

From  
Dr. P. Raghu Kumar,  
Professor & Chairman-BOS (UG), KCDC,  
Krishna Chaitanya Degree College (A),  
Nellore.

To  
The Principal,  
Krishna Chaitanya Degree College (A),  
Nellore -524003.


Sir,

Sub. : KCDC, Nellore-BOS Commerce and Management Submission of revised syllabus for B.B.A / B.Com Major (U.G)-Reg.

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Under the subject Cited the B.O.S of Commerce and Management (U.G) had met on 09-11-2025 at 03:15 PM in Online to revise the syllabus for B.B.A / B.Com Major for the Academic Year 2025-2026. I am here with submitting the syllabus for B.B.A / B.Com Major after the discussion of the BOS by online, confirming the Rules and Regulations laid down by the A.P.S.C.H.E. & VSU. The Revised Syllabus along with Model Papers and signatures of B.O.S members, are Enclosed.

Thanking you,

  
**Dr.P.Raghu Kumar**  
(Chairman – BoS)

**Members:**

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| <br><b>1 Prof.M.Venkateswarlu,</b><br>Professor, Dept. of Commerce,<br>Sri Venkateswara University, Tirupati. | <br><b>2 Dr.M.Ravi Prasad</b><br>Lecturer, Dept. of Commerce,<br>S.V.Arts College, Tirupati.                           |
| <br><b>3 Dr.P.Madhusudhan Rao,</b><br>Lecturer, Dept. of Commerce,<br>S.G.S.Arts College, Tirupati.           | <br><b>4 Sri.K.Nageswara Rao,</b><br>Dept. of Commerce & Management,<br>Krishna Chaitanya Degree College, Nellore      |
| <br><b>5 Sri.S.Nagaiah,</b><br>Dept. of Commerce & Management,<br>Krishna Chaitanya Degree College, Nellore.  | <br><b>6 Sri.P.Venkata Ramanaiah,</b><br>Dept. of Commerce & Management,<br>Krishna Chaitanya Degree College, Nellore. |
| <br><b>7 Sri.P.Nikhilesh,</b><br>Managing Director,<br>PNR Bath House, Nellore.                               | <br><b>8 Sri.P.Rajeev,</b><br>Team Leader,<br>London Stock Exchange, Bangalore   |



**Krishna Chaitanya Degree College(Autonomous )**  
**(Affiliated to V.S University, Nellore)**  
**NELLORE.**

**Syllabus for 4-Year UG Honours in BBA (Business Analytics ) as Major in consonance with  
 Curriculum framework w.e.f. AY 2025-26**

**COURSE STRUCTURE (for Semesters I & II)**

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of credits	Max Marks Internal Assessment	Max Marks University Exam	Total Marks
I	I	1	Business Environment	3	3	30	70	100
			Business Environment - Practical	2	1	--	50	50
		2	Business Organization and Management	3	3	30	70	100
			Business Organization and Management - Practical	2	1	--	50	50
	II	3	Marketing Analytics	3	3	30	70	100
			Marketing Analytics - Practical	2	1	--	50	50
		4	Managerial Economics	3	3	30	70	100
			Managerial Economics - Practical	2	1	--	50	50

## SEMESTER – 1

### COURSE 1: BUSINESS ENVIRONMENT

Theory

Credits: 4

4 Hrs/week

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#### Course Objectives

This course is designed to:

- Introduce the fundamental concepts, meaning, nature, and scope of Business Environment.
- Distinguish between Micro and Macro environment in business.
- Examine the economic and financial environment, including GDP, growth, inflation, and unemployment.
- Analyze economic policies like Liberalization, Privatization, and Globalization (LPG).
- Explore the structure of the financial system: RBI, SEBI, and Commercial Banks.
- Explain key business laws, Corporate Governance, Ethics, CSR, and Ease of Doing Business reforms.
- Examine the global environment, globalization, MNCs, international economic institutions, and emerging trends like Digital economy, AI, and Innovation.

