



UG - PROGRAM
(w.e.f. 2020-2021 A.Y.)

**LIFE SKILL COURSES
AND
SKILL DEVELOPMENT COURSES**

Joint Board meeting for Life Skill courses and Skill Development
Held on: 27.01.21 and 03.02.21

DEAN
ACADEMIC AFFAIRS



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1. LIFE SKILL AND SKILL DEVELOPMENT COURSES

Life /Skill development courses: 4 courses of LSC and 4 courses of SDC with options

Each course of 2 hrs/ week containing 3 units of syllabi for 30 hrs teaching with 2 credits based on 50 marks evaluation. No internal assessment. University sem-end exam:50 marks (2 Hrs)

Question paper would be in two sections (Section A and Section B) for 50 marks

Section A consisting of 8 questions covering two questions from each unit and the remaining to be from any unit. Student has to write 4 questions and each question carries 5 marks (i.e., 5 X 4 = 20 marks). Each question to be answered with 5-7 points/10-15 lines of answer with necessary diagram/equations/figure/flow charts, if necessary.

Section B consisting of 6 questions covering all units (i.e., from each unit two questions to be given with either or choice). Student has to write 3 questions and Each question carries 10 marks. (i.e., 10 X 3 = 30 marks). Each question to be answered with 10 to 15 points or 20 to 35 lines along with diagrams/equations/figure/flow charts, if necessary.

List of Life Skill courses

Sem	No. of Courses	Course name	Preferred teaching department
I	1	Human Values and Professional Ethics (HVPE)	English/Telugu/Any Dept
		Entrepreneurship Development (ED)	Commerce
II	1	Information and Communication Technology (ICT)	Computers
		Indian Culture and Science (ICS)	History/Telugu
III	1	Environmental Education (EE)	Botany/Zoology/Environmental Science/ Any dept.
		Personality Development and Leadership (PDL)	English/Any Dept
		Analytical Skills (AS)	Maths/Statistics

List of Skill Development Courses along with their Semester-wise allotment with choices.

SEM	No. of courses	Names of courses	Preferred teaching department	
I	One	1. Tourism Guidance (or)	History/Any dept	
		2. Plant Nursery (or)	Botany	
		3. Electrical Appliances (or)	Physics	
		4. Insurance Promotion	Commerce	
II	Two (1 from A group and 1 from B Group)	'A' Group	1. Survey & Reporting (or)	Economics/History
			2. Business communication (or)	English
			3. Solar Energy (or)	Physics
			4. Agricultural Marketing	Commerce/Economics
		'B' Group	1. Social Work Methods (or)	Political science/social work
			2. Advertising (or)	Commerce
			3. Dairy Technology (or)	Zoology
			4. Performing Arts	Telugu
III	one	1. Disaster Management (or)	English/Telugu/Any dept	
		2. Online Business (or)	Commerce	
		3. Poultry Farming (or)	Zoology	
		4. Financial Markets	Economics/Commerce	



2. Model Question papers for Life skill/Skill Development courses

MODEL QUESTION PAPER
All UG Life/Skill development courses

Semester:

Paper:....., Title of the paper

Time: 2Hrs.

Max Marks: 50

SECTION – A

Answer any 4 questions. Each question carries 5 marks (4 X 5M = 20M)
(Total 8 questions and at least two questions should be given from each unit)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

SECTION – B

Answer all the questions. Each question carries 10 marks (3 X 10 = 30M)

9. from Unit I

(OR)

10. from Unit I

11. from Unit II

(OR)

12. from Unit II

13. from Unit III

(OR)

14. from Unit III



UG- LIFE SKILL COURSE
HUMAN VALUES AND PROFESSIONAL ETHICS (HVPE)

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 hrs)
I	Life skill course	Human values and professional ethics (HVPE)	30	2	2	50 Marks

Objective: Learning Outcome: On completion of this course, the UG students will be able to

- Understand the significance of value inputs in a classroom and start applying them in their life and profession
- Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.
- Understand the value of harmonious relationship based on trust and respect in their life and profession
- Understand the role of a human being in ensuring harmony in society and nature.
- Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

UNIT: 1 - Introduction – Definition, Importance, Process & Classifications of Value Education:

Understanding the need, basic guidelines, content and process for Value Education Understanding the thought provoking issues; need for Values in our daily life Choices making – Choosing, Cherishing & Acting, Classification of Value Education: understanding Personal Values, Social Values, Moral Values & Spiritual Values.

UNIT: 2 - Harmony in the Family – Understanding Values in Human Relationships:

Understanding harmony in the Family- the basic unit of human interaction, Understanding the set of proposals to verify the Harmony in the Family; Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship, Present Scenario: Differentiation (Disrespect) in relationships on the basis of body, physical facilities, or beliefs.

Understanding the Problems faced due to differentiation in Relationships. Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals Visualizing a universal harmonious order in society- Undivided Society (*AkhandSamaj*), Universal Order (*SarvabhaumVyavastha*) - from family to world family.

UNIT: 3 - Professional Ethics in Education: Understanding about Professional Integrity, Respect & Equality, Privacy, Building Trusting Relationships. Understanding the concepts; Positive co-operation, Respecting the competence of other professions. Understanding about Taking initiative and Promoting the culture of openness. Depicting Loyalty towards Goals and objectives.

Text Books:

1. R R Gaur, R Sangal, G P Bagaria, 2009, A Foundation Course in Human Values and Professional Ethics.
2. Bhatia, R. & Bhatia, A (2015) Role of Ethical Values in Indian Higher Education.

References books:

1. Ivan Illich, 1974, Energy & Equity, The Trinity Press, Worcester, and Harper Collins
2. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.
3. Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986, 1991
4. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth – Club of Rome’s report, Universe Books.
5. A Nagraj, 1998, Jeevan Vidya Ek Parichay, Divya Path Sansthan, Amarkantak.
6. P L Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Publishers.
7. A N Tripathy, 2003, Human Values, New Age International Publishers.

Co-curricular Activities:

1. Visit to an Old Age Home and spending with the inmates for a day.
2. Conduct of Group Discussions on the topics related to the syllabus.
3. Participation in community service activities.
4. Working with a NGO like Rotary Club or Lions International, etc.



MODEL QUESTION PAPER

LIFE SKILL COURSE

Semester: I

HUMAN VALUES AND PROFESSIONAL ETHICS (HVPE)

Time: 2Hrs

Max Marks: 50

SECTION-A

Answer any FOUR questions. Each question carries 5 marks.

4 x 5 = 20Marks

1. Write a brief note on Moral and spiritual values.
2. What are the thought provoking issues involved in value education?
3. Write about the set of proposals to verify the harmony in the family.
4. Do you think that undivided society and universal order is needed in the society? If yes/no substantiate your answer.
5. Write about your perspectives on the present scenario, in understanding values in Human relationship?
6. Elaborate on the problems faced due to differentiation in relationships.
7. Explain the concept of professional Integrity?
8. Write a note on the concepts of respect and equality

SECTION – B

Answer all the questions. Each question carries 10 marks.

3 x 10 =30Marks

9. Define and write about the significance of value education in classroom?
OR
10. Discuss the need for values in our daily life and write how they help us in making choices in our daily lives.
11. Explain the importance of harmony in the family.
OR
12. Explain how samadhan, samridhi abhay and sah- astitva work as comprehensive human goals?
13. Write about the importance of taking initiative and promoting the culture of openness.
OR
14. How do you understand the concepts positive co-operation, respecting the competence of other professions?



**UG- LIFE SKILL COURSE
ENTREPRENEURSHIP DEVELOPMENT (ED)**

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 hrs)
I	Life skill course	Entrepreneurship Development	30	2	2	50 Marks

Course Objective: A Generic Course that is intended to inculcate an integrated personal Life Skill to the student.

Learning Outcomes:

After successful completion of the course the student will be able to;

- Understand the concept of Entrepreneurship, its applications and scope.
- Know various types of financial institutions that help the business at Central, State and Local Level
- Understand Central and State Government policies, Aware of various tax incentives, concessions
- Applies the knowledge for generating a broad idea for a starting an enterprise/start up
- Understand the content for preparing a Project Report for a start up and differentiate between financial, technical analysis and business feasibility.

Unit-I: Entrepreneurship: Definition and Concept of entrepreneurship - Entrepreneur Characteristics – Classification of Entrepreneurs –Role of Entrepreneurship in Economic Development –Start-ups.

Unit-II: Idea Generation and Project Formulation: Ideas in Entrepreneurships – Sources of New Ideas – Techniques for Generating Ideas – Preparation of Project Report –Contents; Guidelines for Report preparation – Project Appraisal Techniques –Economic Analysis-Financial Analysis-Market Analysis.

Unit-III: Institutions Supporting and Taxation Benefits: Central level Institutions: NABARD; SIDBI,– State Level Institutions –DICs – SFC - Government Policy for MSMEs - Tax Incentives and Concessions.

Reference Books:

1. Arya Kumar, Entrepreneurship, Pearson, Delhi
2. Poornima MCH, Entrepreneurship Development –Small Business Enterprises, Pearson, Delhi
3. Sangeetha Sharma, Entrepreneurship Development, PHI Learning
4. KanishkaBedi, Management and Entrepreneurship, Oxford University Press, Delhi
5. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi
6. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi
7. Peter F. Drucker, Innovation and Entrepreneurship
8. A.Sahay, M. S. Chhikara, New Vistas of Entrepreneurship: Challenges &Opportunities
9. Dr B E V L Naidu, Entrepreneurship. Seven Hills Publishers

Suggested Co-Curricular Activities (As far as possible)

1. Group Discussion
2. Debate
3. Seminar
4. Visit to an SSI and preparing of an outline Report
5. Invited Lecture by a Bank Employee on the Bank Support to a Start Up.
6. Chart showing tax concessions to SSI, MSME both direct and indirect.



MODEL QUESTION PAPER
LIFE SKILL COURSE
Semester: I
ENTREPRENEURSHIP DEVELOPMENT

Time: 2Hrs.

Max Marks: 50

SECTION – A

Answer any **FOUR** Questions. Each question carries 5 marks

4x5= 20Marks

1. Entrepreneur Characteristics
2. Start-ups
3. Project Formulation
4. Financial Analysis
5. DICs
6. SFC
7. Idea Generation
8. Tax Incentives

SECTION – B

Answer any **THREE** Questions. Each question carries 10 marks

3x10= 30Marks

9. Define Entrepreneurship. Explain the classification of Entrepreneurs.

(OR)

10. Briefly explain the role of Entrepreneurship in Economic Development.

11. What are the methods and sources of Idea Planning?

(OR)

12. Explain the contents and guidelines for report preparation.

13. Define NABARD. Explain its role in the development of Entrepreneurship.

(OR)

14. Explain how financial institutions help in Entrepreneurial Development.



UG- LIFE SKILL COURSE
INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 hrs)
II	Life skill course	Information and Communication Technology (ICT)	30	2	2	50 Marks

Objectives: This course aims at acquainting the students with basic ICT tools which help them in their day to day and life as well as in office and research.

Course outcomes: After completion of the course, student will be able to;

- Understand the literature of social networks and their properties.
- Explain which network is suitable for whom.
- Develop skills to use various social networking sites like twitter, flickr, etc.
- Learn few GOI digital initiatives in higher education.
- Apply skills to use online forums, docs, spreadsheets, etc for communication, collaboration and research.
- Get acquainted with internet threats and security mechanisms.

UNIT-I: Fundamentals of Internet: What is Internet?, Internet applications, Internet Addressing – Entering a Web Site Address, URL–Components of URL, Searching the Internet, Browser–Types of Browsers, Introduction to Social Networking: Twitter, Tumblr, LinkedIn, Facebook, flickr, Skype, yahoo, YouTube, WhatsApp.

UNIT-II: E-mail: Definition of E-mail -Advantages and Disadvantages –User Ids, Passwords, Email Addresses, Domain Names, Mailers, Message Components, Message Composition, Mail Management. G-Suite: Google drive, Google documents, Google spread sheets, Google Slides and Google forms.

