits and Pieces of idea must now be put together to generate the big idea

Evaluation : After idea are synthesized, we have to evaluate them by judging their goodness

Q) Do you think DAGMAR approach is an effective tool in Planning advertising efforts Explain

D = Defining  
A = Advertisement  
G = Goal  
M = Advertising  
A = Measured  
R = Result

- Persuade a Prospects to visit a show room and ask for Demonstration
- Build up the morale of the company sales force
- Facilitate sales by correcting false impression, misleading and other obstacles
- Announce a special season for buying now
- Make the brand identity know and easily recognizable



## 10) Advertising as an element of Marketing Mix

### Advertising and Product

Advertising makes buyer aware of the product at the time of its introduction.

Advertising at the later stages informs the buyer about its features and attributes and the benefits it offers.

### Advertising and Place

Place refers to the various channels through which product are made available.

Advertising creates a Pull Demand consumer demand and advertiser.

### Advertising and Price

Price plays an important consideration in buying decision.

We compare prices before buying.

### Advertising and Promotion

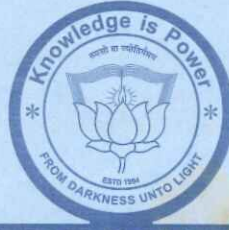


11 Explain the types of advertising Research and state the advantages of respective type.

- 1) Investigation of single Medium or single Vehicle of advertising
- 2) Studies in media mix
- 3) Basic research and Methodological studies
- 4) Image studies of Media and Vehicle
  - Audit Bureau of Circulation
  - National Readership Survey
  - Television Audiences Survey
  - Expert Agencies
  - Auditing Procedures

Seen  
20/7/21





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## ASSESSMENT BOOK

2020 - 2021

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08/12/2020

Kannada

DATE / /  
PAGE

Tuesday

ಕೆಳಯೇ ಶಿವನು ಉತ್ತಮ

1) ಕೆಲ ಘೋರಾಯ ಸೋಮನಾಥನ ಶ್ರೀಕಾರ ಯಾವುವು ಶ್ರೇಷ್ಠ ಮತ್ತು ಉತ್ತಮ  
ತಿಳಿಸಿ

ಮನುಷ್ಯರಲ್ಲಿ ಕೆಲಯೂ, ಲೋಹಗಳಲ್ಲಿ ಚಿನ್ನಯೂ ಶ್ರೇಷ್ಠವಾದುವು ಅನೇ  
ರೀತಿ ಲೇಖ್ಯ ತೀರ್ಥಗಳಲ್ಲಿ ಗಂಗಯೂ, ಹೆಂಗಸುಲಲಿ ಪತಿವ್ರತೆಯೂ, ಗ್ರಹಗಳಲ್ಲಿ  
ಸೂರ್ಯನೂ ಶ್ರೇಷ್ಠರಾದವರು ಹಾಗೆಯೇ ನವರಸಗಳಲ್ಲಿ ಶೃಂಗಾರ ರಸವು  
ದೇವತೆಗಳಲ್ಲಿ ಶಿವನೂ ಶ್ರೇಷ್ಠನಾದವನು ಎಂದು ಸೋಮೇಶ್ವರ ಕೆತಕವಲ್ಲ  
ಹೇಳಲಾಗಿದೆ.

ಚೀನಾದ ಇನ್ನೊಂದು ಮುಖ

- ನಾಗಕಿಹಳ್ಳಿ ಚಂದ್ರಶೇಖರ್

2 ಚೀನಾದ ಹಳ್ಳಿಗಳ ದುಃಸ್ಥಿತಿಯನ್ನು ಒದ್ದಾಹರಣೆಗಳೊಂದಿಗೆ ವಿವರಿಸಿ;  
ಚೀನಾದ ಹಳ್ಳಿಗಳ ಸ್ಥಿತಿ ಭಾರತಕ್ಕಿಂತ ದಾರುಣವಾಗಿದೆ. ಅಲ್ಲಿ ಸುಪ್ರಸಂಗ  
ನಗರಗಳಿವೆ. ಉದರ ವಾಸಿಯೋತ್ಸವವಾದ ಹಳ್ಳಿಗಳಲ್ಲಿ, ಹಳ್ಳಿಗಳ ಯುವಕರು -  
ಯುವತಿಯರು ಕೆಲಸಕ್ಕೆಂದು ನಗರಗಳಿಗೆ ತೆರಳಿದರೆ ಹಳ್ಳಿಗಳಲ್ಲಿ ಕೇವಲ  
ವಯಸ್ಸಾದ ಹಣ್ಣು ಹಣ್ಣು ಮುದಕರು. ಹಸಿ ಬಾಣಂತಿಯರು ಹಾಗೂ ಎಳೆ  
ಮಕ್ಕಳನ್ನು ಮಾತ್ರ ಕಾಣಬಹುದು. ಹೊಲಗದ್ದೆಗಳಲ್ಲಿ ಕೆಡತೋರಿಗೆ ಬಂದ  
ಬೆಳೆಯನ್ನು ಕೊಯ್ಯಲು ಕೆಲಸದವರಲ್ಲ. ಸಾಧ್ಯವಾದರೆ ವೃದ್ಧರಲ್ಲಿ ಉ ಕೆಲಸ  
ಮಾಡಬೇಕು. ಭೂಮಿಯು ಒಡತನ ಸರ್ಕಾರದ್ದು, ಗ್ರಾಮ ಪ್ರಾಂತ್ಯಗಳಲ್ಲಿ ಐಂ  
ವರ್ಷ ಉತ್ತಿಯನ್ನು ಅನುಭವಿಸಲು ಅವಕಾಶ ನಂತರದಲ್ಲಿ ಸರ್ಕಾರ  
ಅದನ್ನು ತನ್ನ ವಶಕ್ಕೆ ಪಡೆದು ಮರುಹಂಚಿಕೆ ಮಾಡುತ್ತದೆ. ಹೊಯ್‌ಜಿ  
ಎಂಬ ಊರಿಗೆ ಹೋಗುವಾಗಿನ ರಸ್ತೆಯಂತೆ ನಾಕಡ್ಡು ಹಾಳಾಗುತ್ತೆ.  
ಊರಿನ ಕೊಠಡಿಲಯ ವ್ಯವಸ್ಥೆ ಗಟ್ಟಿವಾಗಿರುತ್ತಿತ್ತು. ಇವುಗಳು ಚೀನಾದ  
ಹಳ್ಳಿಗಳ ದುಃಸ್ಥಿತಿಗಳು.



3. ದೂರದ ವೆಚ್ಚ ನುಣ್ಣಿಗೆ ಎಂಬ ಗಾಡ್ ಮಾಡಿನಿಂದ ಚೈನ್ನಾದ ಯುವ ಭವರ ಬದುಕನ್ನು ಸಿರಾಚಿಸಿ

ಚೀನಾ ಮುಂದುವರಿಯುತ್ತಿರುವ ದೇಶಗಳಲ್ಲೇ ಮುಂಚೂಣಿಯಲ್ಲಿದ್ದ ಇಲ್ಲವೆ ಎಲ್ಲ ತಂದಿಧರಣಗಳೂ ವಿಶ್ವದೆಲ್ಲೆಡೆ ಮಾರುಕಟ್ಟೆ ಕೆಂಡುಕೊಂಡಿದೆ. ಪ್ರಾಗಂಧಾಗ ಇಡೀ ಚೀನಾ ದೇಶವೇ ಮುಂದುವರಿದಿದೆ. ಎಂದೆಲ್ಲ! ಅಲ್ಲಿಯೂ ನಾನಾ ಕೊರತೆ - ರುವ ನಗರಗಳು ಹಳ್ಳಿಗಳು ಇವೆ. ಚೀನಾದ ಯುವಭವನೆಯಲ್ಲೂ ನಿರುದ್ಯೋಗ ನಮಸ್ಕರ ಬೆಟ್ಟವೆಡ್ಡಿದೆ. ಹಳ್ಳಿಗಳೆಲ್ಲ ದುಡಿಯುವೇಕೆಂದಿ ಯುವ ಭವನಾಂಗ ಹರಿಯು ಕೈಲಡುತ್ತಿದಂತೆಯೇ ನಗರಗಳಿಗೆ ದುಡಿಹೋಗುತ್ತಾರೆ, ನಗರಗಳೆಲ್ಲ ನೆವನತಿ ಸ್ವಲ್ಪ ಹಾಗೂ ಹಣಕಾಸಿನ ಸಮತ್ವೆಯಿಂದಾಗಿ ಅವರು ತಮ್ಮ ಪ್ರೋಡ್ಯುಕರನ್ನು ಕೊಡಿಕೊ ಲುದಕ್ಕಾಗುವುದಿಲ್ಲ. ಇದರಿಂದಾಗಿ ಹಳ್ಳಿಗಳು ವೃದ್ಧಿ ಪ್ರಮಾಣಗಳಿಗಿಳುತ್ತವೆ. ಸಾವಿರ ಜನಸಂಖ್ಯೆಯ ಹಳ್ಳಿಯಲ್ಲೂ ಸೆಹೆ ಒಬ್ಬನೇ ಒಬ್ಬ ಯುವಕ ಕ್ರಾಂತಿ ನಿಗುವುದಿಲ್ಲವೆಂದರೆ ಅಲ್ಲಿನ ಹಿರಿಯತೆಯನ್ನು ಕಲ್ಪಿಸಿಕೊಳ್ಳಬಹುದು. ಹಳ್ಳಿಯಲ್ಲ ಯುವ ಭವನ ಕ್ರಾಂತಿಯೆಲ್ಲನ ದಿಜಿಟಲೈಜೆಟ್ ಅಥವಾ ಬೇಜಿಂಗ್‌ನ ಮ್ಯಾಕ್ ಡೊನಾಲ್ಡ್‌ನ ಕೆಲಸಕ್ಕೆ ಹೋಗುತ್ತಾರೆ. ಚೀನಾದ ಯುವಕರು ಅಮೆರಿಕವನ್ನು ಅನುಕರಿಸಲು ಸಾಕಷ್ಟು ಹೆಣಗುತ್ತಾರೆ. ಅವಕ್ಕಾಗಿ ತಮ್ಮ ಹೆಸರನ್ನು ಬದಲಾಯಿಸಿ ಕೊಳ್ಳುವುದು, ಅಮೆರಿಕನ್ನರಂತೆ ಉಂಗ್ಲೆ ಬ್ರಾಡೆಯಲ್ಲಿ ಮಾತನಾಡುವುದನ್ನು ಕೂಡಿಸಿಕೊಳ್ಳುತ್ತಾರೆ. ಅವರಿಗದು ಅನಿವಾರ್ಯವೂ ಆಗಿದೆ. ದೂರದ ವೆಚ್ಚ ಕಣ್ಣಿಗೆ ಕಂಡ ಮುಖಕ್ಕೆ ಇವರ ಬದುಕು ನಗರಗಳೆಲ್ಲ ಮೇಲ್ಮಟ್ಟದಲ್ಲಿದೆ. ಎಂದೆಲ್ಲ - ರು. ಅವರ ಹಿಂದೆ ಸಾಕಷ್ಟು ನೋವು ನೀಡಿದ ಉತ್ಪಾದಕ ಇವೆ ಎನ್ನುವ ಮನೆಯಲಾಗದು.

4/

ಯುಗಾದಿ

- ವಸುಧೇಂದ್ರ

4) ಮಗ್ನಾಟೀಕರಾಗಿ ಮಗನ ಮನೆಯಲ್ಲಿ ಪುರಕೀಯ ಭಾವನೆ ಕ್ರಾಂತಿಲು ಕ್ರಾಂತಿವೇನು?

ಮಗ ಮೂರನೆಯ ವರ್ಷದ ಇಂಜನಿಯರಿಂಗ್ ಮುಗಿಸಿ ರಜೆಗಂದು ಮನೆಗೆ ಬಂದಿದ್ದ. ಬಂದು ದಿನ ರಾಯರು ಸಂಜೆ ರಾಫೆವೇಂದ್ರ ನ್ನಾಯಿಗ



ಮರಕ್ಕೆ ಹೋಗಿ ಬಂದಾಗ ಮಗ ಕ್ರೂರವಾದ ದೋಷ ಮಾಡಿಕೊಂಡು ಕಿನ್ನುತ್ತಿದ್ದ ಅನಮಾನಗೊಂಡ ರಾಯರು "ಸಂಧ್ಯಾವಂದನೆ ಮಾಡಿದ್ದೀಯೇನೋ?" ಎಂದು ಕೇಳಿದರು. ಮಗ ಉತ್ತರ ನೀಡದ್ದನ್ನು ಕಂಡ ರಾಯರು ನಿಜವು ನೆತ್ತಿಗೇರಿದ್ದರು ಸಹಿಸಿಕೊಂಡು "ವಳು, ಕೈಕಾಲು ತೊಳೆದುಕೊಂಡು ಸಂಧ್ಯಾವಂದನೆ ಮುಗಿಸಿ ಕಿನ್ನುಲು ಕುಳಿತುಕೋ" ಎಂದಿದ್ದರು. ಮಗ ತಗ್ಗಿದ ದನೆಯಲ್ಲಯೇ "ನಂಗ ಅಲೆಲ್ಲಾ ಮಾಡಲು ಇಷ್ಟ ಇಲ್ಲದ್ದು" ಎಂದು ಸ್ವಿಷ್ಟವಾಗಿ ಹೇಳಿದ. ಇದನ್ನು ಕೇಳಿ ಗೋಪಣ್ಣ "ಫಲೋ ಗುಣಿ ಕೆಲಕಿ ಬಡಪ್ಪ ಇದೇ ವನು ನಿಮ್ಮ ಶಾಲೇಜನ್ನಾಗ ಕೆಲಕಿ ತೊಡೋದು ಎಂದು ಕುಗ್ರಾಡಿ, ಕೊನೆಗೆ "ಸಂಧ್ಯಾವಂದನೆ ಮಾಡಿದರೆ ಮಾತ್ರ ಈ ಮನೆಯಲ್ಲಿ ನಿನಗೆ ಸ್ಥಾನ" ಎಂದಿದ್ದರು. ಕುಸಿಯಿ ಮಗ ಬನಿವಾರವನ್ನು ತೆಗೆದು ಮನೆಯ ಹಿತ್ತಲಿನ ಕಣಗಲಿ ಗಡಕೆ ತಗುಲಿ ಹಾಕಿ ಊರಿಗೆ ಹೋದ್ದ. ಮುಂದೆ ಗೋಪಣ್ಣನೇ ತನ್ನ ಹೆಂಡತಿಗೆ ಕೊಟಿ ಮಾತನ್ನು ನೆನಪುಮಾಡಿಕೊಂಡು ಮಗನಿಗೆ "ಅದನ್ನೆಲ್ಲ ಮನಸ್ಸಿಗೆ ಹಚ್ಚಿಕೊಳ್ಳಬೇಡ" ಎಂದು ಸುತ್ತ ಬರೆದಿದ್ದರು. ಬಹುಕಂ ಇದೇ ಘಟನೆಯನ್ನು ನೆನೆಸಿಕೊಂಡ ಗೋಪಣ್ಣ "ಈಗ ಮಗ ಎನ್ನಾದರೂ ಅಂದರೆ" ಎಂಬ ಪುರಕಿಯ ಭಾವನೆ ಅನುಭವಿಸುತ್ತಿದ್ದರು.