#### Course Outcomes

Upon successful completion of the course, the student will be able to:

1. Understand and explain the meaning, definition, nature, and scope of Business Environment.
2. Identify and analyze internal and external factors affecting business.
3. Distinguish between Micro and Macro environment and understand features of the Indian economic system.
4. Comprehend the economic policies of LPG and their impact on Indian economy and business.
5. Explain the financial system in India, including RBI, SEBI, and Commercial Banks.

#### UNIT – I: Overview of Business Environment

Meaning, definition, nature, and scope of Business Environment – Internal and external factors affecting Business Environment – Distinguish between Micro and Macro environment – Salient features of Indian economic system

#### UNIT – II: Economic and Financial Environment

Overview of Indian economy: GDP, growth, inflation, unemployment. – Economic policies – Liberalization, Privatization, Globalization (LPG) – Financial system: Role and Functions of RBI, SEBI, commercial Banks – Impact of economic reforms and global trade on industry and services.

#### UNIT – III: Political and Regulatory Environment

Role of Government in business – regulation and promotion – Key business laws: Companies Act 2013, Consumer Protection Act 2019, Competition Act 2002 – Corporate Governance, Ethics, and CSR – Ease of Doing Business reforms in India.

#### UNIT – IV: Socio-Cultural and Technological Environment

Demographic profile and cultural diversity of India – Changing social trends: lifestyle, education, workforce participation – Impact of technology: Digitalization, E-commerce, Industry 4.0 – Business sustainability and green practices.



## **UNIT – V: Global Environment and Emerging Issues**

Globalization and role of MNCs in India – International economic institutions: WTO, IMF, World Bank – Emerging trends: Digital economy, AI, and Innovation.

### **Recommended Text Books**

1. Shaikh, Saleem. **Business Environment**. Pearson Education India, 4th Edition.
2. A.C. Fernando. **Business Environment**. Pearson Education India, 1st Edition.
3. Ian Worthington. **The Business Environment: A Global Perspective**. Pearson Education, 4th Edition.
4. John Kew & John Stredwick. **Business Environment: Managing in a Strategic Context**. CIPD Publishing, 1st Edition.
5. Paul Wetherly. **The Business Environment**. Oxford University Press, 4th Edition.
6. Chris Mulhearn & David W.S. Wong. **Business Environment: A Global Perspective**. Bloomsbury Academic, 1st Edition.

### **Reference books:**

1. Rosy Joshi and Sangam Kapoor : Business Environment.
2. Francis Cherunilam : Business Environment.
3. S.K. Mishra and V.K. Puri : Economic Environment of Business.
4. K. Aswathappa : Essentials of Business Environment.

### **PRACTICAL EXERCISES:**

- Prepare TEN case studies (At least ONE from each unit)

### **Students Centric Methods:**

1. Student – centric methods for teaching the business environment include **Experiential Learning (Industrial Visits, Community Service Projects), Project Based Learning ( PBL ) (Internships Projects and Case Studies)** to engage students with real world business challenges and foster self directed learning.
2. Business environment focus on entire enterprises or specific functions like marketing, finance, helping students develop teamwork, strategic planning and leadership skills.
3. **Participative Learning** through group discussions, seminars and debates along with leveraging technology like online platforms and data analytics tools to promote active participation, collaboration, and skill development relevant to the industry.

### **Activities:**

1. Classroom based exercises like creating business plans, researching careers.
2. Analyzing case studies as well as an extra circular and hands on projects such as participating in entrepreneurship simulations.
3. Joining student clubs focused on business and environment issues.
4. Research and analyze social trends in business environment.



**SEMESTER – 1**

**MODEL QUESTION PAPER**

**COURSE 1: BUSINESS ENVIRONMENT**

**Time: 3 hours**

**Max Marks: 70**

**PART-A**

Answer any **FIVE** of the following questions.

**(5x3 Marks = 15 Marks)**

1. Nature of Business Environment.
2. Micro environment Vs Macro Environment.
3. Functions of RBI.
4. Globalization.
5. Objectives of Consumer Protection Act.
6. Corporate social responsibility.
7. Digitalization.
8. E-commerce.
9. MNCs.
10. Digital Economy.