UNIT-III: Overview of Internet security, E-mail threats and secure E-mail, Viruses and antivirus software, Firewalls, Cryptography, Digital signatures, Copyright issues. What are GOI digital initiatives in higher education? (SWAYAM, Swayam Prabha, National Academic Depository, National Digital Library of India, E-Sodh-Sindhu, Virtual labs, e-acharya, e-Yantra and NPTEL).

RECOMMENDED CO-CURRICULAR ACTIVITIES: Co-curricular activities shall not promote copying from textbook or from others work and shall encourage self/ independent and group learning.

1. Assignments (in writing and doing forms on the aspects of syllabus content and outside the syllabus content. Shall be individual and challenging)
2. Student seminars (on topics of the syllabus and related aspects (individual activity))
3. Quiz and Group Discussion
4. Slip Test
5. Try to solve MCQ's available online.
6. Suggested student hands on activities:
 - a. Create your accounts for the above social networking sites and explore them, establish a video conference using Skype.
 - b. Create an Email account for yourself- Send an email with two attachments to another friend. Group the email addresses use address folder.
 - c. Register for one online course through any of the online learning platforms like NPTEL, SWAYAM, Alison, Codecademy, Coursera. Create a registration form for your college campus placement through Google forms.

Reference Books:

1. In-line/On-line: Fundamentals of the Internet and the World Wide Web, 2/e –By Raymond Green law and Ellen Hepp, Publishers: TMH
2. Internet technology and Web design, ISRD group, TMH.
3. Information Technology – The breaking wave, Dennis P.Curtin, Kim Foley, Kunai Sen and Cathleen Morin, TMH.



MODEL QUESTION PAPER

LIFE SKILL COURSE
Semester: II
INFORMATION & COMMUNICATION TECHNOLOGY

Time: 2Hrs.

Max. Marks: 50

Section -A

Answer any **four questions**. Each answer carries **5 marks**.

4 x 5M = 20M

1. Write the Applications of Internet.
2. Write the advantages of Email.
3. Write the Features of Excel.
4. Write History of Internet.
5. Write about Firewalls.
6. Discuss about Domain Names
7. Write about any four social networking applications.
8. Write about Digital Signatures.

Section- B

Answer **all the questions**. Each answer carries **10 marks**.

3x10M = 30M

9. What is URL? Discuss components of URL.
(OR)
10. Explain about different types of Browsers with examples.
11. Explain about Mail Management.
(OR)
12. Explain about G-Suite.
13. What are the GOI digital initiatives of Higher Education? Discuss.
(OR)
14. Explain about Email Threats and Secure Email.



UG- LIFE SKILL COURSE
INDIAN CULTURE AND SCIENCE(ICS)
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam(2 Hrs)
II	Life skill course	Indian culture and science(ICS)	30	2	2	50 Marks

Learning Outcomes: By successful completion of the course, students will be able to:

- Understand the evolution of India's culture
- Analyze the process of modernization of Indian society and culture from past to future
- Comprehend objective education and evaluate scientific development of India in various spheres
- Inculcate nationalist and moral fervour and scientific temper

Unit – I: Unity in Diversity in India: (09 hrs)

Coexistence of various religions since ancient times - Hinduism, Buddhism, Jainism and Atheism, and later Sikhism, Islam and Christianity The Bhakti (Vishnavite and Saivaite) and Sufi Movements. The concepts of seela, karuna, kshama, maitri, vinaya, santhi and ahimsa Achievements in Literature, Music, Dance, Sculpture and Painting - Craftsmanship in cloth, wood, clay, metal and ornaments Cultural diversity, Monogamy, Family system, Important seasonal festivals

Unit – II: Social Reforms and Modern Society: (09 hrs)

Reforms by Basaveswara - Raja Rama Mohan Roy – Dayananda Saraswathi –Swamy Vivekananda –Mahatma Gandhi - B. R. Ambedkar - Reforms in Andhra by Vemana, Veerabrahmam, Gurajada, Veeresalingam and Gurrām Jashua (only reforms in brief, biographies not needed). Modern Society: Family unity, Community service, Social Harmony, Civic Sense, Gender Sensitivity, Equality, National Fervor

Unit – III: Science and Technology: (11 hrs)

Objectivity and Scientific Temper – Education on Scientific lines (Bloom's Taxonomy) - Online Education. Developments in Industry, Agriculture, Medicine, Space, Alternate Energy, Communications, Media through ages

Co-curricular Activities Suggested: Assignments, Group discussions, Quiz etc

1. Invited Lecture by a local expert
2. Visit to a scientific institutions, local heritage sites, museums, industries etc.

Reference Books:

1. History of India and Culture (Upto 1526 A.D), Telugu Academy
2. History of India and Culture (1526 A.D to 1964), Telugu Academy
3. Basham, A.L (ed), A Cultural History of India
4. Hana S. Noor Al-Deen&J.A.Hendricks, Social Media : Usage and Impact
5. Bipan Chandra, Aditya Mukherjee, Mridula Mukherjee, India After Independence
6. S.K.Thakur, ISRO: History and Achievements
7. V. Ramakrishna, Social Reform Movement Andhra, Vikas Publications



MODEL QUESTION PAPER
LIFE SKILL COURSE
Semester: II
INDIAN CULTURE & SCIENCE(ICS)

Time: 2Hrs.

Max. Marks: 50

Section -A

Answer any **FOUR** questions. Each answer carries **5 marks**.

4 x 5M = 20M

1. Buddhism. బౌద్ధమతం.
2. Christianity క్రైస్తవ మతం.
3. Monogamy. ఏకస్వామ్యం.
4. Swami vivekananda. స్వామి వివేకానంద.
5. Dr. B. R. Ambedkar. డాక్టర్ బి.ఆర్ అంబేద్కర్
6. Important Seasonal Festivals. ప్రముఖ పండుగలు
7. Online Education. ఆన్లైన్ విద్య
8. Alternate Energy. ప్రత్యామ్నాయ శక్తి

Section- B

Answer any **THREE** Questions. Each question carries 10 marks.

3 x 10M = 30M

9. Explain the impact of Islam on Indian Culture.

భారతీయ సంస్కృతి పై ఇస్లాం ప్రభావం గురించి వివరించండి. (భక్తి ఉద్యమం)

(OR)

10. The concept of seela, karuna, kshama, mitre, venaya, santi and ahimsha.

రామాయణం, మహాభారతం లో శీలం, కరుణ, శాంతి, క్షమ, మైత్రి వినయ మరియు అహింస లను వివరింపుము.

11. Describe social religious movement in India?

భారతదేశంలో సాగిన మత సాంఘిక ఉద్యమాలను వివరించండి.

(OR)

12. Social reforms movement in andhra by gurazada veeresalingam and gurram jashuva.

ఆంధ్ర దేశ మత సాంఘిక ఉద్యమాలలో గురజాడ వీరేశలింగం మరియు గుర్రం జాషువా పాత్రను వివరింపుము.

13. Describe the role Mahatma Gandhi in Indian freedom struggle?

భారత జాతీయ ఉద్యమంలో మహాత్మా గాంధీ పాత్రను వివరించండి.

(OR)

14. Describe the development of Industry and Agriculture in independent India.

స్వతంత్ర భారతదేశంలో పరిశ్రమలు మరియు వ్యవసాయ అభివృద్ధి వివరించండి.



UG- LIFE SKILL COURSE
ENVIRONMENTAL EDUCATION (EE) (Mandatory)
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
III	Life skill course	Environmental Education(EE)	30	2	2	50 Marks

Course objective: A Generic Course intended to create awareness that the life of human beings is an integral part of environment and to inculcate the skills required to protect environment from all sides.

Learning outcomes: On completion of this course the students will be able to

- Understand the nature, components of an ecosystem and that humans are an integral part of nature.
- Realize the importance of environment, the goods and services of a healthy biodiversity, dependence of humans on environment.
- Evaluate the ways and ill effects of destruction of environment, population explosion on ecosystems and global problems consequent to anthropogenic activities.
- Discuss the laws/ acts made by government to prevent pollution, to protect biodiversity and environment as a whole.
- Acquaint with international agreements and national movements, and realize citizen's role in protecting environment and nature.

Unit 1: Environment and Natural Resources: (06hrs)

1. Multidisciplinary nature of environmental education; scope and importance.
2. Man as an integral product and part of the Nature.
3. A brief account of land, forest and water resources in India and their importance.
4. Biodiversity: Definition; importance of Biodiversity - ecological, consumptive, productive, social, ethical and moral, aesthetic, and option value.
5. Levels of Biodiversity: genetic, species and ecosystem diversity.

Unit-2: Environmental degradation and impacts: (10hrs)

1. Human population growth and its impacts on environment; land use change, land degradation, soil erosion and desertification.
2. Use and over-exploitation of surface and ground water, construction of dams, floods, conflicts over water (within India).
3. Deforestation: Causes and effects due to expansion of agriculture, firewood, mining, forest fires and building of new habitats.
4. Non-renewable energy resources, their utilization and influences.
5. A brief account of air, water, soil and noise pollutions; Biological, industrial and solid wastes in urban areas. Human health and economic risks.
6. Green house effect - global warming; ocean acidification, ozone layer depletion, acid rains and impacts on human communities and agriculture.
7. Threats to biodiversity: Natural calamities, habitat destruction and fragmentation, over exploitation, hunting and poaching, introduction of exotic species, pollution, predator and pest control.

Unit 3: Conservation of Environment: (10hrs)

Concept of sustainability and sustainable development with judicious use of land, water and forest resources; a forestation.

1. Control measures for various types of pollution; use of renewable and alternate sources of energy.
2. Solid waste management: Control measures of urban and industrial waste.
3. Conservation of biodiversity: In-situ and ex-situ conservation of biodiversity.
4. Environment Laws: Environment Protection Act; Act; Wildlife Protection Act; Forest Conservation Act.
5. International agreements: Montreal and Kyoto protocols; Environmental movements: Bishnois of Rajasthan, Chipko, Silent valley.



Suggested activities to learner: (4 hours)

1. Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc
2. Visit to a local polluted site-Urban/Rural/Industrial/Agricultural site.
3. Study of common plants, insects, birds and basic principles of identification.
4. Study of simple ecosystems-forest, tank, pond, lake, mangroves etc.
5. Case study of a Forest ecosystem or a pond ecosystem.

Suggested text book:

1. Erach Barucha (2004) *Text book of Environmental Studies for Undergraduate courses* (Prepared for University Grants Commission) Universities Press.
2. Purnima Smarath (2018) *Environmental studies* Kalyani Publishers, Ludhiana

Reference books:

1. Odum, E.P., Odum, H.T. & Andrews, J. (1971) *Fundamentals of Ecology*. Philadelphia: Saunders.
2. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. (2011). *Environmental and Pollution Science*. Academic Press.
3. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. (2012) *Environment. 8th edition*. John Wiley & Sons.
4. Singh, J.S., Singh, S.P. and Gupta, S.R. (2014) *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
5. Sengupta, R. (2003) *Ecology and economics: An approach to sustainable development*. OUP.
6. Wilson, E. O. (2006) *The Creation: An appeal to save life on earth*. New York: Norton.
7. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll (2006) *Principles of Conservation Biology*. Sunderland: Sinauer Associates.



MODEL QUESTION PAPERS

Life Skill courses

Semester: III

ENVIRONMENTAL EDUCATION(Mandatory)

Time: 2Hrs

Max Marks: 50

SECTION – A

Answer any **FOUR** questions. Each question carries 5 marks .

4X5 = 20Marks

1. Write short notes on Ecosystem diversity
2. Write a brief account on Water resources in India
3. Describe about Green house effect
4. Soil erosion
5. Write about any two kinds of pollutions
6. Wildlife protection Act
7. Chipko & Silent valley movement
8. A forestation

SECTION – B

Answer any **THREE** questions. Each question carries 10 marks

3 x 10 = 30Marks

9. Write an essay on Scope & Importance of environmental education.
(or)
10. Give a detailed explanation on Biodiversity and its importance .
11. Explain about Non renewable energy resources, their utilization and influences.
(or)
12. Describe threats to biodiversity.
13. Write an detailed account and differences on In situ & Ex situ conservation.
(or)
14. Define sustainability? Explain sustainable development of Water and Forest resources.