5

ಬದುಕಿನ ಬಾಂಧವ್ಯ ಮತ್ತು ಸ್ವೀಕಾರ, ಹಣದ ಬಾಂಧವ್ಯ ಹೊತ್ತು ಪುರಕಿಯಕ್ಕೆ ಸಂಘರ್ಷ ಕಥೆಯಲ್ಲಿ ಹೇಗೆ ಮಾಡಿದೆ ?  
 ಗೋಪಣ್ಣ ನಿವೃತ್ತ ಶಿಲ್ಪಿ ಶಿಕ್ಷಕರು. ಅವರು ತಮ್ಮ ಮೃತ್ವು ಜೀವನದಲ್ಲಿ ಹಣ ಕಂಡಿರದಿದ್ದರೂ ಬದುಕಿನ ಸಾಧ್ಯಕ್ಕೆ ಕಂಡಿದ್ದರು. ತಮ್ಮ ಮಗನೇ ಫ್ರೀದ್ದರೂ ಶಿಲೆಯಲ್ಲಿನ ಬಳವ ಮಕ್ಕಳಂತೆಯೇ ಅವನನ್ನೂ ಭಾವಿಸಿದ್ದರು. ಖಡಕ ಮಾಸ್ತರ್ ಎಂದೇ ಹೆಸರಾಗಿದ್ದ ಗೋಪಣ್ಣ ಹೆಂಡತಿ ಮಗನೊಂದಿಗೆ ಒಂದು ಲೀಕಿಯ ಸಂಪುಟ್ಟ ಜೀವನ ನಡೆದಿದ್ದರು. ಮಗನಿಗೆ ಅನ್ಯಾಯವಾಗಬಹು ಎಂಬ ಕೌತುಹದಿಂದ ಹೆಂಡತಿ ಸತ್ತ ಬಳಿಕ ಮರು ಮದುವೆಯಾಗದೇ ಮಗನ ವಳಿಗೆಗೆ ಸತತ ಶ್ರಮಿಸಿದ್ದರು ಗೋಪಣ್ಣ. ಊರಿ ಬನರೊಂದಿಗೆ ಜೀವಿ-ಮತಿ ಭೇದವಿಲ್ಲದೆ ಬೆರೆದಿದ್ದ ಗೋಪಣ್ಣ ಮಾಸ್ತರರು ನಿವೃತ್ತಿಯ ಬಳಿಕ ತಮ್ಮ ಮನೆಯನ್ನು ಬಾಡಿಗೆಗೆ ನೀಡಿ ಬೆಂಗಳೂರಿನ ಮಗನ ನಿವಾಸಕ್ಕೆ ತೆರಳಿದರು. ಅಲ್ಲಿ ಬೃಹದಾಕಾರದ ಮನೆಮನೆ ಮುಂದೆ ಫಲಿ, ದೊಡ್ಡ ಕೈಕು, ಟಿ.ಎ



ಯೊಡ್ಡು, ಶಾಕತ್ಯ ಹಣ ಎಲ್ಲವೂ ಇತ್ತು. ನಮ್ಮದಿಯ ಹೊರತಾಗ. ಹಣಕ್ಕೂ  
 ಹಗಲರುಳು ದುಡಿಯುವ ಮಗ - ಸೊಸೆಯರ ಯಾಂತ್ರಿಕ ಬದುಕು.  
 ಯಾವುದೋ ದೇಶದಲ್ಲರುವವನ ಛೇದನೆ ಪ್ರಾಣವೇಕಾದ ಅನಿವಾರ್ಯ  
 ತಯ ಕೆಲಸ ಮಾಡಲಾದವುಗಳ ಮೂಲಕ ಗೋಪಣನವರ ಮಗ ಪ್ರಿಯ  
 ಸೊಸೆ ರೇಖಾ ಪರಕೀಯತೆಯ ಭಾವನೆಯಲ್ಲಿ ತಿರುಕಿ ಬಿದ್ದುಡುತ್ತಿದ್ದ  
 ಅಪ್ಪನಲ್ಲಿ ಬದುಕಿಗೆ ಹೊಂದಿಕೊಂಡ ಮಗ ಸೊಸೆಯರನ್ನು ಕಂಡಾಗ  
 ಗೋಪಣನವರಿಗೆ ತಮ್ಮ ಮೃತ್ಯು ಜೀವನದ ನನಪಾಗುತ್ತಿತ್ತು ಅವರೊಂದಿಗೆ  
 ಹಣದ ಬೆನ್ನು ಹತ್ತಿದ್ದ ಎರಡು ಅಲ್ಲದೇ ತಮ್ಮ ಮೃತ್ಯು ಜೀವನದಲ್ಲ ನೌಕ  
 ಹೆಸರುಗಳನ್ನಿಟ್ಟವರು. ರಾಜ್ಯಪಾಲರೊಂದೆ ಪ್ರಶಸ್ತಿಗಳನ್ನಿಟ್ಟವರು. ಎಲ್ಲಕ್ಕೂ  
 ಮೂಲಗೂ ಮಾನವೀಯ ಮೌಲ್ಯಗಳನ್ನು ತನ್ನ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಕೆಲಸ  
 ನ್ನಂತೆ ಮಗನಾದರೂ ಅವನನ್ನು ಇಲೆಯಲಿ ವಿದ್ಯಾರ್ಥಿಯಂತೆಯೇ  
 ನೋಡಿದವರು. ಮನೆ ಪ್ರಾರಂಭ ಸಂದರ್ಭದಲ್ಲ ಅವನಿಗೆನಾದರೂ ಪ್ರಶಸ್ತಿ  
 ಪತ್ರಕೆಯಲ್ಲ ಬರುವ ಪ್ರಶ್ನೆಗಳನ್ನು ಕುರಿತು ಹೇಳಬಹುದೆಂಬ ಭಯದ  
 ವೇರೊಬ್ಬರ ಮನೆಗೆ ಮನೆಪ್ರಾರಂಭಕ್ಕೆ ಕಳಿಸಿದವರು. ಇಂತಹ ಸ್ವಾಭಾವಿಕ  
 ಸರಳಜೀವಿ ಗೋಪಣ ಮಾಸ್ತರರು ತಮ್ಮ ಊರಿನ ಸ್ನೇಹಿತ ಕೌಸಿಂ ನಾಬರ  
 ಮಗನಿಗೊಂದು ಕೆಲಸದೇಕೆಂದಾಗ ಮಗನೇ ಮರ್ಚೆ ಹಿಡಿದರು ಅವರಿಗೆ  
 ಮಗನ ಕೆಲಸದ ತ್ವಿತಿಯ ಅಂವಾಗತ್ತು. ತನ್ನ ತನವನ್ನು ಒತ್ತೆಯಿಟ್ಟು ಯಾರೂ  
 ದುಡಿಯುವ ಗಮನ ಬಗ್ಗೆ ಗೋಪಣನವರಿಗೆ ಕನಿಕರ ಬಂತು. ಕೇವಲ  
 ಹಣವೊಂದೇ ಎಲ್ಲ ಅಲ್ಲ. ಜೀವನದಲ್ಲ ಬೇರೆ ವಿದ್ಯೆಯಗಳಿಗೂ ಬೆಲೆ  
 ಇದೆ ಎಂದು ಪ್ರಹ್ಲಾದನಿಗೆ ಅಂವಾಗಿದ್ದು ರೇಖಾಳಿಗೆ ದಿನ ಮುಂಬ ಪ್ರಶಸ್ತಿ  
 ವೇದನೆ ಛೇದನವಾದಾಗಲೇ ಗೋಪಣನವರ ಹಳೆಯ ವಿದ್ಯಾರ್ಥಿನಿ ರಾಧಾ  
 ನರ್ಸೆ ಆಗ ಕೌಸಿಂ ನಿರ್ವಹಿಸುತ್ತಿದ್ದ ಸರ್ಕಾರಿ ಛೇತ್ರಕ್ಕೆ ವಿದ್ಯೆಯಲ್ಲದ  
 ಬಂದ ಪ್ರಹ್ಲಾದನಿಗೆ ತನ್ನ ತಂದೆಯ ಮೃತ್ಯು ಮಹತ್ವದ ಅಂವಾಗುತ್ತದೆ  
 ಛೇತ್ರಿಯಿಂದ ಮನೆಗೆ ಹೊರಟಾಗ ನರ್ಸೆ ರಾಧಾಳಿಗೆ ಹಣ್ಣು ಹಂಪಿ  
 ಜೊತೆ ಬಂದಕ್ಕೂ ಹಣ ಕೊಡಲು ಹೋದಾಗ ಅವಳು ಹೇಳಿದೆ "ಮಾಸ್ತರ  
 ಬದುಕು ಮಾಡೋದು ಹೇಗೆ ಅಂತ ಕಲಿಸಿಕೊಟ್ಟಿರಿ ಅದಕ್ಕಿಂತ ದೊಡ್ಡ  
 ಬೇರೆ ಏನು ಕೊಡಲಕ್ಕೆ ಆಗುತ್ತೆ ಬಿಡಿ" ಎಂಬ ಮಾತು ಪ್ರಹ್ಲಾದನ  
 ಕಣ್ಣು ತೆರೆಸುತ್ತದೆ. ಅವರಿಗೆ ನಾವ್ವಾರೋ ಗೊತ್ತಲ್ಲ ನಮಗೆ



ಅವರೂ ಗೊತ್ತಿಲ್ಲ ಇಬ್ಬರೂ ಗೊತ್ತಿರೋದು ಹಲಸಕ್ಕೆ ನಿಗದಿಯಾಗಲು  
'ಬಡ್ ಡೆಟ್' (ಹಣ) ಮಾತ್ರ" ಎನ್ನುವುದು ಬದುಕಿನ ಬಾಂಧವ್ಯ  
ಅವನಿಗೆ ಅರಿವಾಗುವುದನ್ನು ತೋರುತ್ತದೆ:



21/1/21

Assignment-02

1

ಅಲ್ಲಮನ ವಚನಗಳಲ್ಲಿ ಕಂಡುಬರುವ ಮನಃಶುದ್ಧಿಯ ಭಕ್ತಿ-ಭಾವವನ್ನು  
ನಿರೂಪಿಸಿ.

→

ಮೊದಲು ಮನುಷ್ಯನು ತನ್ನನ್ನು ತಾನರಿಯಬೇಕು. ತಾನು ಯಾರು? ತಾನೇನು  
ಮಾಡಬೇಕು? ಮನನ್ನು ಮಾಡುತ್ತಿದ್ದೇನೆ? ತನ್ನ ಜೀವಿತದ-ಗುರಿಯನ್ನು  
ಇತ್ತೀಚೆಗೆ ತನ್ನ ಕುಂತು ತನಗೆ ಗೊತ್ತಲ್ಲದವನು ತತ್ವಜ್ಞಾನದ ಮೂತ್ರಾಡಿದರೆ ಅದು  
ಮಾಯೆ, ಭ್ರಾಂತಿಯ ಮೂತ್ರಾಗುತ್ತದೆ. ತನ್ನ ತಾನಂತವನ ಮೂತ್ರ ತತ್ವವಾಗುತ್ತದೆ  
ಇದನ್ನು ಕೆಳದೂ ನಡೆ ಮರತು ನಡೆಯುವ ಕೆವಯೋನಯ ಕೆಟ್ಟುಗಳು  
ಕೇವಲ ಉಪದೇಶಗಳಾಗುತ್ತದೆ. ಅದು ಅಪುಷ್ಪಕ್ಕೆ ತೊರಣಿವಾಗುತ್ತದೆ. ಮೂ  
ತಾನಂತವು, ನಡೆದು ಕೋಂದಾಗ ಮೂತ್ರ ಉಪದೇಶಕ್ಕೆ ಬಲೆ. ತನ್ನ ಬಳಿ  
ಬಂದವನ ಮನದ ಕೇಶ ಕಳೆಯುವ ಮೊದಲು ತನ್ನ ಮನಮೂಳೆಗೆ  
ಕೆಟ್ಟ ಭಾವದ ಲೇಶವೂ ಇರಬಾರದು ಮನನ್ನು ಕುದ್ಡುವಾಗಲದೆ ಅನ್ಯರ  
ಉಪದೇಶ ಹೇಳಲಾಗದು. ಮನಃ ಶುದ್ಧಿಯಿಂದ ಮಾಡುವ ಭಕ್ತಿ ಮೂತ್ರವು  
ಕೆವನನ್ನು ತಲುಪುವುದೆಂದು ಅಲ್ಲಮ ಹೇಳುತ್ತಾರೆ.

Q2

ಲೇಖಕನು ನಿಗರೇಟನು ಇದ್ದ ಸಂಬಂಧ ವಿಂತಹದ್ದು ?

→

ನಲವತ್ತು - ನಲವತ್ತೈದು ವರ್ಷಗಳಲ್ಲಿ ನಿಗರೇಟನ್ನು ಬಿಟ್ಟು ಬಿಡುತ್ತೇನೆ  
ಲೇಖಕರು ಹೆಂಡತಿ-ಮಕ್ಕಳಿಗೆ ಹೇಳುತ್ತಾ ಬಂದಿದ್ದರೂ ಮನಸ್ಸಿನಲ್ಲಿ ಇದ್ದ ಅದನ್ನು  
ಬಿಡತಕ್ಕದ್ದು ಎಂಬ ವಿಚಾರ ಇರಲಿಲ್ಲ. ಅವನೇ ವರ್ಷಗಳ ಹಿಂದೆ ಲೇಖಕರು  
ಮೈಸೂರಿನಲ್ಲಿ ಇದ್ದಾಗ ಕ್ರೈಸ್ತ ಮಠಿಯೊಳಗೆ "ನೀವು ವೇದದ ಪುಂಡಿತರು" ನೀವು  
ನಿಗರೇಟು ಬಿಡಿ ನಾನು ನಿಮ್ಮ ತರೆಯ ಮೋಳನ್ನು ವಾಸಿ ಯಾಗುವಂತೆ  
ಮಾಡುತ್ತೇನೆ" ಎಂದಿದ್ದರು. ಇದರ ಬೊಕ್ಕತರೆಯಾದರೆ ಅದರಿಂದ  
ಸೌಂದರ್ಯಕ್ಕೆ ಹೆಚ್ಚು ಬಾಧೆ ಇಗದು ಎಂದು ಅನಿಸಿದ್ದರಿಂದ ಆ ಮಾತನ್ನು  
ಗಮನಕ್ಕೆ ಹಾಕಿಕೊಳ್ಳಲಿಲ್ಲ. ನಿಗರೇಟು ಬಿಡಬಹುದು. ಸರಿ ಇದರ ಅಡನ್ನು  
ಬಿಟ್ಟು ಕೆಡಿದು ಹಾಕುವುದಾದರೆ ಮನು? ಬಂದಷ್ಟು ದುಡ್ಡು ಉಳಿಯಬ  
ಇದರ ತಾನೇ ಇಲ್ಲ ಕೊನೆಯವರೆಗೆ ಉಳಿಯುವ ಸಂಭವ ಇಲ್ಲದಿರುವಾಗ  
ಚಂಚರೆಯಾದ ಲಕ್ಷ್ಮಿಯನ್ನು ಕೊಡಿ ಹಾಕುವ ಕ್ರಿಯೆಯನ್ನು ಎಂದೂ



ಕೊಡುವ ತಾನು ಈ ಬಡವರನ್ನು ಸಿಗರೇಟಿನ ಮೇಲೆ ಆ ಆಶ್ರಯವೆ  
 ಕೊಡಲಿ ಎನ್ನಿಸಿತು. ಸಿಗರೇಟು ಬಡವನಿಂದ ತಾನು ಬರೆಯುವ  
 ಕವನದ ಗುಣ ರವಷ್ಟಾದರೂ ಹೆಚ್ಚಾಗುವ ಸಂಭವ ಇದೆಯೇ? ಹೇಳುವ  
 ವಿರಗಳೇ, ಮಾಡುವ ಭವಿಷ್ಯಗಳೇ ಹೊಸ ಮರಗು ಹೊಸ ಉಪಾಯ  
 ಲಭಿಸಬಹುದೇ? ಅಲ್ಲದೆ ರೇಲ್ವೆ ಸ್ವೇಚ್ಛೆನ್ನು ಬಸ್ ಎಲ್ಲಾಣಗಳಲ್ಲಿ  
 ಅಧಿವಾ ಒತ್ತಿಂಗದ ಮೇಲೆ ಕೊಡುವಾಗ ಸಮಯ ಕಳೆಯುವುದಾದರೂ  
 ಹೇಗೆ? ಎನ್ನಿಸಿತು. ಒಂದು ತಿರುಳಾಗಿ ಒಂದು ವ್ಯಕ್ತಿಯ ಅರ್ಥ ಸರಿಯಾಗಿ  
 ಹೊಳೆಯದೆ ಹೋದಾಗ ಅದು ಕೆಳಯುವವರೆಗೆ ಕೆಲ ಕಳೆಯುವುದು  
 ಹೇಗೆ? ಕವನದ ಮೂರು ಸಾಲುಗಳನ್ನು ಬರೆದ ಮೇಲೆ ನಾಲ್ಕನೆಯ ಸಾಲು  
 ಹೊಳೆಯದೆ ಇದ್ದಾಗ ಏನು ಮಾಡಬೇಕು? ಅಧಿವಾ ಮೂರನೆಯ ಸಾಲಿನ  
 ಮೊದಲ ಸರಿಯನ್ನು ಎನ್ನಿಸಿ ಸರಿಯಾದದ್ದು ಹೊಳೆಯುವವರೆಗೆ ಏನು  
 ಮಾಡಬೇಕು? ಸಿಗರೇಟಿನಲ್ಲಿ ಆಶ್ರಯವಿ ಒಂದು ದಮನವೆಂದು  
 ಮಿದುಳನ್ನು ನರಗಳನ್ನು ಎಚ್ಚರಿಸದಿದ್ದರೆ ಹೇಗೆ? ಎನ್ನಿಸುತ್ತಿತ್ತು. ಇದು  
 ಲೇಖಕನೂ ಸಿಗರೇಟಿನೂ ಇದ್ದ ಸಂಬಂಧವಾಗಿತ್ತು.