**PART-B**

Answer **FIVE** questions, Choosing **One** question from each unit

**( 5x11 Marks = 55 Marks)**

**UNIT-I**

11. Explain the factors influencing Business Environment.  
(Or)

12. Write the salient features of Indian Economic system.

**UNIT-II**

13. Explain Liberalization, Privatization, Globalization (LPG).  
(Or)

14. Briefly explain SEBI and Commercial Banks.

**UNIT-III**

15. Explain the role of Government in business.  
(Or)

16. Explain the Ease of doing Business reforms in India.

**UNIT-IV**

17. Explain the life style, Education, Workforce participation in Business.  
(Or)

18. Briefly Explain Industry4.0.

**UNIT-V**

19. Explain the effects of Globalization and the role of MNCs in India.  
(Or)

20. What is WTO? Explain the Advantages and Disadvantages of WTO.

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Section-A.**



**SEMESTER – I**  
**COURSE 2: BUSINESS ORGANIZATION AND MANAGEMENT**

Theory

Credits: 4

4 hrs/week

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**Course Objectives**

This course is designed to:

1. Introduce the fundamental concepts of Business Sole-Proprietorship and Partnership Forms of Business.
2. Introduce the fundamental concepts, functions, and principles of management.
3. To examine the evolution of management thought and understand classical to contemporary practices.
4. Equip students with the knowledge of planning, organizing, leading, and controlling functions.
5. Analyze modern management strategies in the context of global challenges.
6. Help students apply communication barriers and how to remove the barriers.

**Course Outcomes**

**Upon successful completion of the course, the student will be able to:**

1. Understand and explain the fundamental principles and practices of Business and Forms of Business.
2. Comprehend and apply the incorporation of a company relating to MOA and AOA.
3. Analyze different functions of Management.
4. Evaluate various planning steps for developing the organization.
5. Apply communication barriers and how to remove the barriers.

**UNIT – I : - BUSINESS**

Introduction to business – meaning, definition and features of business – functions of business – sole proprietorship – merits and demerits – partnership – merits and demerits – P4 model – franchising business chain – advantages and disadvantages.

**UNIT – II : - COMPANY ORGANIZATION**

Introduction – meaning – definition – concept of one person company – characteristics of company – merits and demerits of company – types of companies – differences between private and public company – incorporation of a public limited company.

**UNIT – III : - FUNDAMENTALS OF MANAGEMENT**

Introduction – Definition – nature and scope of management – characteristics of management – functions of management – management V/s administration – Henry Fayol principles of management – qualities of good manager.

**UNIT – IV : - PLANNING**

Introduction – characteristics – significance of planning – types of planning – planning process – objectives – advantages and limitations of planning – management by objectives (MBO) – types of strategies.



## UNIT – V : - ORGANIZATION AND COMMUNICATION

Introduction – Nature and Importance of Organization – Line and Staff Organization.

**Communication:** – Nature and Characteristics of Communication – Importance of Communication – Communication Process – Barriers to Effective Communication and how to remove the barriers.

### **Recommended Text Books:**

1. Text book of Business Organization and Management – R.K Sharma, Shashi K Gupt, Rahul Sharma – Kalyani Publications.
2. R.C. Bhatia, K. Natesa Priya – Business Organization & Management – Atlantic Publications.
3. Principles of Business Organization & Management – P.N Reddy – S. Chand Publications
4. Business Organization & Management – M.C. Shukla – S. Chand Publications.
5. Communication for Business 4<sup>th</sup> edition – Shirly Taylor, V. Chandra – Pearson Publication.

### **Reference Books:**

1. Gupta, C.B., “Business Organisation”, Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., “An Introduction to Business Organisation & Management”, Kitab Mahal, (2014).
3. Sherlekar, S.A. & Sherlekar, V.S., “Modern Business Organization & Management”, Systems Approach Mumbai, Himalaya Publishing House, (2000).
4. Bulsara, Y.K., “Business Organization”, Sultan Chand & Sons.
5. Prakash, Jagdish, “Business Organisation and Management”, Kitab Mahal Publishers (Hindi and English).
6. Fundamentals of Computers by V. Raja Raman.
7. Business Communication – Dr. V.K. Jain, Dr. Omprakash Biyani. – S. Chand Publications.