UG- LIFE SKILL COURSE
PERSONALITY ENHANCEMENT AND LEADERSHIP (PDL)
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam(2 Hrs)
III	Life skill course	Personality enhancement and leadership(PDL)	30	2	2	50 Marks

Learning Outcomes:

By successful completion of the course, students will be able to:

- Develop comprehensive understanding of personality
- Know how to assess and enhance one's own personality
- Comprehend leadership qualities and their importance
- Understand how to develop leadership qualities

Unit – I:

(7 hrs)

Meaning of Personality – Explanations of Human Personality – Psychodynamic Explanations – Social Cognitive Explanation – Big Five traits of Personality

Unit – II:

(8 hrs)

Assessment of Personality - Projective & Self Report Techniques - Building Self-Confidence – Enhancing Personality Skills

Unit – III:

(10 hrs)

Leadership Characteristics – Types of Leaders – Importance of Leadership – Leadership Skills – Building and Leading Efficient Teams – Leadership Qualities of Abraham Lincoln, Mahatma Gandhi, Prakasam Pantulu, Dr. B. R. Ambedkar & J.R.D. Tata

Co-curricular Activities Suggested:

(05 hrs)

- Assignments, Group discussions, Quiz etc
- Invited Lecture by a local expert
- Case Studies (ex., on students behavior, local leaders etc.)

Reference Books:

1. Girish Batra, Experiments in Leadership, Chennai: Notion Press, 2018
2. Mitesh Khatri, Awaken the Leader in You, Mumbai: Jaico Publishing House, 2013
3. Carnegie Dale, Become an Effective Leader, New Delhi: Amaryllis, 2012
4. Hall, C.S., Lindzey. G. & Campbell, J.B Theories of Personality. John Wiley & Sons, 1998



MODEL QUESTION PAPER

LIFE SKILL COURSE

Semester: III

PERSONALITY DEVELOPMENT AND LEADERSHIP

Time: 2Hrs

Max Marks: 50

SECTION-A

Answer any **FOUR** Questions. Each question carries 5 marks.

4 x 5 = 20Marks

1. Write about meaning of Personality.
2. Explain about ‘Social Cognitivism’ .
3. Write a brief note on the leadership qualities of ‘Prakasam Panthulu’.
4. Dr. B.R.Ambedkar is a successful leader. Explain.
5. Explain ‘Psycho Dynamism’ .
6. Building and leading efficient teams.
7. What are the qualities that made ‘Abraham Lincoln’ a great leader?
8. Types of leaders: Explain?

SECTION – B

Answer any **THREE** Questions. Each question carries 10 marks.

3x10=30Marks

9. Write a note on ‘Explanations of Human Personality’

OR

10. What are ‘big five traits’ of Personality

11. How do you assess Personality.

OR

12. How can one enhance Personality skills.

13. Explain the characteristics of leaderships.

OR

14. Write about the importance of leadership and elaborate the leadership qualities of Mahatma Gandhi.



UG- LIFE SKILL COURSE

ANALYTICAL SKILLS(AS)

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (LS)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
III	Life skill course	Analytical skills(AS)	30	2	2	50 Marks

Course Objective: Intended to inculcate quantitative analytical skills and reasoning as an inherent ability in students.

Course Outcomes:

After successful completion of this course, the student will be able to;

- Understand the basic concepts of arithmetic ability, quantitative ability, logical reasoning, business computations and data interpretation and obtain the associated skills.
- Acquire competency in the use of verbal reasoning.
- Apply the skills and competencies acquired in the related areas
- Solve problems pertaining to quantitative ability, logical reasoning and verbal ability inside and outside the campus.

UNIT – 1: (10 Hrs)

Arithmetic ability: Algebraic operations BODMAS, Fractions, Divisibility rules, LCM & GCD(HCF).

Verbal Reasoning: Number Series, Coding & Decoding, Blood relationship, Clocks, Calendars.

UNIT – 2: (10 Hrs)

Quantitative aptitude: Averages, Ratio and proportion, Problems on ages, Time-distance–speed.

Business computations: Percentages, Profit & loss, Partnership, simple compound interest.

UNIT – 3: (07 Hrs)

Data Interpretation: Tabulation, Bar Graphs, Pie Charts, line Graphs. Venn diagrams.

Recommended Co-Curricular Activities (03 Hrs)

Surprise tests / Viva-Voice / Problem solving/Group discussion.

Text Book:

Quantitative Aptitude for Competitive Examination by R.S. Agrawal, S.Chand Publications.

Reference Books:

1. Analytical skills by Showick Thorpe, published by S Chand And Company Limited, Ramnagar, New Delhi-110055.
2. Quantitative Aptitude and Reasoning by R V Praveen, PHI publishers.
3. Quantitative Aptitude for Competitive Examination by Abhijit Guha, Tata Mc Graw Hill Publications.



MODEL QUESTION PAPER

LIFE SKILL COURSE
Semester: III
ANALYTICAL SKILLS(AS)

Time: 2Hrs

Max Marks: 50

SECTION – A

Answer any 4 questions. Each question carries 5 marks.

(4x5 = 20 M)

ఏదైనా 4 ప్రశ్నలకు సమాధానం ఇవ్వండి. ప్రతి ప్రశ్నకు 5 మార్కులు.

(Total 8 questions and at least two questions should be given from each unit)

ప్రతి యూనిట్ నుండి మొత్తం 8 ప్రశ్నలు మరియు కనీసం రెండు ప్రశ్నలు ఇవ్వాలి

1. Simplify (i) $896X896 - 204X204$.

(ii) $81X81 + 68 X |68 - 2X81X68$ సూక్ష్మీకరించండి

2. How many numbers between 11 and 90 are divisible by 7?

11 మరియు 90 అంతల మధ్య 7 చేత భాగించబడే అంకాలు ఎన్ని

3. What was the day of the week on the 16th April 2000?

2000 సంవత్సరంలో April 16 వ తేది వారంలో ఏ రోజు వచ్చును

4. Divide Rs 1162 among A, B, C in the ratio 35: 28: 20

1162 రూపాయలను A, B, C లకు 35: 28: 20 నిష్పత్తిలో భాగింపుము.

5. Evaluate (i) 28% of 450 + 45% of 280 in subjects

(ii) $16\frac{2}{3}\%$ of 600 gm - $33\frac{1}{3}\%$ of 180 gm లను ఉత్పాదించండి

6. If the radius of a circle is diminished by 10% what is the area is diminished?

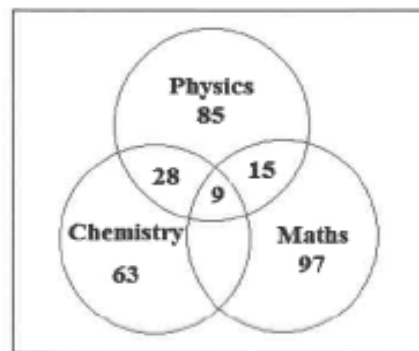
వృత్తానికి వ్యాసార్థాన్ని 10% తగ్గిస్తే, దాని వైశాల్యంలో ఎంత శాతం తగ్గుతుంది.

7. What is meant by Bar diagram or Bar Charts?

బార్ పటము మరియు బార్ చార్టు లను నిర్వచించండి.

8. Venn diagram number of students passed in subjects

వేరు వేరు సబ్జెక్టులలో పాస్ అయిన విద్యార్థుల సంఖ్యను క్రింది వెన్ డయాగ్రామ్ లో ఇవ్వబడింది.





ADIKAVI NANNAYA UNIVERSITY:: RAJAHMAHENDRAVARAM
UG – Life Skill and Skill Development Course Syllabus (2020-21)

The examination results of a class of 260 students are represented by Ven – diagram. From this diagram get the following information

260 విద్యార్థుల పరిక్షా ఫలితాలను వెన్ పటములో గమనించి క్రింది ప్రశ్నలకు జవాబు వ్రాయుము.

(i) Number of students who have passed in all subjects.

అన్ని సబ్జెక్టులు పాసిన వారు.

(ii) Number of students who have passed in Maths only.

గణిత శాస్త్రంలో పాసిన వారు

. SECTION – B

Answer all the questions. Each question carries 10 marks. (3X 10 = 30M)

అన్ని ప్రశ్నలకు సమాధానాలు వ్రాయండి. ప్రతి ప్రశ్నకు 10 మార్కులు.

9. Find the units digit in the product $(2467)^{153} \times (341)^{72}$ and $(264)^{102} + (264)^{103}$

$(2467)^{153} \times (341)^{72}$ మరియు $(264)^{102} + (264)^{103}$ లబ్ధులలో యూనిట్ అంకెలను తెలపండి.

(OR)

10. What was the day of the week on 15th August 1947?

1947 ఆగస్టు 15 వ తేదీ వారంలో ఏ రోజు వచ్చింది.

11. Calculate the A.M. of the marks from the following

క్రింది పట్టికలో మార్కులకు అంక మధ్యామాన్ని గణించండి.

Marks	0-10	10-20	20-30	30-40	40-50	50-60
No. of students	12	18	27	20	17	6

(OR)

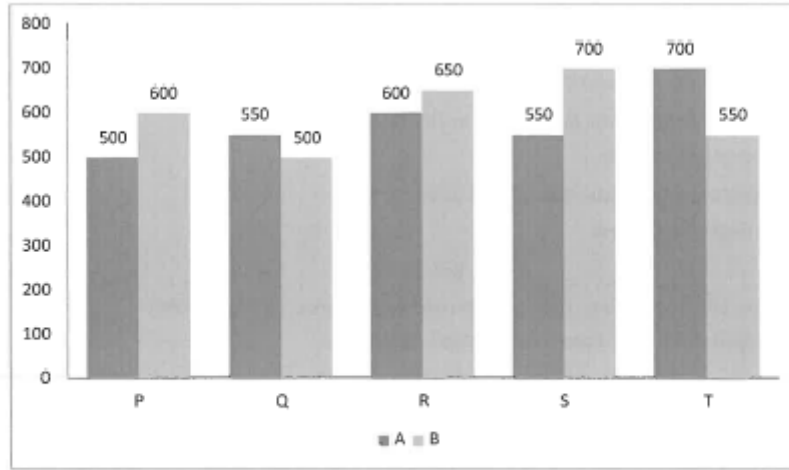
12. Find time n, where $p = Rs\ 25000/-$, $A = Rs\ 33640/-$, $r = 16\%$.

$p = Rs\ 25000$, $A = Rs\ 33640/-$, $r = 16\%$ అయితే కాలము n కనుగొనుము.

13. The graph given below represents the number of users of two broad band services A and B

Across 5 cities P, Q, R, S and T?

P, Q, R, S మరియు T అను 5 నగరాలలో A మరియు B అను రెండు బ్రాడ్ బాండ్ సేవలకు గాను దిగువ గ్రాఫ్ ఇవ్వబడినది.



(i) What is the total number of users of broad band B across all five cities together?

అన్ని నగరాలలో మొత్తంగా కలుపుకొని ఎంత మంది బ్రాడ్ బాండ్ B సేవలను వినియోగించు కొంటున్నారు.

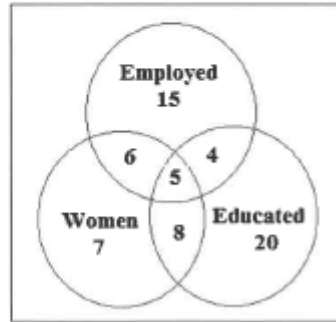
(ii) What is the average number of users of broad band A across all five cities together?

5 నగరాలలో మొత్తం కలుపుకొని బ్రాడ్ బాండ్ A ను వినియోగించి వారి నగలు ఎంత.