Q3. ಉಡುಪಿನ ಬಗ್ಗೆ ಲೇಖಕನಿಗೆ ಏಕೆ ನಿಟ್ಟಿತು?  
 → ಲೇಖಕರು ಹಕ್ಕಿಗಳ ಫೋಟೋ ತೆಗೆಯಲು ಅನುಕೂಲವಾಗಲೆಂದು  
 ಅವುಗಳ ಸೂಡುಗಳ ಬಳಿ ಮರ ಕಟ್ಟಿ ನಿನ್ನ ಮಾಡಿಕೊಂಡಿದ್ದಾಗ ಉಡು  
 ಹಕ್ಕಿಗಳ ಮೊಟ್ಟೆಗಳನ್ನು ತಂದು ಹಾಳು ಮಾಡಿತ್ತು ಅದರಿಂದ ಲೇಖಕನಿಗೆ  
 ಉಡುಪಿನ ಮೇಲೆ ಕೋಪವಿತ್ತು

Q4. ಜಿಹೀರಾತಿನ ಕಾರ್ಯವನ್ನು ವಿವರಿಸಿ: -  
 → ಒಂದು ನಿರ್ದಿಷ್ಟ ಕಾಲಮಿತಿಯಲ್ಲಿ ಅಧಿವಾ ಸ್ಥಳ ಮುರಿಯಲು ಹಂಪಿಯು  
 - ಕೊಯ್ಯಾಗಿ ಹಾಗೂ ಲಾಭದಾಯಕವಾಗಿ ಸಂವೇಶನವನ್ನು ಬೆನಕೆಗೆ  
 ತಲುಪಿಸುವುದು ಜಿಹೀರಾತಿನ ಕೆಲಸ ಹಾಗೂ ಹೊಣೆ ಇದರಲ್ಲಿ ಮೂರು  
 ಪ್ರಮುಖ ಹಂತಗಳನ್ನು ಕಾಣಬಹುದು.

(1) ಮೊದಲಿ: - ಜಿಹೀರಾತುಗಳ ಪ್ರಮುಖ ಉದ್ದೇಶ ಮೊದಲಿಯನ್ನು ನೀಡುವುದು  
 ಅದರ ಮೂಲಕ ಎತ್ತು ಎಣೆಯವನ್ನು ಪ್ರಚರಿಸುವುದು



(ii) ಪ್ರತಿಭಾ:- ಬೌದ್ಧೀಶಕ್ತಿಯನ್ನು ಉತ್ತಮಗೊಳಿಸುವ ಬಗೆಗೆ ಸ್ವಾಭಾವಿಕವಾಗಿ  
ಅಭಿಪ್ರಾಯವನ್ನು ಮೂಡಿಸುವುದು.

(iii) ಅಭಿಪ್ರಾಯ ರಚನೆ:- ವಾಣಿಜ್ಯೋಪಕರಣ ಬೌದ್ಧೀಶಕ್ತಿಗಳನ್ನು ಜನಪರಿಚಯ  
ಸೌಕರ್ಯವಾಗಿ ಹಿಡಿಸುವಂತೆ ಮಾಡುವುದು ಬೌದ್ಧೀಶಕ್ತಿಗಳನ್ನು ಗಮನಿಸುವ  
ಉದಾಹರಣೆ:- ಕುಟುಂಬ ಯೋಜನೆ, ವಿದ್ಯೆ, ಕೃಷಿ, ಪುಸ್ತಕ, ಮೊದಲಾದವು  
ತದೇಗೆ ಕೈಗೊಳ್ಳಬೇಕೆಂದು ಮುನ್ನೆಚ್ಚರಿಕೆ ಕ್ರಮಗಳು ಇಂತಹ ಬೌದ್ಧೀಶಕ್ತಿಗಳ  
ಸಂಪನ್ಮೂಲ ಕ್ಷಮೆ ಉತ್ಪನ್ನಗಳ ಬಗ್ಗೆ ಒಂದು ಸ್ವಾಭಾವಿಕ ಸನ್ನಿಧಿ ಮಾಡಿ  
ನೀಡಿ, ಸಂದೇಶಕ್ಕೆ ಹೆಚ್ಚು ಮಹತ್ವ ನೀಡಿರುತ್ತಾರೆ.

Q5 ಹೊಸ ಕಂಪನಿ ಮುಸ್ತಾಹಿಯನ್ನು ಕುರಿತು ಬರೆಯಿರಿ;  
→ ಸುಮಾರು 51 ವರ್ಷಗಳಷ್ಟು ಸುದೀರ್ಘ ಅವಧಿಯಿಂದ ಉದ್ಯಮವನ್ನು  
ಉಳಿಸಿರುವುದು ಕಂಪನಿ ಮುಸ್ತಾಹಿ ಸದ್ಯದಲ್ಲೇ ಬಂದಿ ಸಂಪನ್ಮೂಲ  
ಸ್ವೀಕೃತಿ ಎಂದು ವಿಶ್ವೇಷಿಸಲಾಗುತ್ತಿರುವ ಹೊಸ ಸಮುದಾಯ ಜೊತೆಗೆ ಬರಬಹುದು.  
ಬಗ್ಗಿನ ಅಭಿವೃದ್ಧಿ ಹೊಂದಿದ ರಾಷ್ಟ್ರಗಳ ಕಂಪನಿ ನಿಯಮಗಳೆಲ್ಲವೂ ಈ  
ಮುಸ್ತಾಹಿಯಲ್ಲಿದೆ. ವೇನಾಲು ಕಂಪನಿ ಹುಟ್ಟಿ ತಡೆ ಒಡ್ಡುವುದರಿಂದ ನಾವು  
ಹೊಡೆತವಾರಂಧಗೆ ಮಂಚನೆಯಾಗುವುದು ತಪ್ಪುತ್ತದೆ ಎಂದು ವಿಶ್ವೇಷಿಸಲಾಗಿದೆ.  
ಇಂಟರ್ನೆಟ್ ಸಾಮಾಜಿಕ ಹೊಣೆಗಾರಿಕೆಗೆ ಒತ್ತು ನೀಡಿರುವುದರಿಂದ ರಾಷ್ಟ್ರ  
ನೀರು ಒದಗಿಸುವ ಕಾರ್ಯಗಳೂ ಸುಗಮವಾಗಿ ನಡೆಯಬಹುದು.  
ಇಂಟರ್ನೆಟ್ ಉದ್ಯಮ ನಿಯಂತ್ರಣದ ಹೊಣೆಯುಗಕ್ಕೆ ನಾಂದಿಯಾಗಿದೆ.  
ಹಳೆಯ ಮುಸ್ತಾಹಿ ಸಂಕೀರ್ಣ ಹಾಗೂ ಎರಡುಭಾಗಗಳಿಂದ ಕೂಡಿದ್ದು  
ಹೊಸ ಮುಸ್ತಾಹಿ ಸರಳವಾಗಿದೆ. ಬಹು ದೀರ್ಘವಾಗಿದ್ದ ಹಳೆಯ ಮುಸ್ತಾಹಿಯ  
ಇದ್ದ 700 ಸಂಪನ್ಮೂಲಗಳು ಹೊಸ ಮುಸ್ತಾಹಿಯಲ್ಲಿ 470 ಕೆಲಸಗಳಿಗೆ ತಗ್ಗಿವೆ. ಹಳೆಯ  
ಸಂಪನ್ಮೂಲದ ಹೊಸ ಉದ್ಯಮ ಮತ್ತು ಉದ್ಯಮಗಳಿಂದ ಕೂಡಿರುವ ಈ  
ಸಮುದಾಯ ನೀವು ತೆಗೆದುಕೊಂಡ ಸ್ವಾಭಾವಿಕ ವಹಿವಾಟಿಗೆ ಹೇಳಿ ಮಾಡಿಸಿ  
ಎಂಬ ಮಾತುಗಳು ಉದ್ಯಮ ವಲಯದಲ್ಲಿ ಕೇಳಬರುತ್ತವೆ.

Q6 ಕುಟುಂಬ ಉದ್ಯಮ ಶಿಕ್ಷಣ-ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಮೂಲಕ ಉದ್ಯಮ  
ಉದ್ಯಮ ವ್ಯಕ್ತಿತ್ವವನ್ನು ಬರೆಯಿರಿ;



→

ಕುಭಾ ಲಾಂಚಿ ಯಾರು ಎಲ್ಲಗೆ ಬೇಡಾದರು ಹೋಗಿ ತಾನು ಮನೆಯಲ್ಲರು  
 - ತ್ತೇನೆ ಎನ್ನುವಳು, ಮಾವನನ್ನು ಮುಗುಳು ನಗಿಸುವಳು, ಅಚ್ಚಯನ್ನು  
 ಲೆಕ್ಕಿಸುವಳು, ಅವಳಿಗೆ ಮಾವ ಭಸೆಯಾಗಿ ಇಲ್ಲವೇ ಎಂದರೆ  
 ಇಲ್ಲವನ್ನುವುದು ಇಲ್ಲ, ಇದೆಯನ್ನುವುದು ಇಲ್ಲ ಕುಭಾ ಮುಖದೃಷ್ಟಿ  
 ಕೆರ್ಮೆ ಎಲ್ಲವೂ ಕಾಂಕಿ, ಕಾಂಕಿ ದೊಡ್ಡಕಣ್ಣು, ಬಡ್ಡಾಡುತ್ತ ಕಡೂತಿ  
 ಹಾಕುವಾಕೆ, ತನ್ನ ಲೆಕ್ಕಾಂಗಳೆಲ್ಲ ಅವಳು ಬೇಡಾದರೆ ಕೆರ್ಮೆಯಲ್ಲವೆ  
 ವಾಸವಾಗರಲ, ವೆಟರ್ ಪಾಕಿ ಕೊಡುವಾಕೆ. ತಾನು ಯಾರ ಮನೆಗೆ  
 ಹೋಗದಿದ್ದರು ತನ್ನ ಮನೆಗೆ ಬಂದವಂಗೆ ಮಾತ್ರ ಕೇಳದೇ ಎರಡೇ  
 ಕಂಡಿ ಅಡುಗೆ ಮಾಡಿ ಬತ್ತಾಯದಿಂದ ಬಡಿಸುವಳು. ಅವಳ ಬಗ್ಗೆ  
 ಬಬರದೂ ಬಂದೂ ದೂರಲ್ಲ, ತಕರಾಲ್ಲ, ಕೋಶ ತ್ರಾಶ ಮನಸ್ಸಿವೆಗಳೇ  
 ಮನೆಯಿಂದ ತಾನೇ ಮಾಡಿದ ಕಂಡಿ, ಒಪ್ಪಿನಕಾಯಿ, ನೀರೆ-ರವೆಕೆ  
 ಜುಬ ತಂದಿದ್ದಳು ಕುಭಾಂಚಿ ನೀನು ಮನೋ ಮುಂಕಿನ ಹಾಗೆ ಇಲ್ಲ  
 ಎಲ್ಲೋ ಬದಲಾಗಿದ್ದಿ, ಎಂದರೆ ಕಿಲಕಿಲ ನಕ್ಕಳು. ತಲೆಗೆ ಎಣೆ ಮುತ್ತಿಕೆ  
 ನೇರೆಯುತ್ತೇನೆ ಎಂದಳು ಅವಳ ಕ್ರೀಡೆಯೆಂದರೆ ಕ್ರೀಡೆ ಮೆತ್ತಿಂದ  
 ಕಳೆಯುವಳು. ಕುಟು ಬಡೆದು ಇಂಥದ್ದು ಬೇಕು ಅಂತ ಒಮ್ಮೆಯೂ  
 ಹೇಳದವಳಲ್ಲ, ಮುಖ ತೋಳದು ತಲೆ ಬಾಚಿಕೊಂಡು ತಲೆಗೆ ತ್ರಾಡರು  
 ಲೇವಿಕೊಂಡು ಹಣೆಗೊಂದು ಮೊಟು ಇಟು ಕೊಂಡರೆ ಕ್ರಿಯಾಂ  
 ಮುಖಾಂತನ್ನುವಳು. ಬೆಳಗ್ಗೆ ಹೊದವಳು ರಾತ್ರಿ ಮಳುವರೆಗೆ ಬಂದ  
 ತಣ್ಣೀರು ಹೊಯ್ದುಕೊಂಡು, ಬಟ್ಟೆ ಬಗ್ಗದುಕೊಂಡು ಬಂದಳು. ಮಾಡಿದ  
 ಅಡುಗೆಯನ್ನು ಗೊಣಗುತ್ತ ಜೋಡಿಸುತ್ತ ಹೋದರೆ ಕುಲುಕುಲು  
 ನಗುತ್ತಿದ್ದಳು. 'ಹೌದು, ನೀನು ಬಡೆ? ಎಂದು ಕೇಳಿದರೆ.' 'ಇರಲ-ಎಂಗೆ'  
 ಎಂದಳು. ರಾತ್ರಿಯೇ ಹೊರಡುವೆನೆಂದಳು ಮುಖವೋ ಸಹಜಕ್ಕಿಂತ  
 ಸಹಜವಾಗುತ್ತ.



08/2/21

Assignment - 03

Q1

ಹೋರಾಪದ ಕಡುತ್ತು ಲಾಢಿಯರ ಔಕಿವುತ್ಸಕ್ಕೆ ಸಮನಾಗಲಾರದು" ಎವರಿನ್ನಿ  
 → ಮುಢಿಯುನಿಗಣ್ಗೆ ಅರಣ್ಣಿವಲ್ಲ ಕುಳಿತು ಬರಿಲು, ಗಾಳಿ ಮಳೆ, ಚಳಿ  
 ಲೆಕ್ಕಿಸದೇ ಮಾಡುವ ತಡುನ್ನಿನ ಬಲವಿದ್ದರೆ ಉಕಿವುತೆಯೆಂಗೆ ತಮ ಗಂಡನ  
 ಸೇವೆಯ ಬಲವೇ ಹೆಚ್ಚಿರುತ್ತವೆ ಅವಳು ನಿಡ್ಡೆಯಿಂದ ಉಕಿಯೇ ದೇವರಂದ  
 ನಂಬಿ ಉಕಿ ಸೇವೆಯಿಂದ ಹೋವ ತಡುನ್ನಿಗೂ ನಲುಕದ ಉಕಿಯನ್ನು ಬೆಡೆಯಿರುತ್ತ  
 ಈ ಲಾಢಾರವನ್ನು ಬ್ರಹ್ಮನು ಅಗಸ್ತ್ಯನಿಗೆ ಹೇಳಿದ್ದಾನೆ ಹಿಂದೆ ಅತ್ರಿ ಮಹರ್ಷಿ  
 ಉಕ್ತಿ ಅನುಸೂಯೆಯು ಉಕಿವುತ್ಸವನ್ನು ಉಲೆಕ್ಕಿಸಲು ಬಂದ ತ್ರಿಮುಖಿಣಿಗಳನ್ನ  
 ಬಾಲಕರನ್ನಾಗಿ ಮಾಡಿದ ಅವಳು ಉಕಿವುತ್ಸ ನಮು ಕಣ್ಣು ಮುಂದಾದ ಉಕಿಯ  
 ಮಹಿಮೆಯಿಂದ ಉಂವ ಬೈಲೆಯನ್ನು ಲೆಕ್ಕಿಸದೆ ಅಗ್ನಿ ಪುಮೇಶ ಮಾಡಿದ ಸಿಡು  
 ಉದಾಹರಣೆ ನಮಗೆ ಕಿಳಿದಿದೆ, ತ್ರಿಪುರ ದಹನ ಸಂದರ್ಭದಲ್ಲಿ ಕಿವನನ್ನು  
 ವಿದುಂಜಿದ ತ್ರಿಪುರದ ಉಕಿವುತೆಯರು ಹಲವಾರು ದಿನ ತಮ ದೇಶವನ್ನು  
 ರಕ್ಷಿಸಿದರೆಂಬ ಉಲ್ಲೇಖವಿದೆ, ಹೀಗೆ ಹೋರ ತಡುನ್ನಿನಿಂದ ಪುರುಷ  
 ಲಾಢಿಸಲಾಗದ್ದನ್ನು ತ್ರಿ ತನ್ನ ಉಕಿವುತ್ಸದ ಬಲದಿಂದ ಲಾಢಿಸಬಲ್ಲಳು

Q2

ನಿಮು ಕೆಲೇಜಿನಲ್ಲ ನಡೆದ ಕೀರ್ಯಕ್ರಮವೊಂದರ ವಿವರಣಾತ್ಮಕ ವರದಿಯು  
 ಬರೆಯಿರಿ

→

ಕೆಲೇಜು ಕನ್ನಡ ಸಂಘ ಕೆಲೇಜಿನ ಇನ್ನಿತರ ಸಂಘಗಳಿಗಿಂತ ಭಿನ್ನವಾಗಿ  
 ಮೈಕಿಷ್ಟೆ ಫೂಣಿವು ಉದ ಅಪೂರವಾದ ಮೆಚ್ಚುಗೆ ಹಾಗೂ ಪ್ರೀತಿಯೆಂಗೆ ಉತ್ತಮ  
 ಕನ್ನಡ ಪುರವಾದ ನಾಡು, ನುಡಿ, ನೆಲಜಲಗಳೆ, ಲಾಢಿತ್ಸ, ಸಂಸ್ಕೃತಿಗಳ ಪುರವಾಗ  
 ಉಳಿವಿ ಹಾಗೂ ನಯತಿಕ ಬೆಂಬಲ ವ್ಯಕ್ತಪಡಿಸುವ ಸಂಘ, ಉಮಗಲಕೆ ನಾಡಿನ  
 ಅಪೂರ ಜನತೆಯ ಲಾಢಿತಿಗಳ ಮೆಚ್ಚುಗೆಗೆ ಉತ್ತಮಗವೆ.