### **PRACTICAL EXERCISES:**

- Prepare TEN case studies (At least ONE from each unit)

### **Students Centric Methods:**

1. Student – centric methods for business organization & management focus on active participation and practical experience through approaches like experiential learning (internships field visits) participative learning ( group discussions, role - plays) and problem solving methodologies (case studies, real time projects.)
2. **Experiential Learning** student learn by doing and reflecting on their experiences like internships, summer projects in companies, field trips.
3. **Participative Learning** student actively engage in the learning process through collaboration and interaction like group discussions, debits, and presentations, management games and quizzes.
4. **Problem solving methodologies** student develop critical thinking and creativity by identifying and solving problems like case study analysis, research projects etc.

### **Activities**

- Assignment on business organizations and modern business.
- Group Discussion on factors that influence plant location.
- Seminar on any one topic related to business organization.
- Case study could be given to present business plan of students choice.
- Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
- Identify the types of malwares and required firewalls to provide security.
- Latest Fraud techniques used by hackers.

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**SEMESTER – 1**

**MODEL QUESTION PAPER**

**COURSE 2: BUSINESS ORGANIZATION AND MANAGEMENT**

**Time: 3 hours**

**Max Marks: 70**

**SECTION-A**

Answer any **FIVE** of the following questions.

**( 5 x 3 Marks = 15 Marks)**

- 1) Features of Business.
- 2) P4 Model.
- 3) Characteristics of a Company.
- 4) Incorporation Process.
- 5) Nature and Scope of Management.
- 6) Qualities of a Good Manager.
- 7) Characteristics of Planning.
- 8) MBO.
- 9) Nature and Importance of Organization.
- 10) Importance of Communication.

**SECTION-B**

Answer FIVE questions, Choosing ONE question from each unit.

**( 5 x 11 Marks = 55 Marks)**

**UNIT-I**

- 11) Explain merits and demerits of partnership.  
(OR)
- 12) Explain features of sole proprietorship.

**UNIT-II**

- 13) Describe the types of companies.  
(OR)
- 14) Difference between private and public company.

**UNIT-III**

- 15) Explain the functions of management  
(OR)
- 16) Explain Henry Fayol principles of management.

**UNIT-IV**

- 17) Explain the types of planning.  
(OR)
- 18) Explain the planning process and advantages of planning.

**UNIT-V**

- 19) Describe the nature and characteristics of communication.  
(OR)
- 20) What are the barriers to effective communication and how to remove the barriers?

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Section-A.**



**SEMESTER-II**  
**COURSE 3: MARKETING ANALYTICS**

Theory

Credits: 4

4 hrs/week

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**Course Objectives:**

- 1 To improve marketing performance by understanding customer behavior and measuring campaign effectiveness to increase ROI.
- 2 Using data to make data - driven decisions, personalize customer experiences, optimize marketing spend and strengthen long-term strategy.

**Course Outcomes:**

- 1 To give an overview of marketing environment.
- 2 To interpret the link between strategic planning and marketing.
- 3 To develop a detailed marketing plan.
- 4 To understand role of intermediaries in marketing activities.
- 5 To acquire knowledge on various promotional tools in marketing

**UNIT- I: Marketing**

Introduction to Marketing -Meaning and Definition of marketing-Nature and scope of marketing-Importance of marketing -Difference between marketing and selling – difference between market and marketing-4 P's of Market mix'

**UNIT-II: Marketing Segmentation**

Meaning and Definition of market segmentation- Basis for market segmentation-Objectives of market segmentation -Advantages of market segmentation -Factors influencing market segmentation.

**UNIT- III: Product**

Meaning and Definition of product-Features of product-product classification-different stages of product life cycle-process of new product development

**UNIT -IV: Pricing**

Meaning, Definition, objectives of pricing- Factors Influencing pricing decisions-Variou methods of pricing -importance of selling-Nature and role of selling'

**UNIT-V: Promotion**

Meaning and definition of promotion-Types of promotion-meaning of Advertisement-different types of advertisement- Advertisement objectives.