(OR)

14. Study the Venn diagram carefully and answer the questions given below

పెన్ పటాన్ని పరిశీలించి కురియు క్రిందిప్రశ్నలకు సమాధానాలు వ్రాయుము.



(i) Find out the number of women who are educated and employed both?

పటము నుండి చదువుకున్న మలయు ఉద్యోగస్థు ల స్త్రీల వివారలను కనుగొనుము.

(ii) Find out the number of women who are employed?

స్త్రీల లో ఉద్యోగస్థుల సంఖ్యను తెలపండి.

(iii) How many educators are employed?

చదువుతు ఉద్యోగాలు చేస్తున్న వారి ఎంత మంది వున్నారు.



UG- SKILL DEVELOPMENT COURSE
TOURISM GUIDANCE
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
I	Skill Development Course	Tourism Guidance	30	2	2	50 Marks

Learning Outcomes:

By successful completion of the course, students will be able to:

- Understand the basic tourism aspects .
- Comprehend the requirements, role and responsibilities of profession of a Tourist Guide
- Apply the knowledge acquired in managing different groups and guiding in a tour
- Explain basic values related to tourism and heritage

Unit I:

(06 hrs)

Tourism – What is Tourism - Characteristics of Tourist Places – Guidance in Tourism - Meaning of Guidance – Types of Tour Guidance - Government/Department Regulations

Unit II:

(10 hrs)

Types of Guides – Characteristics of a Guide - Duties and Responsibilities of a Guide - The Guiding Techniques –Guide’s personality- Training Institutions – Licence.
Leadership and Social Skills - Presentation and Communication Skills - Working with different age and linguistic groups - Working under difficult circumstances – Precautions at the site -Relationship with Fellow Guides and Officials.

Unit III:

(10 hrs)

Guest Relationship Management- Personal and Official - Arrangements to Tourists – Coordinating transport - VISA/Passport -Accident/Death -Handling Guests with Special Needs/ Different Abilities – Additional skills required for Special/Adventure Tours - Knowledge of Local Security and Route Chart – Personal Hygiene and Grooming - Checklist - Code of Conduct

Co-curricular Activities Suggested:

(04 hrs)

1. Assignments, Group discussion, Quiz etc.
2. Invited lecture/training by local tourism operators/expert/guides
3. Visit to local Tourism Department office and a tourist service office
4. Organisation of college level short-duration tours to local tourist sites.

Reference Books:

1. Jagmohan Negi (2006); Travel Agency and Tour Operations, Kanishka Publishers, New Delhi
2. Mohinder Chand (2009); Travel Agency and Tour Operations: An Introductory Text, Anmol Publications Pvt. Limited, New
3. Pat Yale(1995); Business of Tour Operations, Longman Scientific & Technical, New Delhi
4. Websites on Tourism guidance.



MODEL QUESTION PAPER

**SKILL DEVELOPMENT COURSE
SEMESTER I
TOURISM GUIDANCE**

Time: 2Hrs

Max. Marks: 50

SECTION – A

Answer any **FOUR** questions. Each question carries 5 marks

4 x 5 = 20Marks

ఏవైనా నాలుగు ప్రశ్నలకు సమాధానములు వ్రాయుము ప్రతి ప్రశ్నకు మార్కులు సమానము.

1. Tourism
పర్యాటకశాఖ
2. Explain the meaning of Tourism Guidance
మార్గదర్శకత్వము యొక్క అర్థమును వివరించండి
3. Training institutions
శిక్షణ సంస్థలు
4. Leadership and Social Skills
నాయకత్వము మరియు సామజిక నైపుణ్యము
5. .Passport
పాస్పోర్ట్
- 6..Hygiene and dressing
పరిశుభ్రత మరియు వస్త్రధారణ
7. Adventure Tourism
సాహస యాత్రలు
8. Checklist
చెక్లిస్ట్

SECTION – B

Answer **THREE** questions. Each question carries 10 marks.

3 X 10 = 30Marks

ఏవైనా మూడు ప్రశ్నలకు సమాధానములు వ్రాయుము ప్రతి ప్రశ్నకు 10 మార్కులు

9. Explain the features of Tourism on places
పర్యాటక ప్రదేశాలు యొక్క లక్షణములను తెలుపుము
10. Explain the duties and responsibilities of a mentor
మార్గదర్శకుని యొక్క విధులు మరియు బాధ్యతలను గూర్చి తెలుపుము
11. Explain the personal and official arrangements of the Tourism
పర్యాటకుల వ్యక్తిగత మరియు అధికారిక ఏర్పాట్లను గూర్చి తెలుపుము
12. Explain different types of Tourism Guidelines
వివిధ రకముల పర్యాటక మార్గదర్శకాలను గూర్చి తెలుపుము
13. Describe the display and communicate skills
ప్రదర్శన మరియు సమాచార నైపుణ్యమును గూర్చి తెలుపుము
14. Explain Knowledge of local security and route chart
రూట్ షీట్ మరియు స్థానిక భద్రత యొక్క విజ్ఞానము గూర్చి తెలుపుము



UG- SKILL DEVELOPMENT COURSE
PLANT NURSERY
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
I	Skill Development Course	Plant Nursery	30	2	2	50 Marks

Learning Outcomes: On successful completion of this course students will be able to;

- Understand the importance of a plant nursery and basic infrastructure to establish it.
- Explain the basic material, tools and techniques required for nursery.
- Demonstrate expertise related to various practices in a nursery.
- Comprehend knowledge and skills to get an employment or to become an entrepreneur in plant nursery sector.

Unit-1: Introduction to plant nursery: (06 Hrs)

1. Plant nursery: Definition, importance.
2. Different types of nurseries –on the basis of duration, plants produced, structure used.
3. Basic facilities for a nursery; layout and components of a good nursery.
4. Plant propagation structures in brief.
5. Bureau of Indian Standards (BIS-2008) related to nursery.

Unit- 2: Necessities for nursery: (09 Hrs)

1. Nursery beds – types and precautions to be taken during preparation.
2. Growing media, nursery tools and implements, and containers for plant nursery, in brief.
3. Seeds and other vegetative material used to raise nursery in brief.
4. Outlines of vegetative propagation techniques to produce planting material.
5. Sowing methods of seeds and planting material.

Unit-3: Management of nursery: (09 Hrs)

1. Seasonal activities and routine operations in a nursery.
2. Nursery management – watering, weeding and nutrients; pests and diseases.
3. Common possible errors in nursery activities.
4. Economics of nursery development, pricing and record maintenance.
5. Online nursery information and sales systems.

Suggested Co-curricular activities: (6 Hrs)

1. Assignments/Group discussion/Quiz/Model Exam.
2. Demonstration of nursery bed making.
3. Demonstration of preparation of media for nursery.
4. Hands on training on vegetative propagation techniques.
5. Hands on training on sowing methods of seeds and other material.
6. Invited lecture cum demonstration by local expert.
7. Watching videos on routine practices in plant nurseries.
8. Visit to an agriculture/horticulture /forest nursery.
9. Case study on establishment and success of a plant nursery.

Reference books:

1. Ratha Krishnan, M., et.al. (2014) *Plant nursery management: Principles and practices*, Central Arid Zone Research Institute (ICAR), Jodhpur, Rajasthan
2. Kumar, N., (1997) *Introduction to Horticulture*, Rajalakshmi Publications, Nagercoil.
3. Kumar Mishra, K., N.K. Mishra and Satish Chand (1994) *Plant Propagation*, John Wiley & Sons, New Jersey.



MODEL QUESTION PAPER

SKILL DEVELOPMENT COURSES

Semester: I

PLANT NURSERY

Time: 2Hrs.

Max Marks: 50

SECTION – A

Answer any **FOUR** questions. Each question carries 5 marks.

4x5M= 20Marks

1. Components of good nursery
2. Plant propagation
3. Nursery tools
4. Sowing methods of seeds
5. Growing media
6. Seasonal activities
7. Errors in nursery activities
8. Importance of plan nursery

SECTION – B

Answer **all** the questions. Each question carries 10 marks.

3 X 10 = 30Marks

9. Define Plant Nursery and Describe in detail its types.
(OR)
10. Describe in detail about Bureau of Indian Standards in relation to nursery.
11. Write a note on Nursery beds types and precautions for propagation.
(OR)
12. Write a note on outlines of Vegetative propagation techniques.
13. Describe in detail about Nursery management.
(OR)
14. Write a note on online nursery information and sales systems.



UG- SKILL DEVELOPMENT COURSE
ELECTRICAL APPLIANCES
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
I	Skill Development Course	Electrical Appliances	30	2	2	50 Marks

Learning Outcomes: By successful completion of the course, students will be able to:

- Acquire necessary skills/hand on experience/ working knowledge on multimeters, galvanometers, ammeters, voltmeters, ac/dc generators, motors, transformers, single phase and three phase connections, basics of electrical wiring with electrical protection devices.
- Understand the working principles of different household domestic appliances.
- Check the electrical connections at house-hold but will also learn the skill to repair the electrical appliances for the general troubleshoots and wiring faults.

UNIT-I :

(6 hrs)

Voltage, Current, Resistance, Capacitance, Inductance, Electrical conductors and Insulators, Ohm's law, Series and parallel combinations of resistors, Galvanometer, Ammeter, Voltmeter, Multimeter, Transformers, Electrical energy, Power, Kilowatt hour (kWh), consumption of electrical power

UNIT-II :

(10 hrs)

Direct current and alternating current, RMS and peak values, Power factor, Single phase and three phase connections, Basics of House wiring, Star and delta connection, Electric shock, First aid for electric shock, Overloading, Earthing and its necessity, Short circuiting, Fuses, MCB, ELCB, Insulation, Inverter, UPS

UNIT-III:

(10 hrs)

Principles of working, parts and servicing of Electric fan, Electric Iron box, Water heater; Induction heater, Microwave oven; Refrigerator, Concept of illumination, Electric bulbs, CFL, LED lights, Energy efficiency in electrical appliances, IS codes & IE codes.

Co-curricular Activities (Hands on Exercises):

(04 hrs)

[Any four of the following may be taken up]

1. Studying the electrical performance and power consumption of a given number of bulbs connected in series and parallel circuits.
2. Measuring parameters in combinational DC circuits by applying Ohm's Law for different resistor values and voltage sources
3. Awareness of electrical safety tools and rescue of person in contact with live wire.
4. Checking the specific gravity of lead acid batteries in home UPS and topping-up with distilled water.
5. Identifying Phase, Neutral and Earth on power sockets.
6. Identifying primary and secondary windings and measuring primary and secondary voltages in various types of transformers.
7. Observing the working of transformer under no-load and full load conditions.
8. Observing the response of inductor and capacitor with DC and AC sources.
9. Observing the connections of elements and identify current flow and voltage drops.
10. Studying electrical circuit protection using MCBs, ELCBs
11. Assignments, Model exam etc.

Reference Books:

1. A Text book on Electrical Technology, B.L.Theraja, S.Chand& Co.,
2. A Text book on Electrical Technology, A.K.Theraja.
3. Performance and design of AC machines, M.G.Say, ELBSEdn.,
4. Handbook of Repair & Maintenance of domestic electronics appliances; BPB Publications
5. Consumer Electronics, S.P.Bali, Pearson
6. Domestic Appliances Servicing, K.P.Anwer, Scholar Institute Publications



MODEL QUESTION PAPER

SKILL DEVELOPMENT COURSE

Semester –I

Electrical Appliances

Time: 2 Hrs

Max Marks: 50

Section – A

Answer any **FOUR** questions. each question carry 5 marks.

4 x 5 = 20Marks

1. Explain the terms (i) Voltage and (ii) Current.
2. Write a short notes on short circuiting?
3. Write about Galvanometer
4. What is the difference between Inverter and UPS
5. What is the variation of Electrical energy and Power
6. Define IS codes and IE codes
7. What is the principle of Microwave oven
8. Explain the parts and servicing of Electric fan

Section – B

Answer any **THREE** questions . each question carry 10marks.