ತ್ರಿಕಿವರ್ಷದಂತೆ ಈ ವರ್ಷವೂ ಕೆಲೇಜಿನ ಕನ್ನಡ ಸಂಘದ ವಕಿಯಿಂದ  
 ಕರ್ನಾಟಕ ರಾಜ್ಯೋತ್ಸವ ನಮಾರಂಭವನ್ನು ಉಚರಿಸಲಾಯಿತು. ನಮೂರು  
 ಬಂದರಂದು ತ್ರಾಯ ಭುವನೇಶ್ವರಿಯ ಭಾವಚಿತ್ರಕ್ಕೆ ಪೂಜೆಯನ್ನು ಸಲ್ಲಿಸಿ,  
 ನಾಡೀಕೆಯ ನಮನ ಸಲ್ಲಿಸಲಾಯಿತು ಕನ್ನಡದ ದ್ವಜ ಪಾಂಜಿ, ನಾಡು-  
 ನುಡಿ ಚಿಂತನೆಗೆ ಜಾಲನೆ ನೀಡಲಾಯಿತು.



ಕಾಲೇಜಿನ ಪ್ರಾಂಶುಪಾಲರ ಅಧ್ಯಕ್ಷತೆಯಲ್ಲಿ ನಡೆಸಲಾದ ಈ ಕಾರ್ಯಕ್ರಮವನ್ನು ಪ್ರಾದೇಶಿಕವಿಜ್ಞಾನ ಪ್ರಾಂಶುಪಾಲರು, ಮೊದಲ ಬಿ. ಎ. ವಿದ್ಯಾರ್ಥಿನಿ ಕ್ಷೇತ್ರ ನ್ಯಾಷನಲ್ ಹೌಸ್ ಪ್ರಾಧೀಪಿಸರೆ, ಕನ್ನಡ ಅಧ್ಯಾಪಕರಾದ ಶ್ರೀಭುವನೇಶ್ವರ ಪ್ರೊಫೆಸ್ಸರ್ ಅವರು ಅತಿಥಿಗಳನ್ನು ಸ್ವಾಗತಿಸಿದರು. ಛಂಗ ಅಧ್ಯಾಪಕರಾದ ಶ್ರೀಮತಿ ಶಿರದಾ ಅವರು ಅತಿಥಿಗಳನ್ನು ಪರಿಚಯಿಸಿದರು ಪ್ರಾಂಶುಪಾಲರು ಪ್ರತಿಪಾಕ ಯಾತುಗಳನ್ನು ಭಡಿದರು.

ಕಾರ್ಯಕ್ರಮದ ಮುಖ್ಯ ಅತಿಥಿಯಾಗಿ ಭಾಗವಹಿಸಿದ್ದ ನ್ಯಾಷನಲ್ ಪ್ರತಿಪಾಕ ಚಿತ್ರನಾಹಿಕೆಗಳೂ ಕಲಾಗಳೂ ಉದ ಶ್ರೀ ಜಯಂತ ಕೌಚ್ಚಿಣಿ ಅವರು 'ಭಾಷೆ ಸಂಸ್ಕೃತಿಗಳ ಬಗ್ಗೆನ ಅಭ್ಯಯನದ ಅಗತ್ಯದ ಬಗ್ಗೆ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ತ್ರಿಯವಾಗುವಂತೆ ಉಪನ್ಯಾಸ ಮಾಡಿದರು ಕಾಲೇಜಿನ ವಿದ್ಯಾರ್ಥಿಗಳಿಂದ ನ್ಯಾಷನಲ್ ಕಾರ್ಯಕ್ರಮವಿತ್ತು. ಅದಾದ ನಂತರ ರಾಜ್ಯೋತ್ಸವದ ಸಲುವಾಗಿ ನಡೆಸಲಾಗಿದ್ದ ಸ್ವರ್ಧೆಯಲ್ಲಿ ವಿಸೇಕರಾದವರಿಗೆ ಅತಿಥಿಗಳ ಮುಖಾಂತರ ಬಹುಮಾನ ವಿತರಿಸಲಾಯಿತು. ಮಂದನಾಪರ್ಣವೆಯ ನಂತರ - ವಿದ್ಯಾರ್ಥಿಗಳ ಕಾರ್ಯಕ್ರಮವನ್ನು ಮುಗಿಸಲಾಯಿತು.

ಇವು ಇಂಗ್ಲಿಷಿಯಲ್ಲಿ ಮದುವೆಗೆ ಮಾಡಿದ್ದ ಅಲಂಕಾರದ ಮಣವೆಯನ್ನು ಬರೆಯಿ  
 → ಇಂಗ್ಲಿಷಿ ಕುವಂಪುರವರ ಹೆಂಡತಿಯಾಗುವವಳ ಉರು. ಅಲ್ಲಿ ಕುವಂಪು ಹಾಗೂ ಮಾನವ್ವಿ ಇಬ್ಬರ ಮದುವೆಗೆ ಸಿದ್ಧತೆಗಳು ನಡೆದಿದ್ದವು. ಇಂಗ್ಲಿಷಿಯ ಮನೆಯ ವಿಸ್ತಾರವಾದ ಅಂಗಳದಲ್ಲಿ ದೇವಂಗ ಹಾಗೂ ಮಂಕೊಟಿ ಮನೆಯ ಉಳುಗಳ ಬಕ್ಕಲುಗಳೂ ಸೇರಿ ಚಪ್ಪರ ಹಾಕುವ, ದ್ರಾಯ ಸಾಲಂಕೃತಿ ಮುಟ್ಟು ಕಟ್ಟುವ ಕೆಲಸದಲ್ಲ ತೊಡಗಿದ್ದರು. ಮದುವೆಯ ಮನೆಯ ಬಳಗೂ ಹೊಯಗ ಅನೌಧಾರಣ ಸ್ಥಿತಿ ಬದಗದಂತೆ ಕಳೆಕಟ್ಟಿತ್ತು. ಮದುವೆಯ ಸಂಭ್ರಮದ ಸಿದ್ಧತೆಗಳು ತುಂದಿ ಮುಟ್ಟುತ್ತಿದ್ದವು. ಅಂಗಳದ ಚಪ್ಪರ ತಳರು ಕೋರಣಗಳೂ ಕೋಬಿಟ್ಟಿತ್ತು. ಅಲ್ಲಲ್ಲಿ ಮಾವು, ಹಲಸು, ತೆಂಗು ಅಡಿಕೆ ಮೊದಲಾದವುಗಳ ಹಸುರು ಚಂಡೆಗಳಿಂದ ಕೂಡಿದ ಚಪ್ಪರ ನೋಡುವವನಿಗೆ ಬಂದು ಮನವಸ್ತು ಹೊಕ್ಕ ಅನುಭವ ನೀಡುತ್ತಿತ್ತು. ಚಪ್ಪರಕ್ಕೆ ತುಗುಹಾಕಿದ್ದ ಕೆಂಪು, ಪುಟುಪುಳ, ವಾಟುಪುಳ ರಸವುಳ ಮೊದಲಾದ ಬುಳೆಗೊನಗಳಲ್ಲ ಕೆಲವು ದೋಸೆಗಾಯ ಗಳಾಗಿದ್ದವು. ಬಣ್ಣ ಬಣ್ಣದ ಬಟ್ಟೆಗಳನ್ನು ಬಾದ ಕೆಂಬಗಳು ಕಣ್ಣಿನವನ್ನು



ಕುಂಬ್ಳಿ ದ್ವವು, ಧಾರೆಯ ಮುಟಪವಂತು ನಿಂಹಾನನೆ ಯೋಗ್ಯವೆಂಬ  
 ಛಿನ್ನಾನದಂತೆ ಕಂಗೊಳಿಸುತ್ತಿತ್ತು.

4) ಕುವೆಂಪು ಮದುವೆ ಸಂದರ್ಭದಲ್ಲಿ ನಡೆದ ಎರಡು ಸ್ವಾರಸ್ಯಗಳನ್ನು  
 ವಿಮರ್ಶಿಸಿ.

- ಕುವೆಂಪು ಮದುವೆಯ ಸಂದರ್ಭದಲ್ಲಿ ನಡೆದ ಎರಡು ಸ್ವಾರಸ್ಯಗಳೆಂದರೆ—
- 1) ಕುವೆಂಪುರವರು ಮಾನಪ್ಪನನ್ನು ಮದುವೆಗೆ ಒಪ್ಪಿಸಿದ್ದು.
  - 2) ಅಭಿನಂದನೆ ಕುಭಾಷೆಯ ಹಿತ್ತಗಳೊಡನೆ ಬಂದ ಅಘಾತಕಾಲ ಹಿತ್ತ.

ಮಾರ್ಚ್ 20, 1922 ರಂದು ಕುವೆಂಪುರವರ ಮದುವೆಯಾಗುವುದೆಂದ  
 ನಿರ್ಧಾರಿತವಾಗಿತ್ತು. ಇಂಗ್ಲಾಂಡಿಯ ದೇವಂA ಮನೆತನದ ರಾಮಣ್ಣನವರ  
 ಪುತ್ರಿಯನ್ನು ಕುವೆಂಪು ವಿವಾಹವಾಗುವುದೆಂದು ಗುರುಹಿರಿಯರು  
 ನಿಶ್ಚಯಿಸಿದರು. ಅದೇ ದಿನ ರಾಮಣ್ಣನವರ ಎರಡನೆಯ ಮಗ ಹಾಗೂ  
 ಕುವೆಂಪುರವರ ಶ್ವೇತಿಕ ಮಾನಪ್ಪನವರ ಮದುವೆಯು ನಡೆಯುವುದು  
 ನಿರ್ಧಾರಿತವಾಗಿತ್ತು. ರಾಮಣ್ಣನವರ ಹಿರಿಯ ಸೊಸೆಯ ತಂಗಿಯನ್ನೇ  
 ಮಾನಪ್ಪನವರಿಗೆ ತರುವುದೆಂದು ಮತ್ತಾಗಿತ್ತು. ಇಂಗ್ಲಾಂಡಿಯ ಮನೆಯ  
 ಮುಂದಿನ ಹಂತದಲ್ಲಿ ಮದುವೆಯ ಸಿದ್ಧತೆಗಳು ಭೇರಿಯಾದ ನಾಗದ್ವವು  
 ಮದುವೆಗೆ ಇನ್ನು ಕೆಲವೇ ದಿನಗಳಿಗಿಂತ ಮನಪ್ಪ ಅವಳನ್ನು  
 ಮದುವೆಯಾಗಲು ನಿರಾಕರಿಸಿದ. ಇದನ್ನು ಕೇಳಿ ಹೆಣ್ಣಿನ ಕಡೆಯವರು  
 ಉಪಾಸವಾಯಿತು. ಇತ್ತ ದೇವಂA ಕುಟುಂಬದವರು ತ್ರಿವ್ಯವಚನ  
 ಭದ್ರರಾಗೆ ಬೇಕೊಳ್ಳುತ್ತಲೆ ಎಂದು ತಳಮಳವಾಯಿತು. ಮಾನಪ್ಪನ ಮದ  
 ನಂತರ ಅವನ ತಂಗಿಯನ್ನು ಮದುವೆಯಾಗುತ್ತಿರುವ ಕುವೆಂಪುರವರ  
 ಮದುವೆಯು ನಿಲ್ಲುವ ಛಿತ್ತಂಕೆ ಮನಮಾಡಿತ್ತು. ಒಟ್ಟಿನಲ್ಲಿ ಮಾನಪ್ಪ  
 ನಿರ್ಧಾರ ಎಲ್ಲರಿಗೂ ಅಯೋಮಯ ಸ್ಥಿತಿ ತಂದಿತ್ತು.  
 ಈ ಸಂದರ್ಭದಿಂದ ಪ್ರಾಯೋಗಿಕವಂತೆ ದೇವಂA ರಾಮಣ್ಣನವರು  
 ಕುವೆಂಪುರವರನ್ನು ಕೇಳಿಕೊಂಡರು. ಅದರಂತೆ ಕುವೆಂಪು ಮಾನಪ್ಪನವರು  
 ಕೆರೆದುಕೊಂಡು ಕುಟ್ಟಿಗಳಿಗೆ ಬಂದರು. ಛಿತ್ತ ಮಾನಪ್ಪ ಬೇರಾವ ಕಾರಣವೂ  
 ಹೇಳದೇ ನೆರವಾಗಿ "ಹುಡುಗನಿಗೆ ಅನಾರೋಗ್ಯ ಕ್ಷಯ ಇರಬಹುದೆ"



ಎಂದು ಕುರಿತು ಪ್ರಾಧಿಕಾರ ನನ್ನ ಬದುಕು ನಿರರ್ಥಕವಾಗುತ್ತದೆ" ಎಂದು ಗದಗ ಕೆಂಠಿಯ ಹೇಳಿದ ಕುವೆಂಪು ಅವನನ್ನು ನಮಾಢಿನವೆಡಿಸುತ್ತಾ "ಹುಡುಗಾ ಕುತು ಅನಾರೋಗ್ಯವಾಗಿರಬಹುದು. ಅಲ್ಲವೇ ಅವನ್ನು ಮಾಡು ಕುರಿತು ಇದ್ದು ಎಲ್ಲ ಎಂದು ಹೇಳಬಹುದು. ಅವಳು ನನ್ನ ಅತ್ತೆಗಯ ತೂ, ನಮಗಲ್ಲ ಚೆನ್ನಾಗಿ ಕುರಿತು. ಕುವೆಂಪು ಅಡು ಹೇಳಿದರು ಮಾನ ತನ್ನ ನಿರೀಯ ಬದಲಾಯಿಸಿದಿದ್ದಾಗ ಕುವೆಂಪು "ಬಂದಿ ವೇಳೆ ಅವಳಿಗೆ ಅನಾರೋಗ್ಯವೇ ಇದ್ದು ಮದುವೆಯಾದ ಬಳಿಕ ಮೈಸೂರಿನಲ್ಲ ದೂಡೆ ಉತ್ತರಗಳಿಗೆ ತೂಂತೆಬಹುದು. ಬಂದು ವೇಳೆ ಉತ್ತರಗೆ ನೂಂತೆಬಹುದು. ತೂಂತೆ ತೂಂತೆ ಕೆಟ್ಟುಕೊಂಡು ಮನೆಯ ಕುರಿತು ಇರುವ ಮೈಸೂರಿಗೆ ತೂಂತೆ ಮನೆಯಲ್ಲೇ ಚಿಕಿತ್ಸೆ ಮುಂದುವರಿಸಬಹುದು" ಎಂದು ಮಾನಪುನವರನ್ನು ಬಹುತಲು ಯುಕ್ತಿಸಿದರು ಉದರು ಮಾನಪುನ ಮನಸ್ಸು ಕಿರುಗಲ್ಲ. ಅವರಗೆ ದುಃಖ ಬಹುತೆನಿ ಕಣ್ಣು ನೀರು ತೂಟ್ಟುಕೊಂಡು ಕಂಡ ಮಾನಪುನವರ ಮನಸ್ಸು ಕರೂದಂತೆ ಕಂಡಿತು.

ಮದುವೆಗೆ ಕರೂಲೆ ವೆಡೆದವರಲ್ಲ ಅನೇಕ ನೂರಿಗಳು, ನೂತ್ಯನಕರು ಪ್ರಾಧಿಕಾರಕರು, ಅಧಿಕಾರಕರು, ಕುವೆಂಪುರವರ ಮದುವೆಗೆ ಕುಬ ತೂಂತೆ ಅಭಿನಂದನೆ ನಲ್ಲನಿ ಕುತ್ರಬರದಿದ್ದರು. ಅವಳನ್ನು ವಿವಾಹವಾದರೆ ಮುಂದೆ ತೂತ್ತಿತ್ತವೆ ವೆಡೆಬೇಕಾಗುತ್ತದೆ" ಎಂದು ವಕ್ರ ವಕ್ರ ಅಕರಗಳಲ್ಲ ಬರದಿತು. ಕುವೆಂಪುರವರು ಅದನ್ನೇ ಕುನಿ ಬಂದು ಕಣ್ಣು ನೂಬ್ಬರಾದರು ಕ್ರೀವೇಯೆ ಕ್ರೂದೆ ಎಂಬಂತೆ ಬಂದು ಕಣ್ಣು ನೂವಂತಿಕೂಂಡು ಲೆ ಕುತ್ರವನ್ನು ಹೂಂದುಹೂಕಿದರು.

ಮೂಲನ ಎರಡು ಕ್ರೂನೆಗಳಲ್ಲ ಬಂದು ಕುಬಕೂರ್ಯಕ್ಕೆ ಬರುವ ಮೂತ್ತಿಗಳ ಅಪುಗಳ ಹಿನ್ನೆಲೆ ಹೂನೂ ಅಪುಗಳಿಂದಾಗುವ ಕುರಿತೂಮಗಳನ್ನು ಅರ್ಥ ಮಾಡಿಕೂಳ್ಳಬಹುದು. ಮೂವಲ ಕ್ರೂನೆಗಳಲ್ಲ ಯೂೂ ಹೇಳಿದರೂದೆ ಅನೇಕದಿನಗಳೂದ ಕುರಿತು ಕನ್ನೆಯ ಉೂೂಗೂದ ಬಗೆ ಯೂೂೂ ವನೂೂ ಹೇಳಿದರೂದು ಮದುವೆಯನ್ನೇ ನಿರೂಕೂನುವೆ ಮೂನೂಕ್ತ ನೂಧೂಮ ಮನೂಕ್ತಿಕೆ ಅವನನ್ನು ನಮಾಢಿನವೆಡಿಸಿ ಮದುವೆಗೆ ಬಹುತಲುವ ಕುವೆಂಪುರವರ ಮೈಸೂರಿಕತೆಯ ಭೂವನನ್ನು ಕೂಣಬಹುದು.