**Recommended Text Books:**

1. Marketing Management – Philip Kotler, Kevin Keller 16<sup>th</sup> edition – Pearson Publications.
2. Marketing Analytics – Robert W Palmtier, J.Andrew Petersen, Frank Germann – Blooms Bury Academic India.
3. Marketing Management – Philip Kotler, Kevin Keller 17<sup>th</sup> edition – Pearson Publications.
4. Kotler on Marketing – Philip Kotler – Simon & Schuster Publication.
5. Marketing Managemnt – Dr. Amit Kumar – Sahitya Bhawan Publications.

**Reference Books:**

1. Essentials of marketing analytics – Joseph F Hair, Dane E Harrison 1<sup>st</sup> edition (2024) – McGraw Hill – Publications.
2. Philip Kotler and Armstrong, Principles of Marketing, pHI



3. Philip Kotler, Marketing Management, PHI
4. V.S Ramaswamy and S. Namakuari, Marketing Management.
5. J.P.Gupta and Joyi Rana, Principles of Marketing Management, R.Chand & Co.New Delhi.

### **PRACTICAL EXERCISES:**

- Prepare TEN case studies (At least ONE from each unit)

### **Students Centric Methods:**

1. Student – centric methods for teaching the business environment include **Experiential Learning (Critical thinking, Market Survey), Project Based Learning ( PBL ) and Case Studies (Customer satisfaction analysis, Marketing effectiveness)**to engage students with real world business challenges and foster self directed learning.
2. **Participative Learning** through group discussions, seminars and debates along with leveraging technology like online platforms and data analytics tools to promote active participation, collaboration, and skill development relevant to the industry.

### **Activities:**

1. Activities in marketing analytics include hands on projects and simulations using real or simulated consumer data to solve business problems.
2. Engage in interactive exercises on marketing simulations.
3. Analyzing and solve problems from real world cases to understand how marketing analytics can be applied to enhance marketing strategy.
4. Analyze key performance indicated (KPIs) such as return on ad spend (ROAS) and consumer life time value.

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**SEMESTER-II**  
**MODEL QUESTION PAPER**  
**COURSE 3: MARKETING ANALYTICS**

**Time: 3 hours**

**Max Marks: 70**

**SECTION-A**

Answer any **FIVE** of the following questions.  
( 5x3 Marks = 15 Marks)

1. 4P's marketing mix.
2. Difference between marketing and selling.
3. Market segmentation.
4. Objectives of market segmentation.
5. Features of product.
6. Tangible Goods.
7. Define pricing.
8. Objectives of pricing.
9. Concept of Advertising.
10. Sales promotion and Public Relations.

**SECTION-B**

Answer **FIVE** questions, Choosing One question from each unit  
( 5x11 Marks = 55 Marks)

**UNIT-I**

11. Define Marketing and discuss the importance of marketing.  
(Or)
12. What are the difference between market and marketing?

**UNIT-II**

13. What are the factors influence market segmentation?  
(Or)
14. Briefly explain Advantages of Market segmentation.

**UNIT-III**

15. Define Product. State the different types of products.  
(Or)
16. What are the stages in new product development process?

**UNIT-IV**

17. Discuss the various methods of pricing in detail.  
(Or)
18. Explain factors influencing pricing decisions.

**UNIT-V**

19. Briefly describe various media for advertisement.  
(Or)
20. Define promotion and explain the types of promotion.

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Section-A.**



## SEMESTER-II

### COURSE 4: MANAGERIAL ECONOMICS

Theory

Credits: 4

4 hrs/week

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#### Course Objectives:

1. Managerial economics are to provide managers with a systematic approach and analytical tools for making optimal business decisions.
2. To maintain resource allocation, profit maximization, cost management and pricing.

#### Course Outcomes:

- 1 Understand the concept of economics and its relevance to business.
- 2 Comprehend the concept of Demand analysis for making important business decisions
- 3 Learn to apply the concepts of cost and Break-even analysis and learn various theories on production.
- 4 Understand concepts of perfect competition and monopoly for fixation of prices.
- 5 Understand the international business scenario and concepts of BOP.

#### UNIT – I: Introduction

Meaning and Definitions of Business Economics – Nature and scope of Business Economics Micro and Macro Economics and their differences.