3x10M = 30Marks

9. Explain about the series and parallel combinations of resistors
(OR)
10. Distinguish between Electrical conductors and Insulators
11. Discuss about single phase and three phase connections
(OR)
12. What is electric shock and discuss necessary steps for first aid for electric shock
13. Write the concept of illumination and discuss about LED light
(OR)
14. Distinguish between Water heater and Induction heater.



UG- SKILL DEVELOPMENT COURSE
INSURANCE PROMOTION
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
I	Skill Development Course	Insurance Promotion	30	2	2	50 Marks

Learning Outcomes:

By successful completion of the course, students will be able to;

- Understand the field level structure and functioning of insurance sector and it's role in protecting the risks.
- Comprehend pertaining skills and their application for promoting insurance coverage
- Prepare better for the Insurance Agent examination conducted by IRDA
- Plan 'promoting insurance coverage practice' as one of the career options.

UNIT I:

Section I:

(06 Hrs)

Introduction of Insurance - Types of insurances. Growth of Insurance sector in India - Regulatory mechanism (IRDA) - Its functions

UNIT II:

Section II:

(10 Hrs)

Life Insurance plans. Health insurance plans. Products and features. Contents of documents– Sales Promotion methods - Finding prospective customers –Counselling – Helping customers in filing - Extending post-insurance service to customers.

UNIT III:

Section III:

(10 Hrs)

General Insurance - It's products (Motor, Marine, Machinery, Fire, Travel and Transportation) and features. Contents of documents. Dealing with customers – Explaining Products to Customers - Promoting Customer loyalty. Maintenance of Records.

Co-curricular Activities Suggested:

(4 hrs)

1. Collection of pamphlets of various insurance forms and procedures
2. Invited Lectures by Development Officers concerned
3. Mock practice of selling of insurance products
4. Preparation of working documents
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Principles of Insurance, Himalaya publishing House
2. Principles and Practice of Insurance, "
3. Fundamentals of insurance, "
4. Life and General Insurance Management, "
5. Financial services, Tata McGraw hill
6. Insurance Principles and Practices, Sultan Chand & Sons
7. Websites on insurance promotion



MODEL QUESTION PAPERS

SKILL DEVELOPMENT COURSES)
Semester: I
PAPER: INSURANCE PROMOTION

Time:2Hrs.

Max Marks: 50

SECTION – A

Answer any **FOUR** questions. Each question carries 5 marks.

4 x 5 = 20Marks

1. Functions of IRDA.
2. Point Insurance Services.
3. Five Insurance.
4. Sales promotion methods.
5. Customer Royalty
6. Insurance product promotion.
7. Types of Insurances.
8. Health Insurance.

SECTION – B

Answer **all** the questions. Each question carries 10 marks.

3 x10 =30Marks

9. Explain the need and significance of Insurance.
(OR)
10. Briefly discuss the role of IRDA in Insurance promotions and regulations.
11. Write in detailed about life Insurance products and features?
(OR)
12. Discuss the doubts for health Insurance ? Narrate the issues in helping customer in filing.
13. Write about the significance of general Insurance? Explain any TWO general insurance productives
(OR)
14. Explain the procedure in handling and dealing with the customers and enhancing the customer royalty .



UG- SKILL DEVELOPMENT COURSE
SURVEY & REPORTING
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course	'A'	Survey & Reporting	30	2	2	50 Marks

Learning Outcomes:

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

- Understand the basics of survey and reporting needs and methods
- Comprehend designing of a questionnaire
- Conduct a simple and valid survey and Collect data
- Organize and interpret data and Prepare and submit report.

Unit I: (08Hrs)

Survey: Meaning and Definition –Identifying need for survey - Identifying Sample –Characteristics of Sample - Types of Survey – Survey Methods – Advantages and Disadvantages of Survey – Essential Steps in Survey – Online Survey.

Unit II: (09Hrs)

Preparing Questionnaire: Types and Parts of Questionnaire – Qualities of good Questionnaire – Precautions in Preparing Questionnaire. Administering/Piloting Questionnaire –Collection of data - Dealing with People – Maintaining objectivity/neutrality.

Unit III: (10 Hrs): Methods of Organizing data – Forms of data presentation - Tables and Figures – Basic Statistical Methods of Analysis of data –Percentages - Mean, Mode and Median –Simple Ways of showing Results– Tables/Graphs/Diagrams

Report Writing: Forms of Reporting - Parts of a Report - Title page to Acknowledgements - Characteristics of a Good Report – Style of language to be used - Explaining Data in the Report – Writing fact-based Conclusions – making Recommendations – Annexing required material.

Recommended Co-curricular Activities (3 hrs):

1. Invited Lecture/Training by a Local Expert
2. Collection and study of questionnaires
3. Preparation of sample questionnaire and conduct a live sample survey
4. Preparation of a sample Report
5. Assisting a real time field survey and report writing
6. Assignments, Group discussion, Quiz etc.

Reference books:

1. Denscombe M., The Good Research Guide: For Small-Scale Social Research Projects, Open Uni. Press, 1998
2. Sudman S & Bradburn N.M., Asking Questions, 1973



MODEL QUESTION PAPER

SKILL DEVELOPMENT COURSE

Semester: II-(Group A)

SURVEY & REPORTING

Time:2Hrs.

Max Marks: 50

SECTION-A

Answer any **FOUR** questions. Each question carries 5 marks.

4 x 5 = 20Marks

1. Online surveys - ఆన్లైన్ సర్వే.
2. Piloting Questionnaire - పైలా టింగ్ ప్రశ్నావళి.
3. Forms of Reporting - రిపోర్టింగ్ రూపాలు.
4. Survey Advantages and Disadvantages - సర్వే ప్రయోజనాలు లోపాలు.
5. Group Discussion - బృంద చర్చ.
6. Types of survey - సర్వే రకాలు.
7. Analysis of Data - డేటా విశ్లేషణ.
8. Sample report - శాంపిల్ నివేదిక.

SECTION – B

Answer **all** the questions. Each question carries 10 marks.

3 x 10=30Marks

9. A) Define Survey and explain its characteristics ?

సర్వేను నిర్వచించి, లక్షణాలను తెలపండి ?

OR

- B) Evaluate Survey methods and explain the importance of research area?

సర్వే పద్ధతిని వివరించి పరిశోధనలో దాని ప్రాముఖ్యతను తెల్పండి?

10. A) Explain the characteristics of Good Questionnaire?

మంచి ప్రశ్నావళి యొక్క లక్షణాలను తెలియజేయండి?

OR

- B) Questionnaire plays a dominant role in the process of Research. Explain it?

"పరిశోధన ప్రక్రియలో ప్రశ్నావళి కీలక పాత్ర పోషిస్తుంది" -వివరించండి?

- 11 A) Explain the importance of primary and secondary data in Research?

పరిశోధనలో ప్రాథమిక మరియు ద్వితీయ డేటాను మధ్య సంబంధమును మరియు ప్రాధాన్యతను

వివరించండి?

OR

- B) Explain the detailed procedure of writing research report?

పరిశోధన రచన నివేదిక పద్ధతిని వివరించండి?



UG- SKILL DEVELOPMENT COURSE
BUSINESS COMMUNICATION
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group 'A'	Course Title	Hrs/ Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course		Business Communication	30	2	2	50 Marks

Learning Outcomes:

After successful completion of this course, students will be able to;

- Understand the types of business communication and correspondence
- Comprehend the processes like receiving, filing and replying
- Acquire knowledge in preparing good business communications
- Acquaint with organizational communication requirements and presentations.

UNIT I:

(06hrs)

Introduction and Importance of communication an overview - meaning and process of communication - organizational communication and its barriers.

UNIT II:

(10hrs)

Types of Business Communications –Categories, methods and formats - Business vocabulary - Business idioms and collocations – Organisational Hierarchy - Various levels of communication in an organization – Top-down, Bottom-up and Horizontal-Business reports, presentations– Online communications.

UNIT III:

(10hrs)

Receiving business communications -Filing and processing -Sending replies. Routine cycle of communications – Writing Communications - Characteristics of a good business communication - Preparation of business meeting agenda – agenda notes - minutes –circulation of minutes – Presentations of communication using various methods.

Recommended Co-curricular Activities

(04hrs):

1. Collection of various model business letters
2. Invited lecture/field level training by a local expert
3. Reading of various business reports and minutes and its analysis
4. Presentations of reports, charts etc.
5. Assignments, Group discussion, field visit etc.

Reference books:

1. Chaturvedi. P.D.Chaturvedi.M - Business Communication concepts, Cases and applications - Pearsons Education.
2. Kaul Asha - Effective Business Communication - PHI Learning pvt Ltd .
3. www.swayam.gov.in
4. Websites on business communication



MODEL QUESTION PAPER

SKILL DEVELOPMENT COURSE
Semester: II-(Group A)
BUSINESS COMMUNICATION

Time:2Hrs.

Max Marks: 50

SECTION-A

Answer any **FOUR** questions. Each question carries 5 marks.

4 x 5 = 20Marks

1. What is the meaning and process of communication?
2. Explain the types of Business communication
3. Write a brief note on organizational Hierarchy.
4. Write about online communications
5. Make a brief note on business idioms and collocations.
6. Write about 'Preparation of business meeting agenda'
7. Write a brief note on 'agenda notes'
8. Write about circulation of minutes.

SECTION – B

Answer **all** the questions. Each question carries 10 marks.

3 x 10=30Marks

9. Explain organizational communication and its barriers.

OR

10. Give an overview regarding the importance of communication in your own words.
11. What are the categories, methods and formats in Business communication

OR

12. Explain various levels of communication in an organization.
13. What are the characteristics of a good business communication

OR

14. Write about presentations of communication using various method



UG- SKILL DEVELOPMENT COURSE

SOLAR ENERGY

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course	'A'	Solar Energy	30	2	2	50 Marks

Learning Outcomes: After successful completion of the course, students will be able to:

- Acquire knowledge on solar radiation principles with respect to solar energy estimation.
- Get familiarized with various collecting techniques of solar energy and its storage
- Learn the solar photovoltaic technology principles and different types of solar cells for energy conversion and different photovoltaic applications.
- Understand the working principles of several solar appliances like Solar cookers, Solar hot water systems, Solar dryers, Solar Distillation, Solar greenhouses

UNIT-I – Solar Radiation:

(6 hrs)

Sun as a source of energy, Solar radiation, Solar radiation at the Earth's surface, Measurement of Solar radiation-Pyroheliometer, Pyranometer, Sunshine recorder, Prediction of available solar radiation, Solar energy-Importance, Storage of solar energy, Solar pond

UNIT-II – Solar Thermal Systems:

(10 hrs)

Principle of conversion of solar radiation into heat, Collectors used for solar thermal conversion: Flat plate collectors and Concentrating collectors, Solar Thermal Power Plant, Solar cookers, Solar hot water systems, Solar dryers, Solar Distillation, Solar greenhouses.

UNIT-III – Solar Photovoltaic Systems:

(10 hrs)

Conversion of Solar energy into Electricity - Photovoltaic Effect, Solar photovoltaic cell and its working principle, Different types of Solar cells, Series and parallel connections, Photovoltaic applications: Battery chargers, domestic lighting, street lighting and water pumping

Co-curricular Activities (Hands on Exercises):

(04 hrs)

[Any four of the following may be taken up]

1. Plot sun chart and locate the sun at your location for a given time of the day.
2. Analyse shadow effect on incident solar radiation and find out contributors.
3. Connect solar panels in series & parallel and measure voltage and current.
4. Measure intensity of solar radiation using Pyranometer and radiometers.
5. Construct a solar lantern using Solar PV panel (15W)
6. Assemble solar cooker
7. Designing and constructing photovoltaic system for a domestic house requiring 5kVA power
8. Assignments/Model Exam.