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## ASSESSMENT BOOK

**20 - 20**

Student Name : B. Sway Vinay Kumar Reg. No. : C1817956

Class : B. Com Section : "C" Semester 6<sup>th</sup> Sem

Subject : INTERNATIONAL AUDITING AND ASSURANCE [IAA]

B. Sway Vinay Kumar

Signature of the Student

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## 2019 Question Paper.

### Section A.

a. What is audit planning?

Ans. It means developing a general strategy & a detailed approach for the expected nature, timing & extent of the audit.

b. What is meant by External Audit?

Ans. It is the stage of an audit during which the auditor notifies the client that he has accepted the audit work & clarifies the understanding of the audit purpose & scope.

c. What are the types of Assurance Engagement?

Ans. It means an engagement in which a practitioner expresses a conclusion designed to enhance the degree of confidence of the intended users about the outcome of the evaluation of a subject matter.

d. Give examples for computer assisted audit tech.

Ans. Data queries  
Sample extractions  
Calculations.



c. What is audit materiality level?

Ans. Is a concept within auditing & accounting relating to the importance of an account-transaction

f. What is audit documentation?

Ans. Is one of the international standards on auditing. It comes to direct the documentation of working paper in order to assist the audit planning & performance the supervision & review of the audit work.

### Section - B

Explain the contents of Engagement Letters?

To audit financial statement -  
Mgt. responsibility for the financial statements as described in ISA 200

Applicable financial reporting framework  
Including reference to applicable legislation, regulations of professional bodies  
The form of any reports  
Unrestricted access to whatever records, documentation & other information requested in connection with the audit.



3. Explain the limitations of outsourcing?  
Ans: Pressure on the independence of the outsourced functions
1. Risk of lack of knowledge & understanding of organization's objectives
  2. The decision may be based on cost with the effectiveness of the functions being reduced.
  3. Flexibility & availability may not be as high as with an in house function
  4. Lack of control
  5. Risk of blurring of roles between internal & external audit.

4. Explain the components of Audit Risk?  
Ans: Inherent Risk - is the risk of a material misstatement in the financial statements arising due to errors or omission as a result of factors other than failure of controls.

2. Control Risk :- is the risk of a material misstatement in the financial statements arising due to absence or failure in the operating of relevant controls of the entity.

3. Detection Risk :- Is the risk that the auditor fail to detect a material misstatement in the financial statements.



### Section - C

Q. Explain the role & Structure of Audit Committee?

Ans. Role of Audit Committee:-

- a. The recommendations for appointment
- b. Review & monitor the performance of audit.
- c. Examination of financial statement.
- d. Approval for any subsequent modification
- e. Securing of inter-corporate
- f. Valuations of undertakings whenever necessary
- g. Evaluation of internal financial controls
- h. Monitoring the end use of funds raised

- Structure of Audit Committee:-

- a. Made up of at least three directors
- b. Must be appointed by Board
- c. Members must be independent directors
- d. There is at least one member possessing sufficient knowledge & experience to review the reliability of the budget & financial statement.

Q. Explain the elements of an Assurance Engagement

Ans. Engagement as an assurance engagement

- a. There three parties involved:
  - 1. The practitioners [reviewers of info]
  - 2. The intended users
  - 3. The responsible party.



5. Explain the audit procedure to obtain audit evidence

- Ans a. Inspections: Involves examining records whether internal or external in paper form electronic form or other media examining an asset or records & documents provides audit evidence of varying degrees.
- b. Observations: Consists of looking at a process being performed by others can provide audit evidence about the performance of a process or procedure but the evidence is limited.
- c. Inquiry: Consists of seeking info from knowledgeable persons in financial roles within the company or outside the company.
- d. Confirmation: Response represents a particular form of audit evidence obtained by the auditor from a third party in accordance with PCAOB.
- e. Recalculation: Consists of checking the mathematical accuracy of documents or records.
- f. Reperformance: Involves the independent execution of procedures or controls that were originally performed by company personnel.



- b. The subject matter under scrutiny
- c. Suitable criteria against which to judge the reliability & accuracy of the subject matter
- d. Sufficient appropriate evidence to substantiate an opinion
- e. A written report in an appropriate form.

Q. Explain the problems associated with the audit & review of accounting estimates & control environment of small entities?

Ans a. Accounting estimate :- Is an approximation of a monetary amount in the absence of a precise measurement.

b. Auditor's point estimate :- Is the amount obtained from audit evidence used to evaluate relevant financial statement.

c. Estimation uncertainty :- The susceptibility of an accounting estimate & related disclosures to the likelihood of misstatement.

d. Management bias :- Lack of unbiased objectivity in the preparation & fair presentation of financial info.

e. Management's point estimate :- Management's determination of amounts for recognition or disclosure as accounting estimates.



Q. Describe the content & objectives of control procedure  
a. Non-current assets & the cash system.

→ Opening Bal: Verify by reference to previous year's bal. sheet & audit files

→ Acquisition :-  
• Vouch the cost of acquisition with documentary  
• Vouch the authority for the acq. with relevant documents

→ Disposal :-  
• Vouch the authority for disposal  
• Examined documentation  
• Verify reasonableness of the disposal proceeds  
• Verify reasonableness of scrapping of non-current  
• Accounting policy notes

→ Depreciation :-  
• Vouch authorization of depreciation policy  
• Examined adequacy & appropriateness of p  
• Investigate revaluations  
• Check calculations

→ Internal Control :-  
• Purchase, disposal  
• Accounting & maintenance

→ Existence & ownership :-  
• Physical inspection of the existence of  
• External valuations



## 2018 Question Paper

### Section - A

Q. What is meant by audit framework?

Ans. It identifies both good practice & where practice needs to improve through a systematic approach to sampling files and it provides senior management with assurance as to the quality of our work.

Q. What is meant by internal audit?

Ans. Is an independent objective assurance & consulting activity designed to add value & improve an organization's operations.

Q. What is audit materiality?

Ans. Repeated in 2019 Question Paper.

Q. What is meant by audit letter?

Ans. Refers to annual summary of the audit & inspection work undertaken by the external auditors.

Q. What is out sourcing?

Ans. Outsourcing is the practice of where an independent third-party firm provides an organization numerous benefits over maintaining an employees.



Q. Who is a Director?

Ans. Is a person from a group of managers who lead a particular area of a company.

### Section - B:

Q. Explain the role of external & internal audit.

Ans. Role of Internal audit:-

- a. Verify the existence of assets & recommend proper safeguards for their protection
- b. Evaluate the adequacy of the system
- c. Recommend improvements in controls
- d. Assess compliance with policies & procedures sound business practices
- e. Assess compliance with state & federal law
- f. Investigate reported occurrences of fraud.

Q. Explain the contents of engagement letter.

Ans. Repeated in 2019 Question Paper.

Q. Define Control Procedures write a brief note on control procedures.

Ans. Step 1:- Identify the assertions tested

- o Completeness
- o Occurrence
- o Valuation & allocation
- o Classification & understandability
- o Accuracy



- Rights & Obligations
- Existence
- Cutoff

→ Step 2: Identify the audit Procedure

- Analytical procedures
- Risk assessment
- Substantive testing
- Overall conclusion
- Understanding the business
- Entity communications
- Inspection
- Observation
- Recalculation
- Re-performance

→ Step 3: Procedure to writing down the audit

- write it clearly
- Write down the reason for performing the audit procedure
- Use audit terminology

Q. Explain the circumstances when written representation can be obtained in audit.

Ans Repeated in 2019 question paper.



### Section - C

Q. Explain the elements of an "Assurance Engagement"

Ans. Repeated in 2019 question paper.

Q. Compute the inter-pret key ratios used in analytical procedures of auditing?

Ans. Ratio analysis is used to evaluate various aspects of a company's operating & financial performance such as its efficiency, liquidity, profitability & solvency & financial performance such as its efficiency over time is studied to check whether they are improving or deteriorating.

Q. Explain audit techniques to not for profit organizations

Ans - Evaluates Risk :- Usually include off an audit by evaluating a non-profit. Inherent risk the risk that employees are misstating financial information. Non profit that pay low wages may have trouble attracting qualified accountants

- Test controls :- Also base the amount of testing procedures on the quality of internal controls.



Performance Testing - Typically test a variety of accounts & transactions. Auditors should check to see if the non-profit has adequate supporting documentation & determine the correct timing of revenue recognition for grants.

Report Results:- An adequate no of examined & accounts, auditors compile their findings into an audit report.

Q. Explain the purpose, procedure & reliability of written representations in international auditing?

Ans Purpose :-

- i. To obtain representations that management & those charged with governance, have fulfilled their responsibility.
- ii. Preparing the financial statements of accounts with an applicable financial framework.
- iii. Providing the auditors with all relevant info.
- iv. Reconciling all transactions & reflecting them in financial statements.
- v. To support other audit evidence relevant to the financial statement if determined.



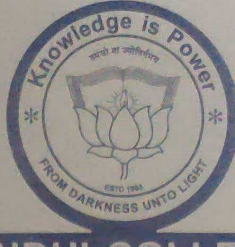
The preparation & fair presentation of the financial statements in accordance with the information provided & completeness of transactions.

- **Reliability**: Are internal sources of evidence & are therefore subject to bias & tend to focus on contentious areas of the financial statements. They are therefore probably unreliable forms of audit evidence. ISA 580 also clearly states that written representations should only be sought to support other audit evidence.
  - inconsistencies with other forms.
  - concerns about the competence

- Fraud
- Laws & Regulations
- Unannounced misstatements
- Litigation & claims
- Estimates
- Related party transactions
- Subsequent events

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**SINDHI COLLEGE**

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## ASSESSMENT BOOK

20 - 2020 - 21

Student Name : Syed Saif Ali Reg. No. : R1812468

Class : BCA Section : \_\_\_\_\_ Semester 3<sup>rd</sup>

Subject : HINDI

Syed Saif Ali

Signature of the Student

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Assignment - 01

युग - युग क्रान्ति

- विष्णु प्रभाकर

सारांश :-

"युग - युग क्रान्ति" नाटक का पात्र परिचय

- 1। सूत्रधार
- 2। देवी प्रसाद
- 3। रामकली
- 4। कल्याण सिंह
- 5। धारमाल
- 6। पंडितजी
- 7। कलावती
- 8। बाहर का व्यक्ति
- 9। भीतर का व्यक्ति
- 10। शारदा
- 11। साबुलैण्ट
- 12। एक व्यक्ति
- 13। दुसरा आदमी
- 14। विमल
- 15। चन्द्रकिशोर
- 16। प्रदीप
- 17। जेनेट



- 19 सुरेश
- 20 अनिरुद्ध
- 21 रिता
- 22 अन्विता
- 23 स्त्री

इसके अतिरिक्त पुरुषों और स्त्रियों की भीड़  
 नोट: शुरू में चार पुरुष और दो नरियाँ आती हैं।  
 वहीं पात्र हैं जो बाद में नाटक में अलग-अलग  
 नामों से भाग लेते हैं।

सारांश:

'युग-युग क्रान्ति' नाटक के रचनाकार श्री विष्णु प्रभाकर हैं।  
 प्रस्तुत नाटक के प्रारम्भ में मंच पर सूत्रधार का  
 आगमन होता है, वह अपने पात्रों के मंच पर पहुँचने  
 पर बिलम्ब करने से रुष्ट होता है। इसी बीच उसकी  
 दृष्टि देवीप्रसाद पर पड़ती है जो उसका निर्धारित पात्र  
 न होते हुए भी अनायास ही मंच पर आ जाता है।

सूत्रधार के प्रश्न करने पर देवी प्रसाद उसे अपना  
 परिचय देता है तथा सूत्रधार के कहने पर नाटक के  
 अवलोकन के लिए राजी हो जाता है। नाटक के प्रारम्भ  
 में पात्री के पुनर्भ्यास का देखकर देवी प्रसाद कुछ  
 अचम्बित होता है। किन्तु सूत्रधार के समझाने से संयत  
 बनाये रखता है। नाटक के प्रारम्भ के पात्र कल्याण सिंह  
 व रामकली का जीवन काल 1857 ई के आसपास का



व दोनों पति-पत्नी हैं।

कल्याण सिंह अपनी पत्नी का उजाले में मुख देखने का तालमेल है। अपने पिता की इच्छा के विरोध वह यह कार्य करता है तथा पिता से दंडित भी होता है। उसकी भावी पीढ़ी यानी उसका पुत्र चारेलाल अपनी युवावस्था में पहुँचकर नवविवाहित विधवा कलावती से विवाह करने नहीं मिसाल रखता है। कल्याण सिंह उसके इस कदम की भर्त्सना करता है।

समय का चक्र दृमता है। तथा नियमित काल के पश्चात् चारेलाल व कलावती की पुत्री शारदा अपने माता-पिता की इच्छा के विरोध गाँधीजी के असहयोग आंदोलन में कुपड़ती है तथा जेल जाती है। उसके इस कदम से चारेलाल का अपनी सामाजिक प्रतिष्ठा धूमिल हुई नजर आती है। शारदा विमल से प्रेम विवाह भी अपने अभिभावकों की इच्छा-विरोध करती है।

कुछ वर्ष बीतने के पश्चात् विमल व शारदा का पुत्र प्रदीप भी अपने अभिभावकों की इच्छा-विरोध एक गरिब इसाई कन्या जेनेट से विवाह कर लेता है। इस बात का माता पिता को बड़ा क्षोभ होता है। कालान्तर में प्रदीप व जेनेट की संगति अन्विता तथा अनिरुद्ध भी अपने अभिभावकों की भाँति ही अपने मार्ग स्वतः तय कर लेते हैं। जिस कारण माता जेनेट को तथा पिता प्रदीप को व पथभ्रष्ट नजर आने लगते हैं। उनकी बटी अन्विता ने दीपक से विवाह का फैसला लिया था किन्तु अचानक अपना निर्णय बदलकर वह नेलसन से विवाह करने के आतुर हो गई है। जेनेट व प्रदीप को इस बात का बड़ा क्षोभ है कि



सन्तान प्रेम का भी पारिवारिक बदलने के आदि बदल रही है।  
उन्का बड़ा अनिच्छित असंख्य प्रेमिकाओं को बदल चुका है।  
वह इसका समय व समाज की आवश्यकता समझता है।  
अपने माता-पिता की सलाह को उनकी स्वीकार्यता इच्छा  
से अधिक कुछ नहीं मानते। उनके अनुसार बुजुर्ग सब कुछ  
अपनी दृष्टि से देखना, करना व सुनना चाहते हैं। माता-पिता  
चाहते हैं कि समाज में वही मूल्य समाज में मान्य है,  
मान्य हो जिन्हें उन्होंने अपने जीवन में पिया है। अनिच्छित  
व रिताही तक दूसरे के साथ बिना विवाह बन्धन में  
बन्धे तब तक रहना चाहते हैं जब तक उन्हें उनका  
मन आजा दे। अनिच्छित विवाह को तक सड़ी-गली  
परंपरा से अधिक कुछ नहीं समझता।

अंततः देवी प्रसाद का समाचार मिलता है कि उसकी  
बेटी ~~व~~ ज्योत्सना ने भी अपनी इच्छानुसार बर से विवाह  
कर लिया है। प्रारम्भ इस समाचार से देवी प्रसाद  
हतप्रभ रह जाता है किन्तु पश्चात् वह सोचता है की  
~~उसकी~~ बेटी बलिष्ठ है तथा उसे भी अपना भूता  
बुरा समझाने का अधिकार है। उसके इस विचार  
से बड़ी सांत्वना मिलती है। तथा वह विधित्त होकर  
विद्रा में लीन हो जाता है। सारे इस नाटक का अंत  
समझते हैं कि उसी समय देवी प्रसाद भाग जाता है  
यह कहते हुए दाढ़ पड़ता है कि 'नहीं-नहीं', वह हासे नहीं  
होने दे सकता, आखिर ज्योत्सना उसकी बेटी है। उस  
पर मेरा अधिकार है तथा उसके उज्वल भविष्य की  
सोचना मेरा कर्तव्य है। उसके भूल-बुरे की केवल मैं  
ही सोच सकता हूँ। वही पर परदा हिर जाता है,  
फक पाठ, अन्त कब हुआ है। मोसा अन्त जो कभी संघर्ष का



समाप्त नहीं होने देगा।  
[सब उसी तरह खड़े-खड़े व्यक्ति भाव से देखते रहते  
हैं। परदा छिर जाता है!]

~~BBQ~~



Assignment - Q3

\* अधु प्रश्नोत्तर एक वाक्य या वाक्यांश में उत्तर लिखिए :

१. 'युग-युग क्रांति' नाटक के नाटककार कौन हैं,  
उत्तर: विष्णु प्रभाकर!