#### UNIT – II: Demand Analysis

Meaning and Definition of Demand – Determinants of Demand – Demand function – Law of demand – Demand Curve – Exceptions to law of Demand.

#### UNIT – III: Elasticity of Demand

Meaning and Definition of Elasticity of Demand – Types of Elasticity of Demand – measurements of Price elasticity of demand – Total outlay Method – Point Method – Arc Method.

#### UNIT – IV: Cost and Revenue Analysis

Classification of Costs – Total Average – Marginal and Cost function – Long-run – Short-run – Total Revenue – Average revenue – Marginal Revenue.

#### UNIT – V: Break-Even Analysis

Type of Costs – Fixed Cost – Semi-variable Cost – Variable Cost – Cost behavior – Breakeven Analysis – Its Uses and limitations.

#### Recommended Text Books:

1. Managerial Economics – R.L Varshney, K.L. Maheswari – Sulthan Chand & Son's Publications.
2. Managerial Economics – D.N. Dwivedi 8<sup>th</sup> edition – Vikas Publishing House.
3. Managerial Economics – D.M Mithani, U. Thirunavvkkarasu, S. Murugasen, T.M Kuthubudeen. – Himalaya Publishing House.
4. A study on managerial economics – Dr. Gopala Krishna – Himalaya Publishing House.
5. Managerial Economics – E. Narayanan nadar, S. Vijayan – PHI Publications.

#### Reference Books:

1. S. Sankaran, Business Economics, marghamPublications, Chennai.
2. Business Economics - Kalyani Publications.
3. Business Economics - Himalaya Publishing House.
4. Aryasriand Murthy Business Economics, Tata McGraw Hill.
5. Business Economics, Maruthi Publications.



## **PRACTICAL EXERCISES:**

- Prepare TEN case studies (At least ONE from each unit)

## **Students Centric Methods:**

1. Student – centric methods for teaching the business environment include **Experiential Learning** Help Bridge the gap between economic theory and real world business practices. By actively involving students, these techniques improve engagement and critical thinking, the application of economic principles to managerial decision making. **case study** analysis: students work individually or in groups to analyze real life business sceneries that involve decisions on pricing, production and resource allocation.
2. **Participative Learning** through group discussions, seminars and debates along with leveraging technology like online platforms and data analytics tools to promote active participation, collaboration, and skill development relevant to the industry.

## **Activities:**

1. Activities in managerial economics include case studies on market analysis and pricing.
2. Analysis of business games, business simulations & economic models.
3. Conduct research on economic issues, participate in debates on economic events.
4. Apply theoretical concepts to real world problems such as resource allocation and cost analysis.

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**SEMESTER-II**  
**COURSE 4: MANAGERIAL ECONOMICS**  
**MODEL QUESTION PAPER**

**Time: 3 hours**

**Max Marks: 70**

**SECTION-A**

Answer any **FIVE** of the following questions.  
( 5x3 Marks = 15 Marks)

1. Meaning and Definition of Managerial Economics.
2. Macro Economics.
3. Exception of law of demand.
4. Meaning and Definition of Demand.
5. Arc Method.
6. Meaning and Definition of Elasticity of demand.
7. Total cost.
8. Marginal cost.
9. Fixed cost.
10. Break Even Point.

**SECTION-B**

Answer **FIVE** questions, Choosing One question from each unit  
( 5 x 11 Marks = 55 Marks)

**UNIT-I**

11. Define managerial Economics and Explain Nature and Scope of Managerial Economics.  
(Or)
12. Explain difference between Micro and Macro Economics.

**UNIT-II**

13. Explain demand function.  
(Or)
14. Explain Determinants of demand.

**UNIT-III**

15. Explain Types of Elasticity of Demand.  
(Or)
16. Explain price Elasticity and Point Method.

**UNIT-IV**

17. Explain different Revenue concepts.  
(Or)
18. Explain classification of Costs.

**UNIT-V**

19. Explain uses and its Limitations of Break Even Analysis.  
(Or)
20. Explain Break Even Analysis.

**Instruction to Paper Setter:**

**Two questions must be given from each unit in Section-A.**

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