Reference Books:

1. Solar Energy Utilization, G. D. Rai, Khanna Publishers
2. Solar Energy- Fundamentals, design, modeling& applications, G.N. Tiwari, Narosa Pub., 2005.
3. Solar Energy-Principles of thermal energy collection & storage, S.P. Sukhatme, Tata Mc-Graw Hill Publishers,1999.
4. Solar Photovoltaics- Fundamentals, technologies and applications, Chetan Singh Solanki, PHI Learning Pvt. Ltd.,
5. Science and Technology of Photovoltaics, P. Jayarama Reddy, BS Publications, 2004.



Section – A

Answer any **FOUR** questions. Each question carries 5 marks.

4 x 5 = 20Marks

1. What is Photovoltaic Effect
2. Discuss about Solar greenhouses
3. Define Solar radiation and its uses
4. Write about domestic lighting
5. Discuss about Sunshine recorder
6. Explain about the solar hot water systems,
7. Explain the Solar dryers
8. How can we Store the solar energy

Section – B

Answer **all** the questions. Each question carries 10 marks .

3 x 10M = 30Marks

9. Discuss about the Solar radiation at the Earth's surface
(OR)
10. What is solar energy? Explain its importance
11. What is the principle of conversion of solar radiation into heat?
(OR)
12. Discuss about the Solar Thermal Power Plant and its importance in daily life.
13. Describe solar photovoltaic cell and its working principle
(OR)
14. Define a solar cell. what are the types of Solar cells.

**AGRICULTURAL MARKETING**

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group	Course Title	Hrs/ Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course	'A'	Agricultural Marketing	30	2	2	50 Marks

Learning Outcomes:

By the successful completion of this course, the student will be able to;

- Know the kinds of agricultural products and their movement
- Understand the types, structure and functioning of agricultural marketing system
- Comprehend related skills and apply them in sample situations
- Extend this knowledge and skills to their production/consumption environment

Unit- I:**(06hrs)**

Introduction of Agriculture and agricultural products (including agriculture, horticulture, sericulture, floriculture, aquaculture- genetic culture and dairy product) - Agricultural Marketing - Role of marketing - Concepts - Goods and services - Movement of product from farm to consumer –Middlemen – Moneylenders - Types of agricultural markets (basic classification).

Unit- II:**(09hrs)**

Basic structure and facilities of an agricultural market – Primary, secondary and tertiary markets– Functioning of Market Yards–Market information – Rythu Bharosa Kendras (RBK) – Govt market policies and regulations- Contract farming -Govt Apps for marketing of agri products.

Unit- III:**(10hrs)**

Planning production – assembling – grading - transportation– storage facilities. Price fixation. Dissemination of market information –and role of ICT. Marketing - Mix- Product element- Place element- Price element- Promotion element. Selection of target market. Government programs in support of Agricultural marketing in India.

Suggested Co-curricular Activities:**(05hrs)**

1. Study visit to agricultural markets and Rythu Bharosa Kendras (RBK)
2. Invited lecture by field expert
3. Survey of various involved activities e.g.assembling, grading, storage, transportation and distribution
4. Identify the demand for food processing units
5. Application of Govt Apps as one Nation and one Market
6. Assignments, Group discussion, Quiz etc.

Reference books:

1. S.S.Acharya & N.L.Agarwala, Agricultural Marketing in India - Oxford and IBH Publications
2. K.S.Habeeb - Ur - Rahman Rural Marketing in India - Himalaya publishing
3. S.S.Chinna Agricultural Marketing in India - KALYANI publishers
4. Publications of National Institute of Agricultural Marketing, Odisha
5. Wikipedia and other websites on Agricultural Marketing.



Section – A

Answer any **FOUR** questions. Each question carries 5 marks.

4 x 5 = 20Marks

1. Agriculture marketing - వ్యవసాయ మార్కెటింగ్.
2. Horticulture - తోటల పెంపకము.
3. Milk Products - పాల ఉత్పత్తులు.
4. Rythu Bharosa Kendra's - రైతు భరోసా కేంద్రాలు(RBK).
5. Contract Farming - ఒప్పంద సేద్యం.
6. Market Yards - మార్కెట్ స్థలాలు.
7. Storage Facilities - గిడ్డంగి సదుపాయాలు.
8. Role of ICT in Marketing - మార్కెటింగ్ లో ICT పాత్ర.

Section – B

Answer **all** the questions. Each question carries 10 marks .

3 x 10M = 30Marks

9. A) Explain the types of Agriculture Marketing .
వ్యవసాయ మార్కెట్ల రకాలను వివరించండి.

(OR)

- B) Explain the importance of Agriculture Marketing in India?.
భారతదేశంలో వ్యవసాయ మార్కెట్ యొక్క ప్రాధాన్యతను వివరించండి.

10. A) Write an essay on structure and facilities of Agriculture Markets in India?

భారతదేశంలో వ్యవసాయ మార్కెట్ యొక్క నిర్మాణము మరియు సదుపాయాల పై వ్యాసం రాయండి

(OR)

- B) Write about root Agriculture Market polices and Regularities?

ప్రభుత్వ వ్యవసాయ మార్కెట్ విధానాలను మరియు నియంత్రణ ల గురించి రాయండి

11. A) Explain the stages of Agriculture Marketing ?

వ్యవసాయ మార్కెట్ల దశలను వివరింపుము

(OR)

- B) Write recent Govt. programmes in support of Agriculture Marketing in India ?

భారతదేశంలో వ్యవసాయ మార్కెటింగ్ ను అభివృద్ధి చేయడానికి ఇటీవల ప్రభుత్వ కార్యక్రమాలను వివరింపుము.



UG- SKILL DEVELOPMENT COURSE
SOCIAL WORK METHODS
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course	'B'	Social work Methods	30	2	2	50 Marks

Learning Outcomes: By successful completion of the course, students will be able to:

- Understand the basic concepts relating to social work practice, values, principles of social work and social problems in India
- List out different approaches of providing help to the people in need.
- Acquaint the process of primary methods of social work
- Get to know the skills of working with individuals, groups and communities.

Unit-I: (07Hrs)- Introduction to social work and concepts related to social work : Introduction to Social Work- Definition- Scope- objectives - Functions- social service, social welfare services, social reform, major social problems in India; Social work philosophy, values, objectives, principles, methods and fields of social work.

Unit-II: (09Hrs) Methods of Working with Individuals and Groups

Social case work –Definition-scope and importance of social case work, principles and process of social case work -Tools and techniques in social case work- Counselling skills.

Social Group Work-Definition-scope- the need for social group work –Group work process - Principles of Group Work -Stages of Group Work-Facilitation skills and techniques.

Unit-III: (09Hrs) Working with Communities and Field Work in social work

Community – definition - characteristics- types- community organisation as a method of social work-definition-objectives-principles- phases of community organization - 3 concepts of community development, community participation and community empowerment.

Field work in social work – Nature, objectives and types of field work - Importance of field work supervision.

Suggested Co-curricular Activities: (05 hours)

1. Divide the students into groups, each group containing not exceeding 10 students depending upon the total number of students in a class or section. Each group can search in internet about any one of the institutions which work for the welfare of children or women or elderly or scheduled caste and scheduled tribe children or differently abled persons or Juvenile homes or Correctional homes or hospitals or Mahila Pragathi pranganam or Swadhar project or any social welfare project or non governmental organizations (NGOs) to have an idea about welfare agencies working for the needy.
2. Ask each group to exchange and discuss the information with other groups in the classroom with the information they collected on Internet.
3. Group Discussion with the students- what type of community problems they observe in their villages/towns/cities? Ask them to tell what are the line departments which will help to solve the problems of their communities and suggest them what type strategies help the communities to empower.
4. Invited lectures/Training by local experts
5. Visit to a community
6. Assignments, Quiz etc.



Reference books:

1. Chowdhary, Paul. D. (1992). Introduction to Social Work. New Delhi: Atma Ram and Sons.
2. Friedlander W.A. (1955). Introduction to social welfare, New York, Prentice Hall.
3. Government of India, (1987). Encyclopedia of Social Work in India (Set of 4 Volumes). New Delhi, Publications Division, Ministry of Information and Broadcasting.
4. Lal Das, D.K. (2017). Practice of Social Research – Social Work Perspective, Jaipur, Rawat Publications.
5. Madan, G.R. (2009). Indian Social Problems (Volume 1 & 2). New Delhi: Allied publishers Private Limited.
6. Siddiqui, H.Y. (2007). Social Group Work. Jaipur: Rawat Publications
7. Pasty McCarthy & Carolin Hatcher, (2002). Presentation skills. The Essential Guide for Students. New Delhi, Sage Publications.
8. Websites on Social work methods.



MODEL QUESTION PAPER

SKILL DEVELOPMENT COURSES
Semester: II-(Group B)
SOCIAL WORK METHODS

Time: 2Hrs.

Max Marks: 50

SECTION – A

Answer any **FOUR** Questions. Each question carries 5 marks.

4x5= 20 Marks

ఈ క్రింది వాటిలో ఏదైనా నాలుగు ప్రశ్నలకు సమాధానం రాయండి.

1. Social Work Philosophy.
సంఘ సంక్షేమ కృషి వాచ్ఛికత్వం.
2. Methods of Social Work.
సంఘ సంక్షేమ పద్ధతులు
3. Social Group Work .
సమూహ పని.
4. Counselling Skills.
సలహాలు నైపుణ్యాలు.
5. Stages Group work.
సమూహ పని యొక్క దశలు.
6. Community Development.
సముదాయక అభివృద్ధి.
7. Community Empowerment.
సముదాయ సాధికారత.
8. Important of Field work.
క్షేత్ర స్థాయి పని ప్రాముఖ్యత (క్షేత్ర కృషి ప్రాముఖ్యత).

SECTION – B

Answer any **THREE** Questions. Each question carries 10 marks.

3x10= 30 Marks

ఈ క్రింది వాటిలో ఏదైనా మూడింటికి ప్రశ్నలకు సమాధానములు రాయండి.

9. A) Explain the Nature and Scope of Social Work.
సంఘ సంక్షేమ కృషి స్వభావం మరియు పరిధి వివరించండి.
(OR)
B) Write an essay on major social problems in India.
భారతదేశంలోని ప్రధాన సామాజిక సమస్యల పై ఒక వ్యాసం రాయండి.
10. A) Explain the importance of social case work?
వ్యక్తి సేవ పద్ధతి యొక్క ప్రాముఖ్యతను వివరించండి.
(OR)
B) What are the Objectives and types of Filed work.
క్షేత్ర కృషి యొక్క లక్ష్యాలను మరియు అందలి రకాలను పేర్కొనండి.
11. A) Write an essay on social group work.
సమూహ సేవ పద్ధతి పై ఒక వ్యాసం రాయండి.
(OR)
B) Explain the characteristics and types of Community Orgnisation.
సాముదాయక వ్యవస్థాపన యొక్క లక్షణాలను మరియు అందలి రకాలను వివరించండి.



UG- SKILL DEVELOPMENT COURSE
ADVERTISING
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course	'B'	Advertising	30	2	2	50 Marks

Learning Outcomes:

After Successful completion of this course, the students are able to;

- Understand the field of Advertising
- Comprehend opportunities and challenges in Advertising sector
- Prepare a primary advertising model
- Understand applying of related skills
- Examine the scope for making advertising a future career

UNIT I:

(06hrs)

Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

UNIT II:

(10 hrs)

Role of advertising agencies and their responsibilities - scope of their work and functions - - Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India - Role of AAAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

UNIT III:

(10hrs)

Types of advertising – Basic characteristics of a typical advertisement –Reaching target groups - Local advertising – Feedback on impact of advertisement - Business promotion.

Recommended Co-curricular Activities:

(04 hrs)

1. Collection and segmentation of advertisements
2. Invited Lectures/skills training on local advertising basics and skills
3. Visit to local advertising agency
4. Model creation of advertisements in compliance with legal rules
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Bhatia. K.Tej - Advertising and Marketing in Rural India - Mc Millan India
2. Ghosal Subhash - Making of Advertising - Mc Millan India
3. JethWaneyJaishri& Jain Shruti - Advertising Management - Oxford university Press Publications of Indian Institute of Mass Communications
4. Websites on Advertising



MODEL QUESTION PAPER

SKILL DEVELOPMENT COURSES
Semester: II-(Group B)
ADVERTISING

Time: 2Hrs.