२. नाटक के संचालक को क्या कहा जाता है?  
उत्तर: नाटक के संचालक को सूत्रधार कहा जाता है,

३. नाटक की सफलता के लिए क्या आवश्यक है?  
उत्तर: पूर्वब्यार!

४. नाटक 'युग-युग क्रांति' में देवी प्रसाद की बंटी का क्या नाम है?  
उत्तर: ज्योत्सना!

५. 'युग-युग क्रांति' नाटक में सूत्रधार सर्वप्रथम किसे से मिलता है?  
उत्तर: देवी प्रसाद!

६. सूत्रधार किसकी खोज में निकला है?  
उत्तर: क्रांति!

७. सूत्रधार अपने पात्रों के माध्यम से किस खोजना चाहता है?  
उत्तर: क्रांति!



8 'युगे-युगे क्रान्ति' नाटक में कौन दावा करते हैं कि वे सब क्रान्तिकारी हैं?  
उत्तर: पात्र।

9 नाटक मंच पर आये पांच व्यक्तियों में से पहला व्यक्ति किस कालावधि का प्रतिनिधित्व करता है?  
उत्तर: पहला व्यक्ति सन् 1856 के आसपास के युग का प्रतिनिधित्व करता है।

10 धर की चार-दिवारी को तोड़कर क्रान्ति का स्वरघोष करने का दावा किसने किया?  
उत्तर: धर की चार-दिवारी को तोड़कर क्रान्ति का स्वरघोष करने का दावा पंक्ति की पड़ती नारी ने किया।

11 नाटक के पात्र के अनुसार क्रान्ति का सही अर्थ कैसे समझा जा सकता है?  
उत्तर: नाटक के पात्र के अनुसार क्रान्ति का सही अर्थ परम्पराओं से मुक्ति पाकर ही समझा जा सकता है।

12 क्रान्ति किस अवस्था में अर्थहीन है?  
उत्तर: इतिहास को नीक से निकाल बिना क्रान्ति अर्थहीन है।

13 युद्ध का जन्म कहाँ होता है?  
उत्तर: युद्ध का जन्म मनुष्य के मन में होता है।

14 क्रान्ति कहाँ उपजती है?  
उत्तर: क्रान्ति मनुष्य के अंतर में उपजती है।



15) पुरखों की दृष्टि में सभ्यता के राष्ट्र तथा दिशा ग्रह कौन हैं ?

उत्तर: पुरखों की दृष्टि में भारी पीढ़ियाँ सभ्यता के राष्ट्र तथा दिशाग्रह हैं।

16) जवान पीढ़ी किस प्रतिस्त्रियावादी तथा व्यक्ति मानती है ?  
उत्तर: अपने प्ररखों को।

17) युग-युग क्रान्ति के पहले पाप न क्या क्रान्ति की ?  
उत्तर: पत्नी का मुँह दिन में देखने की क्रान्ति की।

18) कल्याणसिंह अनुसार किससे टकरा जाता था ?  
उत्तर: कमरे में रखे पलंग से।

19) कुलीन लोगों की कुलरति क्या है ?  
उत्तर: बुजुर्गों के रहते जवान लोग अपनी पत्नी का मुँह (येहरा) नहीं देख सकते।

20) रामकली के अनुसार बरामी व बअल्बी क्या है ?  
उत्तर: बुजुर्गों के सामने पत्नी का मुँह देखना तथा दमि में उसके पास आना है।

21) रामकली के अनुसार मर्दों को मुँह कौन दिखाती है ?  
उत्तर: कोठीवाली।

22) नंगे साधु के अनुसार शिक्षा की आवश्यकता किस है ?  
उत्तर: औरतों एवं मंगी यमारां को पढाना चाडिना।



23/ कल्याणसिंह के अनुसार नाद साहब से कौन नहीं  
घबराता है?

उत्तर:- नंगा साधु

24/ कल्याणसिंह किस बात को पाप मानता है?

उत्तर:- परदा करने को पाप मानता है।

25/ कल्याणसिंह सुरज की रोशनी में क्या देखना चाहता  
है?

उत्तर:- अपनी पत्नी की सुंदरता को देखना चाहता है।

26/ नंगा साधु किसका पक्क विरोधी है?

उत्तर:- जादू-टोने व भ्रमन्ता।

27/ रामकृती के अनुसार बड़े क्या कहते हैं?

उत्तर:- हमें मन के बस में नहीं आना चाहिए।

~~28/ कल्याणसिंह के अनुसार अजीब मुसीबत क्या है?~~  
उत्तर:- पति का पत्नी के पार भी नहीं बैठ पाना है।

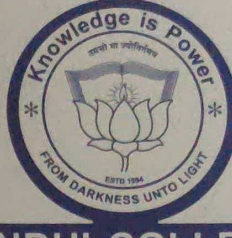
29/ कल्याणसिंह को अपने पिता के हाथों क्यों पिटना पड़ा?  
उत्तर:- अपनी पत्नी का मुँह देखने के कारण अपने पिता  
के हाथों पिटना पड़ा।



301 कल्याणसिंह के पुत्र का क्या नाम था ?  
उत्तर कल्याणसिंह के पुत्र का नाम प्यारेलाल था।

~~302~~





**SINDHI COLLEGE**

# SINDHI COLLEGE

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(Recognised by Government of Karnataka, Permanently affiliated to  
Bengaluru Central University & Accredited by NAAC )

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## ASSESSMENT BOOK

2020 - 21 20

Student Name : Akshitha.A Reg. No. : S2010801  
Class : B.Sc Section : \_\_\_\_\_ Semester I<sup>st</sup> Sem  
Subject : Mathematics

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1. Define equivalent matrices

Two matrices of the same order are said to be equivalent if one is obtained from the other by elementary transformations. The symbol  $\sim$  is used for equivalence.

2. Find the eigen values of the matrix  $A = \begin{bmatrix} 5 & 4 \\ 1 & 2 \end{bmatrix}$

The char eq of  $A$  is  $(A - \lambda I) = 0$

$$\begin{vmatrix} 5-\lambda & 4 \\ 1 & 2-\lambda \end{vmatrix} = 0$$

$$= \lambda^2 - 7\lambda + 6 = 0$$

$$= \lambda = 6, 1$$

3. Find the  $n^{\text{th}}$  derivative of  $\cos^2 x$ .

$$\cos 2\theta = 2 \cos^2 \theta - 1$$

$$\cos 2\theta + 1 = 2 \cos^2 \theta$$

$$\cos 2\theta = \left(\frac{\pi}{2} - \theta\right)$$

$$\cos 2x = -\sin 2x - 2$$

$$= 2 \sin(-2x)$$

Diff  $\cos x$   $n^{\text{th}}$  time

$$D^n (\cos^2 x) = D^n \left( \frac{\cos 2x + 1}{2} \right)$$

$$y_1 = \frac{1}{2} D^n (\cos 2x + 1)$$

$$= \frac{1}{2} (0 + 2 \sin(-2x))$$

$$= \frac{1}{2} \cos \left( \frac{n\pi}{2} + 2x \right)$$

$$y^n = 2^{n-1} \cos \left( \frac{n\pi}{2} + 2x \right)$$



d. If  $z = x^3 - 4x^2y + 5y^2$ . find  $\frac{\partial^2 z}{\partial x \partial y}$

$$\frac{\partial z}{\partial x} = 3x^2 - 8xy$$

$$\frac{\partial^2 z}{\partial x \partial y} = -8x$$

Find the  $n^{\text{th}}$  derivative of  $\cos^2 x$

$$\begin{aligned} \frac{d^n}{dx^n} (\cos^2 x) &= \frac{d^n}{dx^n} \left[ \frac{1}{2} (1 + \cos 2x) \right] \\ &= \frac{1}{2} 2^n \cos \left( 2x + \frac{1}{2} n\pi \right) \end{aligned}$$

e. Evaluate  $\int_0^{\pi/2} \sin 6x \, dx$

$$= \frac{(n-1)(n-3)(n-5)}{n(n-2)(n-4)} \times \frac{\pi}{2} = \frac{(6-1)(6-3)(6-5)}{6(6-2)(6-4)} \cdot \frac{\pi}{2}$$

$$= \frac{5 \times 3 \times 1 \times \pi}{6 \times 4 \times 2 \cdot 2} = \frac{15\pi}{96}$$

$$= \frac{5\pi}{32}$$

g. Evaluate  $\int_0^{\pi/2} \sin^4 x \cos^2 x \, dx$

$$\int_0^{\pi/2} \sin^4 x \cos^2 x \, dx$$

$$= \frac{[3 \times 1][1]}{6 \times 4 \times 2} \times \frac{\pi}{2} = \frac{\pi}{2}$$



g. find the angle b/w the line  $\frac{x-3}{2} = \frac{y-1}{1} = \frac{z+4}{-2}$  and the plane  $x+y+z+5=0$

The direction ratios of the line are  $(2, 1, -2)$  & that of the normal to the plane are  $(1, 1, 1)$   
we have

$$\sin \phi = \frac{aA + bB + cC}{\sqrt{a^2 + b^2 + c^2} \sqrt{A^2 + B^2 + C^2}} = \frac{2(1) + 1(1) - 2(1)}{\sqrt{2^2 + 1^2 + 2^2} \sqrt{1^2 + 1^2 + 1^2}}$$

$$\sin \phi = \frac{1}{3\sqrt{3}}$$

$$\text{or } \phi = \sin^{-1}\left(\frac{1}{3\sqrt{3}}\right)$$

h. If the two spheres  $x^2 + y^2 + z^2 + 6z - k = 0$  and  $x^2 + y^2 + z^2 + 10y - 4z - 8 = 0$  cut orthogonally find  $k$ .

$$u_1 = 0, v_1 = 0, w_1 = 3, d_1 = -k$$

$$u_2 = 0, v_2 = 5, w_2 = -2, d_2 = -8$$

Since the two spheres cut orthogonally we have

$$2u_1u_2 + 2v_1v_2 + 2w_1w_2 = d_1 + d_2$$

$$= 0 + 0 + 2(3)(-2) = -k - 8$$

$$= 8 - 12 = -k$$

$$-4 = -k$$

$$\boxed{k = 4}$$

Find the rank of the matrix  $\begin{bmatrix} 1 & 1 & 1 & 1 \\ 1 & 2 & 3 & 4 \\ 1 & 3 & 5 & 7 \\ 1 & 4 & 7 & 10 \end{bmatrix}$  by using reduced echelon form



$$\begin{bmatrix} 1 & 1 & 1 & 1 \\ 1 & 2 & 3 & 4 \\ 1 & 3 & 5 & 7 \\ 1 & 4 & 7 & 10 \end{bmatrix}$$

$R_2 \rightarrow R_2 - R_1, R_3 = R_3 - R_1, R_4 \rightarrow R_4 - R_1$

$$A \sim \begin{bmatrix} 1 & 1 & 1 & 1 \\ 0 & 1 & 2 & 3 \\ 0 & 2 & 4 & 6 \\ 0 & 3 & 6 & 9 \end{bmatrix}$$

$R_3 = R_3 - 2R_2, R_4 = R_4 - 3R_2$

$$A \sim \begin{bmatrix} 1 & 1 & 1 & 1 \\ 0 & 1 & 2 & 3 \\ 0 & 0 & 0 & 0 \\ 0 & 0 & 0 & 0 \end{bmatrix}$$

This is row reduce echelon form, which contains two non-zero rows.

b. find the non-trivial solution of the system of equation  $2x - y + 3z = 0, 3x + 2y + z = 0, x - 4y + 5z = 0$

$$\begin{bmatrix} 2 & -1 & 3 \\ 3 & 2 & 1 \\ 1 & -4 & 5 \end{bmatrix}$$

$R_3 \rightarrow R_1$

$$\begin{bmatrix} 1 & -4 & 5 \\ 3 & 2 & 1 \\ 2 & -1 & 3 \end{bmatrix}$$

$R_2 = R_2 - 3R_1$

$$\begin{bmatrix} 1 & -4 & 5 \\ 0 & 14 & -14 \\ 0 & 7 & -7 \end{bmatrix}$$

$$\begin{bmatrix} 1 & -4 & 5 \\ 0 & 14 & -14 \\ 0 & 0 & 0 \end{bmatrix}$$

$R_3 = R_3 - \frac{R_2}{2}, R_3 = 7 - \frac{14}{2}$

$\rho(A) = 2 = r$   
 $r < n$   
 $2 < 3$



4. Find the value of  $\lambda$  for which the system  $3x + y - \lambda z = 0$   
 $4x - 2y - 3z = 0$ ,  $2\lambda x + 4y + \lambda z = 0$  has a non trivial  
 sol<sup>n</sup>

i.e.  $|A| = 0$

3	1	$-\lambda$	= 0
4	-2	-3	
$2\lambda$	4	$\lambda$	

$$3(-2\lambda + 12) - 1(14\lambda + 6\lambda) - \lambda(16 + 4\lambda) = 0$$

$$-6\lambda + 36 - 10\lambda - 16\lambda - 4\lambda^2 = 0$$

$$-4\lambda^2 + 32\lambda + 36 = 0$$

thought out by  $-4$

$$\lambda^2 + 8\lambda - 9 = 0$$

$$\lambda^2 + 9\lambda - \lambda - 9 = 0$$

$$\lambda(\lambda + 9) - 1(\lambda + 9) = 0$$

$$(\lambda + 9)(\lambda - 1) = 0$$

$$\lambda = -9, \lambda = 1$$

5. find the  $n^{\text{th}}$  derivative of  $\sin^2 x$

$$y = \sin^2 x$$

$$y = \frac{1 - \cos 2x}{2}$$

$$y = \frac{1}{2} (1 - \cos 2x)$$

$$y_n = \frac{1}{2} \left[ -2^n \cos \left( 2x + \frac{n\pi}{2} \right) \right]$$

6. If  $z = \cos^{-1}(xy)$  p.T  $\frac{\partial^2 z}{\partial x \partial y} = \frac{\partial^2 z}{\partial y \partial x}$



$z = \cos^{-1}(xy)$   
Diff (1) partially w.r.t.  $x$ .

$$\frac{\partial z}{\partial x} = \frac{-y}{\sqrt{1-x^2y^2}} \quad (1)$$

Diff (2) partially w.r.t.  $y$  we get

$$\frac{\partial^2 z}{\partial y \partial x} = \frac{-1}{(1-x^2y^2)^{3/2}}$$

Diff (1) partially w.r.t.  $y$  we get

$$\frac{\partial^2 z}{\partial x \partial y} = \frac{-1}{(1-x^2y^2)^{3/2}}$$

Thus from (3) & (5) we get

$$\frac{\partial^2 z}{\partial x \partial y} = \frac{-1}{(1-x^2y^2)^{3/2}}$$

Thus from (3) and (5) we get

$$\frac{\partial^2 z}{\partial x \partial y} = \frac{\partial^2 z}{\partial y \partial x}$$

7. Using reduction formula, evaluate  $\int_0^{\pi/2} \sin^3 x \, dx$

consider  $\int_0^{\pi/2} \sin^3 x \, dx = \frac{(3-1)}{3(3-2)} \cdot 1 = \frac{2}{3}$

Evaluate  $\int_0^{\pi} x \cos^4 x \, dx$

let  $I = \int_0^{\pi} x \cos^4 x \, dx$

$$I = \int_0^{\pi} (\pi - x) (\cos(\pi - x))^4 x \, dx$$



$$I = \int_0^{\pi} (\pi - x) (-\cos x)^4 dx$$

$$I = \pi \int_0^{\pi} \cos^4 x dx - \int_0^{\pi} x \cos^4 x dx$$

$$I = \pi \int_0^{\pi} \cos^4 x dx - I$$

$$2I = \pi \int_0^{\pi} \cos^4 x dx$$

$$I = \pi \frac{(4-1)(4-3)}{4(4-2)} \pi$$

$$I = \frac{\pi \times 3 \times 1}{4 \times 2} \times \frac{\pi}{2}$$

$$I = \frac{3\pi^2}{16}$$

Find the adjoint of the matrix  $\begin{bmatrix} 1 & 0 & 0 \\ 0 & 1 & 1 \\ 0 & 1 & 0 \end{bmatrix}$  using Cayley Hamilton theorem

Given  $A = \begin{bmatrix} 1 & 2 & 0 & -1 \\ 3 & 4 & 1 & 2 \\ -2 & 3 & 2 & 5 \end{bmatrix}$

$$\begin{bmatrix} 1 & 2 & 0 & -1 \\ 0 & -2 & 1 & 5 \\ 0 & 7 & 2 & 3 \end{bmatrix}$$

$$R_2 = r_2 + 3r_1$$

$$R_3 = r_3 + 2r_1$$

$$\begin{bmatrix} 1 & 0 & 0 & 0 \\ 0 & -2 & 1 & 5 \\ 0 & 7 & 2 & 3 \end{bmatrix}$$

$$C_2 = C_2 - 2C_1$$

$$C_4 = C_4 + C_1$$



$$\begin{bmatrix} 1 & 0 & 0 & 0 \\ 0 & 1 & -2 & 5 \\ 0 & 2 & 7 & 3 \end{bmatrix}$$

$$C_2 \leftrightarrow C_3$$

$$\begin{bmatrix} 1 & 0 & 0 & 0 \\ 0 & 1 & -2 & 5 \\ 0 & 0 & 11 & -7 \end{bmatrix}$$

$$R_3 = r_3 - 2r_1$$

$$\begin{bmatrix} 1 & 0 & 0 & 0 \\ 0 & 1 & 0 & 0 \\ 0 & 0 & 11 & -7 \end{bmatrix}$$

$$C_3 = C_3 + 2C_2$$

$$C_4 = C_4 - 5C_2$$

$$\begin{bmatrix} 1 & 0 & 0 & 0 \\ 0 & 1 & 0 & 0 \\ 0 & 0 & 0 & -7/11 \end{bmatrix}$$

$$R_3 = \frac{1}{11} r_3$$

$$\begin{bmatrix} 1 & 0 & 0 & 0 \\ 0 & 1 & 0 & 0 \\ 0 & 0 & 1 & 0 \end{bmatrix}$$

$$C_4 = C_4 + \frac{7}{11} C_3$$

$\begin{bmatrix} I & 0 \\ 3 & 0 \end{bmatrix}$  is in the normal form  $\therefore p(A) = 3$