Max Marks: 50

SECTION – A

Answer any **FOUR** Questions. Each question carries 5 marks.

4x5= 20 Marks

1. Types of Advertising
2. Objectives of Advertising
3. Advertising Agency
4. Laws in Advertising
5. Typical advertisement
6. Role of ASCI
7. Local Advertising
8. Advertising Copy

SECTION – B

Answer any **THREE** Questions. Each question carries 10 marks.

3x10= 30 Marks

9. What is the meaning of Advertising? Explain the Characteristics and importance of advertising.

(OR)

10. What factors determining opportunities a Product/service in Advertising?
11. What are the basic objectives and functions of Advisory Statutory Bodies in India?

(OR)

12. Briefly explain the role and responsibilities of AAAI.
13. Explain the process of Advertising.

(OR)

14. Discuss how the advertising industry contributes to the economic growth of the country.



UG- SKILL DEVELOPMENT COURSE
DAIRY TECHNOLOGY
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group 'B'	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course		Dairy Technology	30	2	2	50 Marks

Learning Outcomes:

After successful completion of the course, students will be able to;

- Understand the pre-requisites for starting a Dairy farm
- Recognize different breeds of Cows & buffaloes following safety precautions.
- Prepare and give recommended feed and water for livestock
- Maintain health of livestock along with productivity
- Vaccination of cattle, nutrients requirements
- Entrepreneurship i.e., Effectively market dairy products
- Ensure safe and clean dairy farm and Standard safety measures to be taken Efficiently start and manage to establish or develop a Dairy Industry

Unit- I (Introduction and Establishment of a Dairy Farm): (05 Hrs)

- 1.1 Dairy development in India – Dairy Cooperatives (NDRI, NDDB, TCMFP) (1hr)
- 1.2 Constraints of Present Dairy Farming and Future Scope of Dairy Farmer. (1 hr)
- 1.3 Selection of site for dairy farm; Systems of housing – Loose housing system, Conventional Dairy Farm; Records to be maintained in a dairy farm. (2 hrs)

Unit - II (Livestock Identification and Management): (13 Hrs)

- 2.1 Breeds of Dairy Cattle and Buffaloes – Identification of Indian cattle and buffalo breeds and Exotic breeds; Methods of selection of Dairy animals. (5 hrs)
- 2.2 Systems of inbreeding and crossbreeding. (2 hrs)
- 2.3 Weaning of calf, Castration, Dehorning, Deworming and Vaccination programme (3 hrs)
- 2.4 Care and management of calf, heifer, milk animal, dry and pregnant animal, bulls and bullocks.(3 hrs)

Unit- III (Feed Management, Dairy Management, Cleaning and Sanitation): (8 Hrs)

- 3.1 Basic Principles of Feed, Important Feed Ingredients, Feed formulation and Feed Mixing (2 hrs)
- 3.2 Operation Flood –Definition of Milk and Nutritive value of milk and ICMR recommendation of nutrients –Per Capita Milk production and availability in India and Andhra Pradesh – Methods of Collection and Storage of Milk–Labelling and Storage of milk products (4 hrs)
- 3.3 Cleaning and sanitation of dairy farm – Safety precautions to prevent accidents in an industry. (2 hrs)

Co-curricular Activities Suggested: (4 hrs)

1. Group discussion & SWOT analysis
2. Visit to a Dairy Farm
3. Visit to Milk Cooperative Societies
4. Visit to Feed Milling Plants
5. Market Study and Identification of Government Schemes, Insurance and Bank Loans in relation

.Reference books:

1. Dairy Science: Petersen (W.E.) Publisher – Lippincott & Company
2. Principles and practices of Dairy Farm –Jagdish Prasad
3. Text book of Animal Husbandry - G C Benarjee
4. Hand book of Animal Husbandry - ICAR Edition
5. Outlines of Dairy Technology – Sukumar (De) – Oxford University press
6. Indian Dairy Products – Rangappa (K.S.) & Acharya (KT) – Asia Publishing House.
7. The technology of milk Processing – Ananthkrishnan, C.P., Khan, A.Q. and Padmanabhan, P.N. – Shri Lakshmi Publications.
8. Dairy India 2007, Sixth edition
9. Economics of Milk Production – Bharati Pratima Acharya Publishers.
10. <http://www.asci-india.com/BooksPDF/Dairy%20Farmer%20or%20Entrepreneur.pdf>
11. <https://labour.gov.in/industrial-safety-health>



MODEL QUESTION PAPER

**SKILL DEVELOPMENT COURSE
SEMESTER-II(Group B)
DAIRY TECHNOLOGY**

Time: 2Hrs.

Max. Marks: 50

SECTION –A

Answer any **FOUR** questions. Each question carries 5 Marks.

4 x 5 =20Marks

1. Write about conventional dairy farming
2. Write about role of NDRI in dairy development in India
3. Write in detail about Heifer
4. Write a note on Exotic breeders in India
5. Enumerate about important feed ingredients
6. Write short notes on methods of collection and storage of milk
7. Write short notes on records to be maintain in a Dairy farm
8. Write in detail about vaccination programme in dairy farm

SECTION –B

Answer **all** the questions. Each Question carries 10 Marks.

3x10=30Marks

9. Write an essay on constrains of present dairy farming and future scope of dairy Farmer.

OR

10. Write an essay on selection of site for dairy farming
11. Write in detailed about systems of inbreeding and cross breeding

OR

12. Enumerate about care and management of bulls and bullocks
13. Write an essay on cleaning and sanitation of dairy farm .

OR

14. Write an essay on feed formulation and feed mixing



UG- SKILL DEVELOPMENT COURSE
PERFORMING ARTS
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Group 'B'	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
II	Skill Development Course		Performing Arts	30	2	2	50 Marks

Learning Outcomes:

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

- Acquire the basic knowledge in performing arts
- Understand the modern stage and performance on the stage
- Comprehend and improve the skills related to performing arts on the stage
- Understand various Telugu folk arts and their significance
- Know the modes of presentation and skills pertaining to folk arts.

Unit-I: Introduction to performing Arts

(06 Hrs)

Arts – and its definition; Fine Arts; Arts - Learning & Imitation – Rasaas, Bhaavas and Rasa Sutra. Dasaropakaas; Nritha, Nrithya, Natya; Action – Kinds of Actions; Ancient Costume style

Unit-II: Performing Arts – Stage Arts

(10 Hrs)

Origin of Drama (Theatre); Features of Stage; Varieties of Modern Telugu Drama; Famous Telugu Dramas. Stage performance; Dramatic Actor and its definition; Actor–characteristics, Functions and Responsibilities. Traits of an Actor – Diction, Articulation, Dialogue modulation, Time sense, Observation, Mime, Improvisation, Commentary, Dress code, Make-up, lighting & Stage Direction.

Unit-III: Performing Arts – Forms

(10 Hrs)

Folk Arts, their nature and significance – Brief introduction to Pagativeshaalu, Bommalaatalu, Veedhinaatakaalu, Yakshagaanaalu, Harikathalu, Burrakathalu, Oggukathalu, Chindu, Yakshaganam, Kolaatamand Pulivesham.

Co-curricular Activities Suggested:

(4 hrs)

1. Collection of information on modern stage plays, natakasamajams and audio visual material.
2. Providing training classes/inviting lectures with the help of local artists
3. Visit to a real time performing folk arts, if possible.
4. Mock experience classes of Stage plays and Folk arts.
5. Assignments, Group discussion, Quiz etc.

Reference books:

1. Andhra Naataka Ranga Charithra –Mikkilineni Radha Krishna Murthy
2. Telugu Sahithya Sameeksha (Vol-II) – Dr. G. Nagaiah
3. Telugu Naataka Vilaasam – Dr.P.S.Rappa Rao
4. Telugu Jaanapada Vignanam – Prof. Tangirala Venkata Subba Rao
5. Jaanapada Vignandhyayanam – Prof. G.S. Mohan
6. Naatyasastramu (Visleshanathmaka Adhyayanam) – Dr.P.S.Rappa Rao
7. Sahithya Silpa Sameeksha – Prof. Pingali Lakshmikantham
8. Nurella Telugu Nataka Rangam – Prof. Modali Nagabhushana Sarma
9. Websites on Performing Arts.



MODEL QUESTION PAPER

SKILL DEVELOPMENT COURSE
SEMESTER-II-(Group B)
PERFORMING ARTS (ప్రదర్శన కళలు)

Time: 2Hrs.

Max. Marks: 50

SECTION –A

Answer any **FOUR** questions. Each question carries 5 Marks.

4 x 5 =20Marks

ఈ క్రింది వాటిలో ఏదైనా నాలుగు ప్రశ్నలకు సమాధానం రాయండి.

1. Introduce about the Rasa sidhantham?
రస సిద్ధాంతం పరిచయం చేయండి.
2. write about the Fine Arts.
లలిత కళల గురించి రాయండి.
3. Explain the Nrittha, Nrithya, Natya by example.
నాట్యం, నృత్తి, నృత్య ములను సోదాహరణంగా వివరించండి.
4. Give the various State theatrical morphological preferences.
రంగస్థల స్వరూప ప్రాధాన్యతను తెలియజేయండి.
5. Explain the theatrical Stage of dialogue style.
నాటక సంభాషణ శైలి గురించి వివరించండి.
6. Explain the Actor of costume characteristics and Responsibilities of the artists.
కళాకారుల ఆహార్య అభినయ సంభాషణ గురించి వివరించండి.
7. Explain the importance and uniqueness of the Kolaatam.
కోలాటం ప్రదర్శన విశిష్టతను తెలియజేయండి.
8. Explain and Introduce about Veedhinaatakaalu.
వీధి నాటకాలను పరిచయం చేయండి .

SECTION –B

Answer **all** the questions. Each Question carries 10 Marks.

3x10=30Marks

ఈ క్రింది వాటిలో ఏదైనా మూడింటికి ప్రశ్నలకు సమాధానములు రాయండి.

9. Write about the Dasaropakaas.
దశ రూపకాలు గురించి తెలియజేయండి.
10. Describe the famous Dramatic Artist and its works.
ప్రసిద్ధ నాటక కళాకారుల కృషిని వివరించండి.
11. Write about the development of Telugu drama.
తెలుగు నాటక వికాసం గురించి రాయండి?
12. Explain the performing of folk Arts.
జానపద ప్రదర్శన కళారూపాల వైవిధ్యాన్ని వివరించండి.
13. Give a Brief introduction abou Pagativeshaalu, Bommalaatalu.
జానపద కళారూపాలైన పగటి వేషాలు, బొమ్మలాటల గురించి రాయండి.
14. Explain in deatil about Runjakathalu, Burrakathalu.
రజ్జుకథలు మరియు బుర్రకథలు గురించి వివరంగా రాయండి.



UG- SKILL DEVELOPMENT COURSE
DISASTER MANAGEMENT
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
III	Skill Development Course	Disaster Management	30	2	2	50 Marks

Learning Outcomes:

After successful completion of the course, the students are able to;

- Understand the nature, cause and effects of disasters
- Comprehend the importance of Disaster Management and the need of awareness
- Acquire knowledge on disaster preparedness, recovery remedial measures and personal precautions
- Volunteer in pre and post disaster management service activities

UNIT-I:

(06 hrs)

Introduction of Disaster - Different types of disasters- Natural- (flood, cyclone, earthquake, famine and pandemic) - Accidental- (Fire, Blasting, Chemical leakage, Rail, Aviation, Road boat tragedies and nuclear pollution) - Disaster Management Act 2005

UNIT-II:

(09hrs)

Causes and immediate effects of Disasters - Preparedness of disasters –Precautions – Dissemination of information - Nature and concepts - Role of National Disaster Management Authority and Role of Government and non governmental organizations in protecting human livestock and natural resources.- Use of technology -Role of Citizens and Youth in the prevention.