10. show that the sphere  $x^2 + y^2 + z^2 + 6y + 2z + 8 = 0$  and  $x^2 + y^2 + z^2 + 6x + 8y + 4z + 20 = 0$  cut orthogonally and find their point of intersection.
- $2u_1 = 0, 2v_1 = 6, 2w_1 = 2, d_1 = 8$   
 $u_1 = 0, v_1 = 6, w_1 = 1, d_1 = 8$

For the sphere (2) we have



$2u_2 = 16, 2v_2 = 8, 2w_2 = 4, d_2 = 20$   
 $u_2 = 8, v_2 = 4, w_2 = 2, d_2 = 20$

By Comparing with General form of equation of the Sphere  $x^2 + y^2 + z^2 + 2ux + 2vy + 2wz + d = 0$   
 Condition for Two Sphere to cut orthogonal is  
 $2u_1u_2 + 2v_1v_2 + 2w_1w_2 = d_1 + d_2$   
 $0 + 6(4) + 2(2) = 8 + 20$

$(24 + 4) = 28 \quad (8 + 20) = 28$   
 $28 = 28$

Thus two sphere cut orthogonal. The plane of intersection is given by (1) - (2) = 0

$-6x - 8y - 2z - 12 = 0$   
 $3x - 2y - z - 6 = 0$

Find the shortest distance b/w the lines  
 $\frac{x-2}{3} = \frac{y-6}{-2} = \frac{z-5}{+2}$  and  $\frac{x-5}{2} = \frac{y-3}{-1} = \frac{z+4}{-6}$

Given  $A(\vec{a}) = 2, 6, 5$  and  $\vec{a}' = (3, -2, -2)$   
 and  $B(\vec{b}) = (5, 3, -4)$  &  $\vec{b}' = (2, -1, -6)$

Now  $\vec{a}' \times \vec{b}' =$

$\hat{i}$	$\hat{j}$	$\hat{k}$
3	-2	-2
2	-1	-6

$= \hat{i}(12 - 2) - \hat{j}(-18 + 4) + \hat{k}(-3 + 4)$   
 $= 10\hat{i} + 14\hat{j} + \hat{k}$



$$|\vec{a} \times \vec{b}| = \sqrt{10^2 + 14^2 + 1^2} = \sqrt{100 + 196 + 1} = \sqrt{297}$$

$$= \sqrt{33 \times 9} = 3\sqrt{33}$$

$$\vec{AB} = \vec{b} - \vec{a} = (5-2, 3-6, -4-5) = (3, -3, -4)$$

$$[(\vec{b} - \vec{a}) \cdot \vec{a} \times \vec{b}] = \begin{vmatrix} 3 & -3 & -4 \\ 3 & -2 & 2 \\ 2 & -1 & -6 \end{vmatrix}$$

$$= 3(12-2) + 3(-18+4) + (-9)(-3+4)$$

$$= 30 - 42 - 9 = -21$$

$$\text{Shortest distance (S.D)} = \frac{|(\vec{b} - \vec{a}) \cdot \vec{a} \times \vec{b}|}{|\vec{a} \times \vec{b}|} = \frac{|-21|}{3\sqrt{33}}$$

$$= \frac{7}{\sqrt{33}}$$

10 find the equation of the right circular cylinder of radius 2 and whose axis is

$$\frac{x-1}{2} = \frac{y+3}{-1} = \frac{z-3}{5}$$

The axis passes through the point  $(x_1, y_1, z_1) = (1, -3, 3)$

& the direction ratios are 2, -1, 5 = l, m, n

The equation of the right circular cylinder is given

$$(l^2 + m^2 + n^2) [(x-x_1)^2 + (y-y_1)^2 + (z-z_1)^2]$$

$$- [l(x-x_1) + m(y-y_1) + n(z-z_1)]^2 = R^2 (l^2 + m^2 + n^2)$$

$$\therefore (4+1+25) [(x-1)^2 + (y+3)^2 + (z-3)^2]$$

$$- [2(x-1) - (y+3) + 5(z-3)]^2 = 4(4+1+25)$$



$$i.e. 30 \left[ x^2 + y^2 + z^2 - 2x + 6y - 6z + 9 \right]$$

is the equation of the right circular cylinder

13 find the reduction formula for  $\int_0^{\pi/2} \cos^n x \, dx$  & Evaluate  $\int_0^{\pi/2} \cos^3 x \, dx$

w.k.t for  $I_n = \int \cos^n x \, dx$  the reduction formula is

$$I_n = \frac{\cos^{n-1} x \cdot \sin x}{n} + \frac{(n-1)}{n} \cdot I_{n-2}$$

taking  $n = 3$

$$I_3 = \frac{\cos^2 x \cdot \sin x}{3} + \frac{2}{3} I_1$$

$$\text{and } I_1 = \int \cos x \, dx = \sin x$$

$$\therefore I_3 = \frac{\cos^2 x \cdot \sin x}{3} + \frac{2}{3} \sin x$$

$$\therefore \int \cos^3 x \, dx = \frac{\cos^2 x \cdot \sin x}{3} + \frac{2}{3} \sin x$$

To evaluate  $\int_0^{\pi/2} \cos^3 x \, dx$

$$\text{consider } \int \cos^3 x \, dx = \frac{\cos^2 x \cdot \sin x}{3} + \frac{2}{3} \sin x$$

$$\therefore \int_0^{\pi/2} \cos^3 x \, dx = \left[ \frac{\cos^2 x \cdot \sin x}{3} + \frac{2}{3} \sin x \right]_0^{\pi/2}$$

$$= 0 + \frac{2}{3} (1) - (0 - 0) = \frac{2}{3}$$



14. If  $y = \tan^{-1} x$  prove that  
 $(1+x^2)y_{n+2} + 2(n-1)xy_{n+1} + n(n+1)y_n = 0$

$y = \tan^{-1} x$   
 $y_1 = \frac{1}{1+x^2}$  (or)  $(1+x^2)y_1 = 1$

$(1+x^2)y_2 + 2xy_1 = 0$

By Leibnitz's theorem

$(1+x^2)y_{n+2} + n(1+2x)y_{n+1} + n(2+2x^2)(xy_n + n y_n) = 0$   
 $(1+x^2)y_{n+2} + 2(nxy_{n+1} + \frac{n(n-1)}{2}y_n + 2xy_{n+1} + 2ny_n) = 0$

$(1+x^2)y_{n+2} + 2(n+1)xy_{n+1} + (n^2 - n + 2n)y_n = 0$   
 $(1+x^2)y_{n+2} + 2(n+1)xy_{n+1} + n(n+1)y_n = 0$

15. find the angle b/w the lines  $\frac{x-3}{2} = \frac{y-1}{1} = \frac{z+4}{2}$  and the plane  $x+y+z+5=0$

The direction ratios (d.r.s) of the line are  $(2, 1, -2)$  & that of the normal to the plane are  $(1, 1, 1)$  w.k.T

$\sin \phi = \frac{aA + bB + cC}{\sqrt{a^2+b^2+c^2} \sqrt{A^2+B^2+C^2}}$   
 $= \frac{2(1) + 1(1) + (-2)(1)}{\sqrt{2^2+1^2+(-2)^2} \sqrt{1^2+1^2+1^2}} = \frac{1}{3\sqrt{3}}$

$\phi = \sin^{-1} \left( \frac{1}{3\sqrt{3}} \right)$  is the angle b/w the lines & the plane.



16 find the  $n$ th derivative of  $\frac{2x-1}{(x+1)(x-2)}$

$$y = \frac{2x-1}{(x+1)(x-2)} = \frac{A}{x+1} + \frac{B}{x-2}$$

$$2x-1 = A(x-2) + B(x+1)$$

put  $x=2$

$$B=1$$

put  $x=-1$

$$A=-1$$

$$y = \frac{-1}{x+1} + \frac{1}{x-2}$$

$$y_n = \frac{-1(-1)^n n!}{(x+1)^{n+1}} + \frac{(-1)^n n!}{(x-2)^{n+1}}$$

17 find the centre & radius of the sphere  $x^2+y^2+z^2-4x+4y+5=0$

$$-4x+4y+5=0$$

$$x^2+y^2+z^2-4x+4y+5=0$$

$$(-u, -v, -w) = \left( -\left(\frac{-4}{2}\right), -\left(\frac{4}{2}\right), 0 \right)$$

can be =  $2, 2, 0$

radius

$$\sqrt{4^2+v^2+w^2-d}$$

$$= \sqrt{4+4+0-5} = \sqrt{3}$$

18 Reduce the matrix  $\begin{bmatrix} 1 & 2 & 3 & 4 \\ 2 & 1 & 4 & 3 \\ 3 & 0 & 5 & -10 \end{bmatrix}$  into normal form & hence find the rank

$$\det A = \begin{vmatrix} 1 & 2 & 3 & 4 \\ 2 & 1 & 4 & 3 \\ 3 & 0 & 5 & -10 \end{vmatrix} \therefore$$



$$\sim \begin{bmatrix} 1 & 2 & 3 & 4 \\ 0 & -3 & -2 & -5 \\ 0 & -6 & -4 & -20 \end{bmatrix}$$

$$R_2 \rightarrow R_2 - 2R_1$$

$$R_3 \rightarrow R_3 - 3R_1$$

$$\sim \begin{bmatrix} 1 & 0 & 0 & 0 \\ 0 & -3 & -2 & -5 \\ 0 & -6 & -4 & -20 \end{bmatrix}$$

$$C_3 \rightarrow C_3 - 2C_1$$

$$C_2 \rightarrow C_2 - 3C_1$$

$$C_4 \rightarrow C_4 - 4C_1$$

$$\sim \begin{bmatrix} 1 & 0 & 0 & 0 \\ 0 & 1 & 2/3 & 5/3 \\ 0 & 0 & 0 & 2 \end{bmatrix}$$

$$R_3 \rightarrow R_3 - R_2$$

$$\sim \begin{bmatrix} 1 & 0 & 0 & 0 \\ 0 & 1 & 0 & 0 \\ 0 & 0 & 0 & 2 \end{bmatrix}$$

$$C_3 \rightarrow C_3 - 2/3 C_2$$

$$C_4 \rightarrow C_4 - 5/3 C_2$$

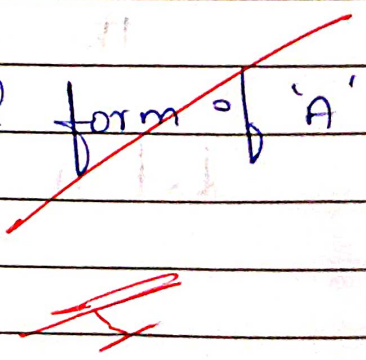
$$\sim \begin{bmatrix} 1 & 0 & 0 & 0 \\ 0 & 1 & 0 & 0 \\ 0 & 0 & 2 & 0 \end{bmatrix}$$

$$C_3 \rightarrow C_4$$

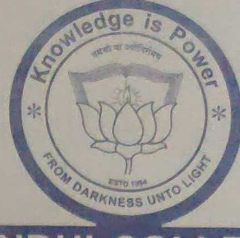
$$\sim \begin{bmatrix} 1 & 0 & 0 & 0 \\ 0 & 1 & 0 & 0 \\ 0 & 0 & 1 & 0 \end{bmatrix}$$

$$C_2 \rightarrow C_3$$

$\sim [I_3 \ 0]$  is in the normal form of 'A'  
 $\therefore p(A) = 3$







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## ASSESSMENT BOOK

2020 - 2021

Student Name : Shalini R Reg. No. : R1812460

Class : III<sup>rd</sup> BCA Section : \_\_\_\_\_ Semester V Sem

Subject : Software Engineering

Shalini R  
Signature of the Student

Redh  
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# Software Engineering

## Assignment-02

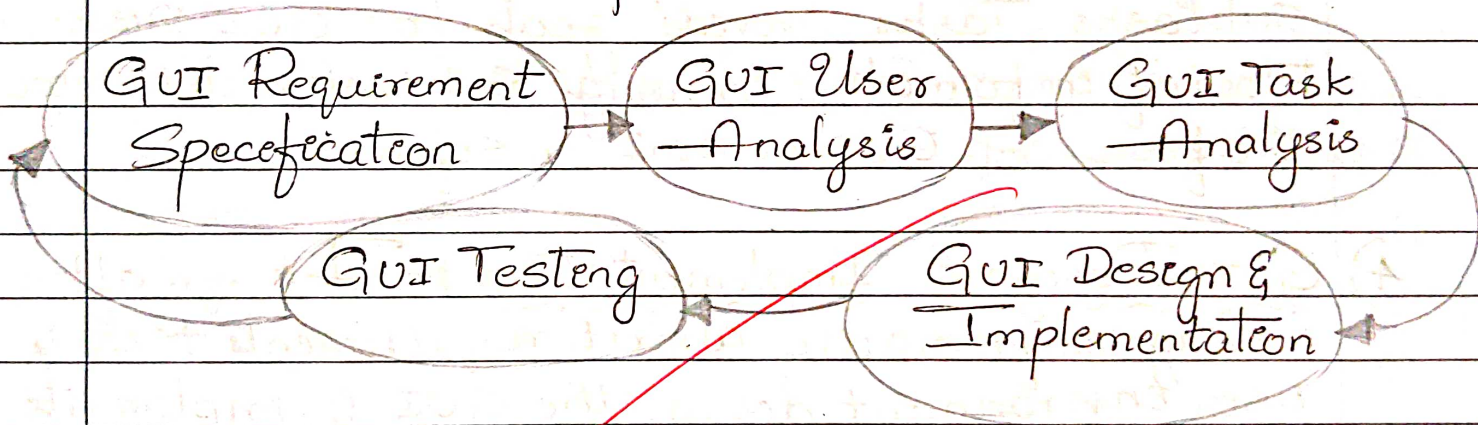
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01 Explain phases of User Interface design

User Interface Design:- It is a practice of planning & shaping the form present b/w a product ideas & its user with particular focus on key interactive features or characteristics such as textures, shapes, knobs & buttons.

There are no of activities performed for the designing user interface. The process of GUI design & implementation is like SDLC. Any Model can be used for GUI implementation among waterfall model iterative & Spiral Model.



### User interface Design

1) GUI Requirement Gathering:- The designer may like to have list of all functions & non-functional requirements of GUI. This can be taken from user & their existing software solution.



- 2) GUI User Analysis:- The designer studies who is going to use the software GUI. The target audience matters as design details change according to knowledge & competency level of user. If user is technical savvy advanced & complex GUI can be incorporated.
- 3) GUI Task Analysis:- Designers have to analyze what task is to be done by software solution. Here in GUI it does not matter how well it will be done. Tasks can be represented in hierarchical manner taking 1 major task & dividing it further into smaller subtasks. Tasks provide goals for GUI presentation. Flow of information among subtasks determines the flow of GUI contents in software.
- 4) GUI Design & Implementation:- Design after having information about requirements tasks & user environment design the GUI & implement it into code & embed the GUI with working on the dummy software in background. It is then self tested by the developers.
- 5) GUI Testing:- GUI Testing can be done in various types ways. Organization can have house inspection direct involvement of users & release of beta version are few of them. Testing may include usability, compatibility, user acceptance etc.



## Q2 Explain Software Reliability Metrics

Software Reliability Metrics :- It is a unit of measure for system reliability. System reliability is measured by counting the no. of operational failures & relating these to demands made on system at time.

The metrics are :-

1) Rate of Occurrence of failure (ROCOF) :- This is a measure of frequency of occurrence in which unexpected behaviour is likely to occur. For instance a ROCOF of 2/100 means 2 failures are likely to occur in each 100 operational units. This is also called Failure Intensity.

Eg Operating System, Transaction processing system etc.

2) Mean Time of Failure (MTTF) :- MTTF is average time b/w two successive failures observed over a large number of failures. For instance an MTTF of 500 means that one failure can be expected every 500 units of time. If the system not being changed then MTTF will be reciprocal of ROCOF.

Eg The system with CAD transaction such as CAD system can be subjected to MTTF.

3) Mean Time To Repair (MTTR) :- Once the failure occurs, some time is required to fix error that is nothing but mean time to repair. Metrics measure the average time takes to track the error causing failure & then fix it.

Eg The power supply suddenly goes, the computer is by aborting the current operation.



4) Mean Time Between Failures (MTBF) :- The metric is the combination of MTTF & MTTR. Thus as MTBF of 300 hours indicates that once the failure occurs the next failure is expected to occur only after 300 hours. In this case the time measure is real time & not as indicated in MTTF.

Eg An operating system after its installation in computer has caused the problem 1 yr of its usage. It means the mean time b/w failure may be seen in next year.

5) Probability of Failure on Demand (POFOD) :- Unlike the other metrics it does not explicitly involve time measurements. POFOD metric measures likelihood of the system failing when a service request is made. For instance a POFOD of 0.001 more than 1 out of every 1000 service requests would result in failure. The eg of systems are safety critical & non-stop systems such as however control systems.

6) Availability (AVAIL) :- The availability of a system is a measure of how well the system is available for the use over a given time. AVAIL metric not only considers the no. of failures occurring during a time. It also takes into account the repair time of the system when the failure occurs.

Eg Telecommunication & Operating System.



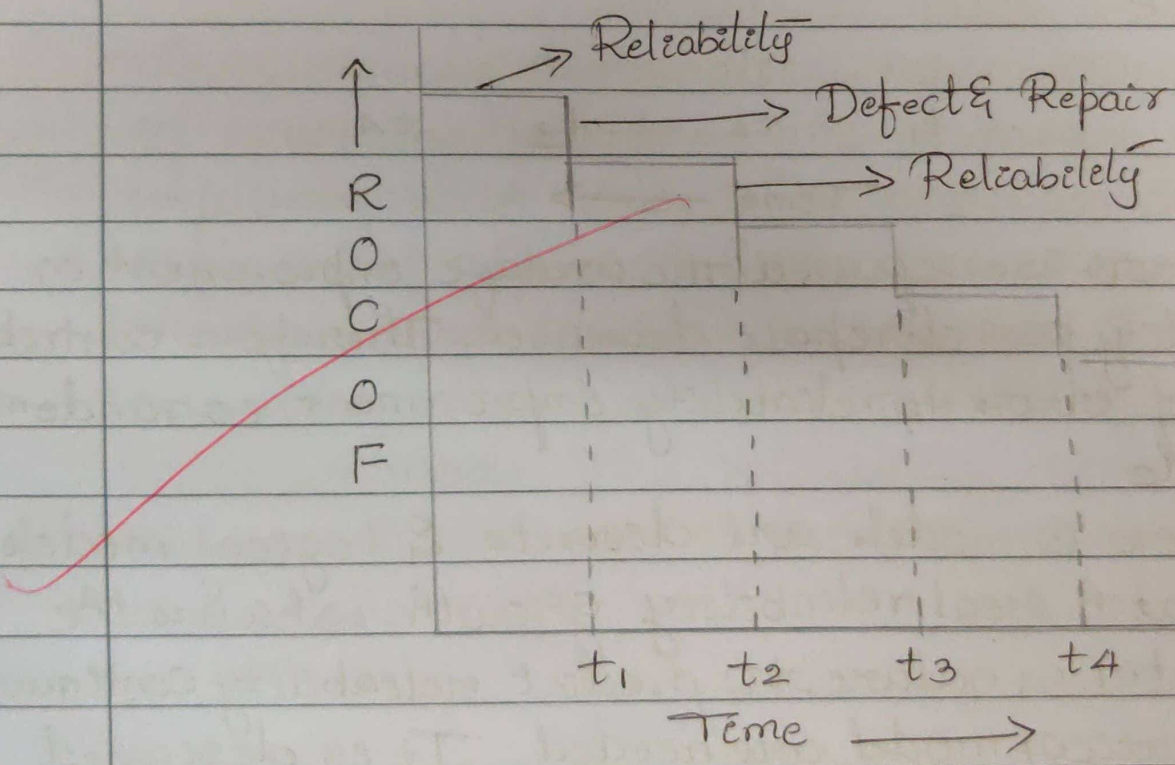
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Expand Reliability Growth Modelling [RGM]

Reliability Growth Modelling (RGM) :- A RGM is a mathematical model. It explains software reliability improves as the errors are detected & repaired. The model can be used to predict when a particular level of reliability can be attained.

The two types of function model as follows.

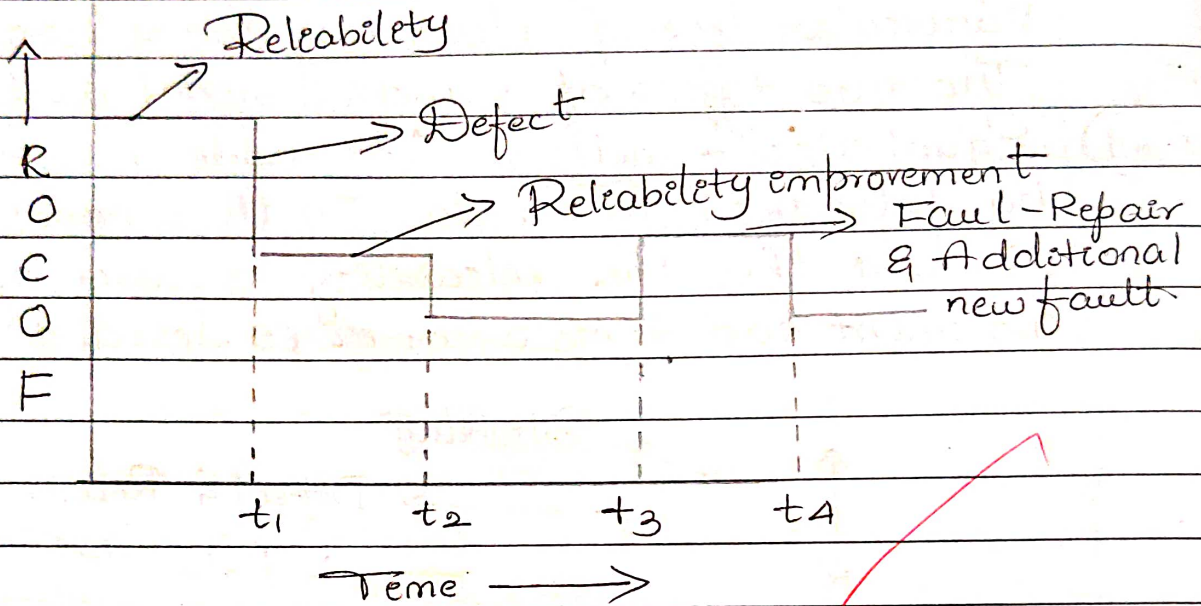
- 1) Equal step function :- The model has been designed by Jelen ski & Moranda. In this model it is assumed that the reliability increases by constant increment each time an error is detected & repaired.



The demerit of this model is that it assumes that all defects contribute equally to the reliability. However, in reality, some defects are simple & some are more complex.



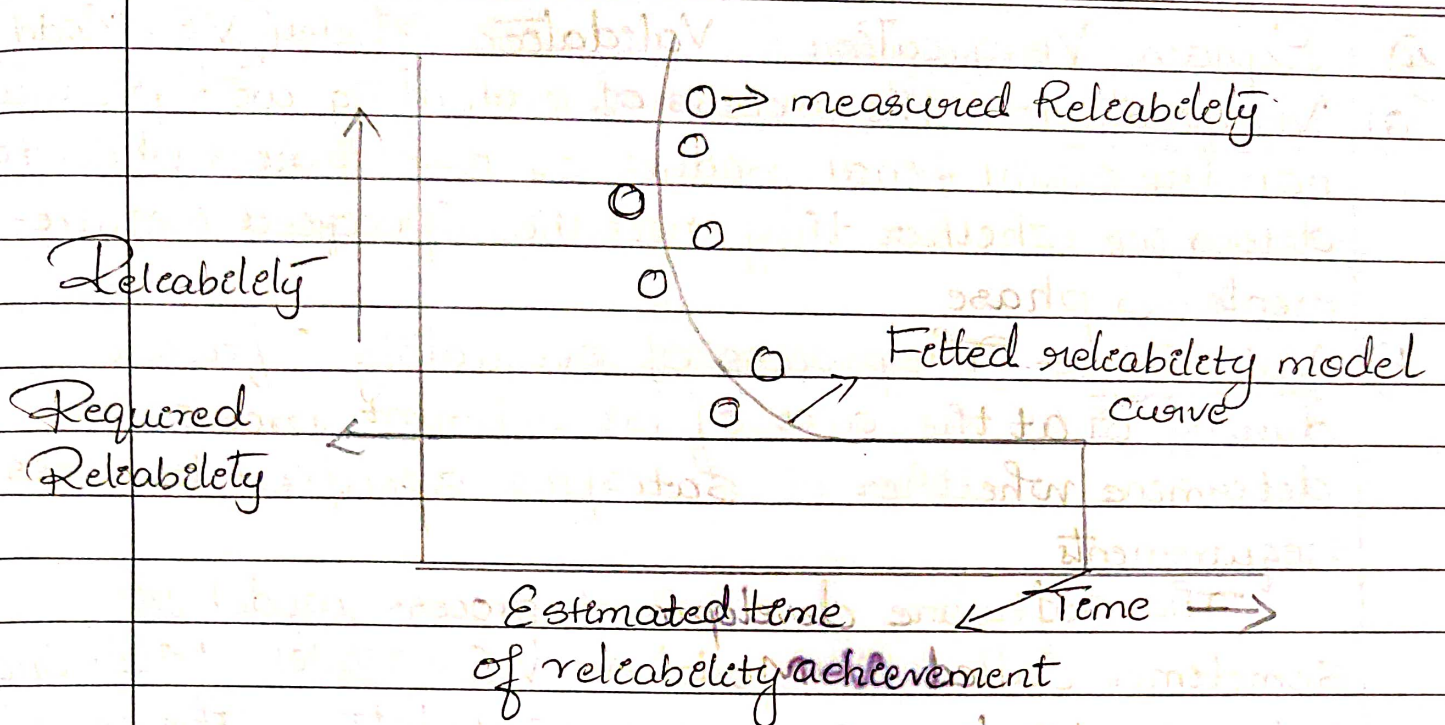
2) Random Step Function: - This model has been designed by Littlewood & Verall. The model allows for negative reliability growth to reflect the fact that when a repair is carried out it may introduce additional errors.



The errors are repaired the average improvement in reliability per de repair decreases. Therefore contribution of errors to reliability improvement is random variable

The above 2 models are discrete & logical models. They match real reliability growth which is the incremental in nature to predict reliability continuous mathematical model are needed. It is designed by Musa & Abdel Ghaly.





The continuous mathematical model provides a way of accessing how fast the software quality is improving with time. This software is tested using a statistical approach & the reliability is measured. The discovered faults are repaired & software is retested until a number of reliability measurement have been made. The reliability measurement are compared with growth model & reliability prediction are made.



4) Explain Verification & Validation Model (V&V Model)

a) Verification:- The process of evaluating work-products not the actual final product of development phase to determine whether they meet the Specified requirements for phase.

b) Validation:- The process of evaluating Software during or at the end of development process to determine whether it satisfies specified business requirements

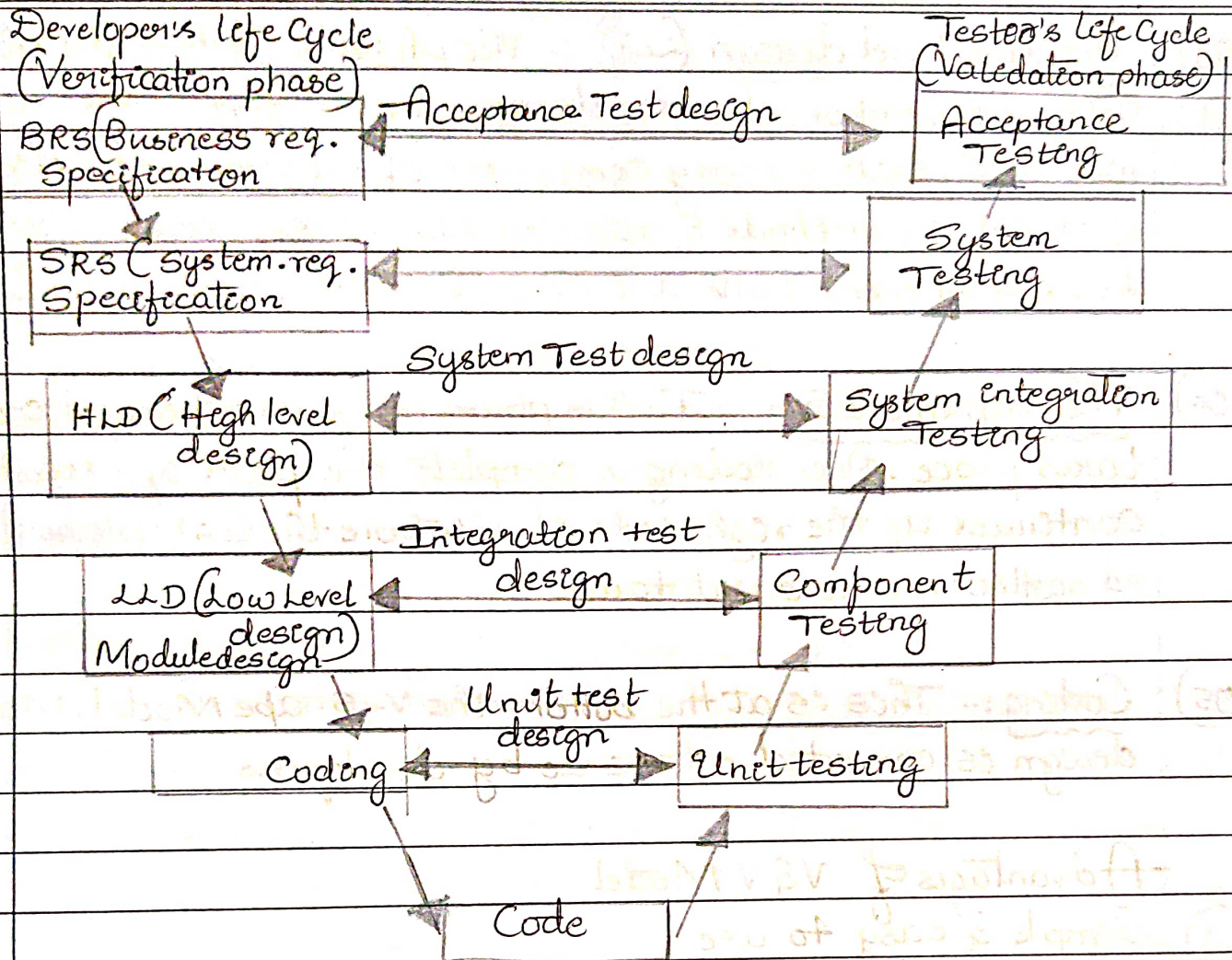
The software development process model is sometimes called ~~as~~ V Model or V & V Model. Mode One V for Verification & one v for Validation. The V model is modified ~~version~~ version of waterfall method. In this development ~~is~~ testing are worked simultaneously one was not designed in a linear sequential method. Instead of stages turns upwards after coupling phase it makes V Shape & V Model. It was put forth by Paul E. Brook in 1986

It is used in requirements are clearly defined & fixed. The V-Model is used technical resources are available with technical expertise.

It is easy to manage due to the rigidity of model Each phase of V-Model has specific deliverables & a review process.

Proactive defect tracking - that is defects are found at early stage.





The various phases of the V Model are as follows.

- 1) Requirements :- BRS & SRS begin the life cycle model just like the waterfall model. But in this model before development is started a plan is created. The test plan focuses on meeting the functionally specified in the requirement gathering.
- 2) The High level design (HLD) :- Phases focuses on system architecture & design. It provide overview of solution platform, System, product & Service / process. An plan is created in this phase as well in order to test the peeces of the software system abeility to work together.



03) The Low Level design (LLD) :- The phase is where the actual software components are designed. It defines the actual logic for each & every component of system. Class diagram with all the methods & relation b/w classes come under LLD. Component tests are created in this phase as well.

04) The implementation :- In this phase is again where all coding takes place. Once coding is complete the path of execution continues up the right side of V where the test plans developed earlier are now put to use.

05) Coding :- This is at the bottom the V-shape Model. Module design is converted into code by developers.

### Advantages of V&V Model.

- 1) Simple & easy to use.
- 2) Each phase has specific deliverable.
- 3) Works well for where requirements are easily understood.

### Disadvantages of V&V Model

- 1) Very inflexible like the waterfall model.
- 2) Little flexible & adjusting scope is difficult & expensive.
- 3) Model doesn't provide a clear path for problems found during testing phases.



## Testing Phases

- 1) Unit Testing:- Unit test plans are developed during module design phase. These Unit Test plans are executed to eliminate bugs at code or unit level.
- 2) Integration testing:- After completion of unit testing Integration testing is performed. In integration the modules are integrated & system is tested. It is performed due to architecture design phase.
- 3) System Testing:- It is the test the complete application with its complete application with its functionality enter, dependency & communication.
- 4) User Acceptance Testing:- UAT is performed in a user environment that resembles the production environment. UAT verifies that the user's requirement & system is ready for use in real world.

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