UNIT-III:

(09 hrs)

Post disaster effects - short term - Procedures for Rehabilitation and Recovery - Role of volunteers and Safety Precautions - Long term remedial and preventive measures – Collection, filing and storage of information - Case studies

Suggested co curriculum Activities:

(06 hrs)

1. Invite lectures by local experts
2. Training on preparedness, post disaster services
3. Analysis of Case studies
4. Visit to a disaster management office and facility
5. Assignments, Group discussion, quiz etc.

Reference books:

1. Jagbirsingh - Disaster Management Future challenges and opportunities- - K.W.Publishers
2. GOI - UNDP Disaster Management Guidelines
3. J.P.Singhal - Disaster Management - Laxmi Publications
4. www. ndma. gov.in
5. Wikipedia and other websites on Disaster management.



MODEL QUESTION PAPER

SKILL DEVELOPMENT COURSE

Semester: III

DISASTER MANAGEMENT

Time:2Hrs.

Max Marks: 50

SECTION-A

Answer any **FOUR** questions. Each question carries 5 marks. 4 x 5 = 20Marks.

1. Define Disaster.
2. Write down causes and immediate effects of Disaster.
3. Write the role of citizens and youth in preventing natural Disasters.
4. What are post Disaster effects?
5. Define Preparedness of Disasters and explain with illustrations?
6. Write the importance of Dissemination of information during Disasters.
7. Explain the use of technology during Disasters.
8. Write the importance of collection, filing and storage of information in Disaster management?

SECTION – B

Answer **all** the questions. Each question carries 10 marks. 3 x 10 = 30Marks

9. Explain different types of Disasters.

OR

10. Write about Disaster management act – 2005.
11. Write a note on Role of National Disaster Management Authority

OR

12. Comprehend the importance of Disaster Management and the need of awareness.

OR

13. What are the procedures to be followed for rehabilitation and recovery after disaster

OR

14. What are the long term remedial and preventive measures to be taken in prevention of Disasters?



UG- SKILL DEVELOPMENT COURSE

ONLINE BUSINESS
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
III	Skill Development Course	Online Business	30	2	2	50 Marks

Learning Outcomes:

After successful completion of the course, students will be able to;

- Understand the online business and its advantages and disadvantages
- Recognize new channels of marketing, their scope and steps involved
- Analyze the procurement, payment process, security and shipping in online business
- Create new marketing tools for online business
- Define search engine, payment gateways and SEO techniques.

Unit-I:

(06 Hrs)

Introduction to Online-business-Definition-Characteristics-Advantages of Online Business-Challenges-Differences between off-line business, e-commerce and Online Business.

Unit-II:

(10 Hrs)

Online-business Strategies-Strategic Planning Process- Procurement -Logistics & Supply Chain Management- Customer Relationship management.

Unit-III:

(10 Hrs)

Designing Online Business Website – Policies - Security & Legal Issues - Online Advertisements - Payment Gateways - Case Study

Co-curricular Activities Suggested:

(4 hrs)

1. Assignments, Group discussion, Quiz etc.
2. Short practical training in computer lab
3. Identifying online business firms through internet
4. Invited Lectures by e-commerce operators
5. Working with Google and HTML advertisements.
6. Visit to a local online business firm.

Reference books:

1. David Whiteley, “E-Commerce”, Tata McGraw Hill, 2000.
2. E Business by Jonathan Reynolds from Oxford University Press.
3. Soka, From EDI to Electronic Commerce, McGraw Hill.
4. Websites on Online business.



MODEL QUESTION PAPER

SKILL DEVELOPMENT COURSES

Semester: III

ONLINE BUSINESS

Time:2Hrs.

Max Marks: 50

SECTION – A

Answer any **FOUR** Questions. Each question carries 5 marks.

4X5= 20 Marks

1. E-Commerce
2. Models of E-Business
3. Business Strategies
4. Supply Chain Management
5. Procurement
6. Online Business Policy
7. Online Vs Offline Business
8. Strategic Planning

SECTION – B

Answer any **THREE** Questions. Each question carries 10 marks

3 x 10= 30Marks

9. What are the advantages and limitation of Online Business?

(OR)

10. Differences between Off-line Business, E-commerce and Online Business.

11. Suggest strategies for existing business to migrate to Online Business.

(OR)

12. Elaborate on recent trends in Customer Relationship Management.

13. Discuss the advantages and disadvantages of online advertisement in detail.

(OR)

14. Explain the legal issues and ethical issues related to Online Business.



UG- SKILL DEVELOPMENT COURSE

POULTRY FARMING

(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
III	Skill Development Course	Poultry Farming	30	2	2	50 Marks

Learning Outcomes: By successful completion of the course, students will be able to;

- Understand the field level structure and functioning of insurance sector and it's role in protecting the risks
- Comprehend pertaining skills and their application for promoting insurance coverage
- Prepare better for the Insurance Agent examination conducted by IRDA
- Plan 'promoting insurance coverage practice' as one of the career options.

Unit I (Introduction to Poultry Farming): (10Hrs)

- 1.1 General introduction to poultry farming -Definition of Poultry; Past and present scenario of poultry industry in India.
- 1.2 Principles of poultry housing. Poultry houses. Systems of poultry farming.
- 1.3 Management of chicks, growers and layers. Management of Broilers.
- 1.4 Preparation of project report for banking and insurance

Unit II (Feed and Livestock Health Management): (10 Hrs):

- 2.1 Poultry feed management – Principles of feeding, Nutrient requirements for different stages of layers and broilers. Feed formulation and Methods of feeding.
- 2.2 Poultry diseases – viral, bacterial, fungal and parasitic(two each); symptoms, control and management; Vaccination programme.

Unit III (Harvesting of Eggs and Sanitation): (10 Hrs)

- 3.1 Selection, care and handling of hatching eggs. Egg testing. Methods of hatching.
- 3.2 Brooding and rearing. Sexing of chicks.
- 3.3 Farm and Water Hygiene, Recycling of poultry waste.

Co-curricular Activities Suggested: (4 hrs)

1. Group discussion & SWOT analysis
2. Visit to a poultry farm
3. Invited Lectures by Concerned officers of government or private farms
4. Cheap and Healthy Feed preparation by students based on government standards
5. Market study and Survey (Monitoring of daily price hike in poultry market and analysis)
6. Online Swayam Moocs course on poultry farming (see reference 9 below)

Reference books:

1. Sreenivasaiiah., P. V., 2015. Textbook of Poultry Science. 1st Edition. Write & Print Publications, New Delhi
2. Jull A. Morley, 2007. Successful Poultry Management. 2nd Edition. Biotech Books, New Delhi"
3. Hurd M. Louis, 2003. Modern Poultry Farming. 1st Edition. International Book Distributing Company, Lucknow.
4. Life and General Insurance Management
5. Financial services, Tata McGraw hill
6. <http://www.asci-india.com/BooksPDF/Small%20Poultry%20Farmer.pdf>
7. https://nsdcindia.org/sites/default/files/MC_AGR-Q4306_Small-poultry-farmer-.pdf
8. <http://ecoursesonline.iasri.res.in/course/view.php?id=335>
9. https://swayam.gov.in/nd2_nou19_ag09/preview



MODEL QUESTION PAPERS

SKILL DEVELOPMENT COURSES

Semester: III

POULTRY FARMING

Time:2Hrs.

Max Marks: 50

SECTION – A

Answer any **FOUR** questions. Each question carries 5 marks.

4 x 5 = 20Marks

1. Management of Broilers
2. Debeaking
3. Culling
4. Vaccination
5. Methods of feeding
6. Parasitic diseases in Poultry
7. Egg testing
8. Recycling of Poultry wastes

SECTION – B

Answer **all** the questions. Each question carries 10 marks.

3 x10 =30Marks

9. Define Poultry. Discuss the past and present scenario of Poultry industry in India
(OR)
10. Write in detail about the Principles involved in Poultry housing.
11. Give an account on Principles of feeding in poultry. Add a note on nutrient requirements for different stages of layers and broilers.
(OR)
12. Describe the commonly encountered viral, bacterial and fungal diseases in poultry.
13. Write an essay on methods of hatching.
(OR)
14. Explain the management practices involved in brooding and rearing.



UG- SKILL DEVELOPMENT COURSE
FINANCIAL MARKETS
(w.e.f. 2020-2021 A.Y.)

Semester	Course Code (SD)	Course Title	Hrs/Sem	Hrs/wk	Credits	Sem End Exam (2 Hrs)
III	Skill Development Course	Financial Markets	30	2	2	50 Marks

Learning Outcomes:

After successful completion of this course, the students will be able to;

- Acquire knowledge of financial terms
- Know the concepts relating to and markets and different avenues of investment
- Understand the career skills related to Stock Exchanges
- Comprehend the personal financial planning and money market skills

UNIT-I:

(06hrs)

Indian Financial System- its components - Financial markets and institutions

UNIT-II:

(10hrs)

Capital Market - its function - organizations - elements - (shares, debentures, bonds, mutual funds) debt market - Equity market (SEBI) and secondary market (NSE)

UNIT-III:

(10hrs)

Money market - Organized - Unorganized - Sub market (call money, commercial bills, Treasury bill, Certificate of Deposit, Commercial papers)

Co-curricular activities:

(04 hrs)

1. Collection and study of pamphlets, application forms etc.
2. Invited lectures on the field topics by local experts
3. Introducing Online classes from NSE
4. Field visit to mutual fund offices/share brokers
5. Observation, study and analysis of selected companies share prices
6. Assignments, Group discussion, quiz etc.

Reference books:

1. T.R. Jain R.L.Sarma - Indian Financial System- VK Global publisher
2. Jithendra Gala - Guide to Indian Stock markets Buzzing Stock publishing house
3. Saha Siddhartha- Indian financial System- and Markets - McGraw hill
4. Websites on Indian Financial markets.



MODEL QUESTION PAPERS

SKILL DEVELOPMENT COURSES
Semester: III
FINANCIAL MARKETS

Time:2Hrs.

Max Marks: 50

SECTION – A

Answer any **FOUR** questions. Each question carries 5 marks.

4 x 5 = 20Marks

ఈ క్రింది వాటిలో ఏదైనా నాలుగు ప్రశ్నలకు సమాధానం రాయండి.

1. Financial Institutions - విత్త సంస్థలు.
2. Call Money - తక్షణ ద్రవ్యము.
3. Certificate of Deposits - డిపాజిట్ల సర్టిఫికేట్.
4. Shares - షేర్లు.
5. Mutual Funds - మ్యూచువల్ ఫండ్స్.
6. Commercial Bills - వాణిజ్య బిల్లులు.
7. Treasury Bills - ఖజానా బిల్.
8. Primary Market - ప్రైమరీ మార్కెట్.

SECTION – B

Answer **all** the questions. Each question carries 10 marks.

3 x 10 = 30Marks

ఈ క్రింది వాటిలో ఏదైనా మూడింటికి ప్రశ్నలకు సమాధానములు రాయండి.

9. A) Write an essay on Financial system and its components in India.
విత్త పద్ధతి అనగా ఏమి? అందలి భాగాలను వివరింపుము.

(OR)

- B) Explain various financial Markets and their Institutions?
వివిధ విత్త మార్కెట్లను విశదీకరించి వాటి సంస్థలను తెలుపుము?

- 10.A) Explain the functions of capital markets in India?
భారతదేశంలోని మూలధన మార్కెట్ విధులను వివరించుము?

(OR)

- B) Explain the functions of SEBI?
సెబీ విధులను వివరించుము

11. A) Explain the types money market instruments?
ద్రవ్య మార్కెట్ యొక్క వివిధ రకాల సాధనాల ను వివరించండి

(OR)

- B) Write an essay on Indian money Market?
భారతదేశం యొక్క ద్రవ్య మార్కెట్ గురించి వ్యాసం రాయండి.