

INSTRUCTIONS TO CANDIDATES

1. **IMPORTANT** : CANDIDATES TO NOTE THAT ADDITIONAL SHEETS WILL NOT BE SUPPLIED AND CANDIDATES TO WRITE THEIR ANSWERS JUDICIOUSLY. CANDIDATES TO WRITE THEIR REGISTRATION NUMBER IN SPECIFIED SPACE ON FRONT PAGE ONLY. WRITING NUMBER OR NAME IN ANY OTHER PART OR MAKING SPECIFIC MARKS IS TREATED AS DELIBERATE ATTEMPT TO INFLUENCE EXAMINER AND WILL BE DEALT SERIOUSLY AS PER UNIVERSITY RULES(MALPRACTICE IN EXAMINATION).
2. Write on both sides. Do not write in the margin space.
3. Enter all details with Registration No., Programme, Semester etc. in the front page and do not write anything in any other space. Registration No. should be written legibly and shade the Corresponding circle in the OMR clearly with black/blue ball pen.
4. Candidates are required to put their signature and left hand thumb impression in the specified places.
5. No sheet shall be torn of from the answer-book provided, if any page is spoiled/damaged, put a line across it.
6. Do not leave any blank page between your answers. Answers written beyond blank pages may not be assessed, if by accident a page is left blank write on it "P.T.O" in bold letters.
7. At the end of the examination, answer-book whether written or blank, must be handed over to the Room Superintendent.
8. Nothing shall be written on the question paper or the blotting paper.
9. See that the answer-book supplied to you bear the signature of the Room Superintendent and date.
10. Write the question numbers (specifying the sub question, if any) in the margin and leave sufficient space after completion of answer to each question.
11. Exchange of writing materials, Communicating with other students, is strictly prohibited.
12. You will not be permitted to leave the examination hall until half an hour after the question papers are distributed.
13. During the last thirty minutes, you will not be allowed to leave the hall.
14. A Candidate is liable to be expelled from the examination hall and his/her case will be reported to the Registrar / Concerned officer of the University, if he / she
 - (i) Brings any book, notes, mobiles any electronic instruments etc., into the examination hall,
 - (ii) Speaks to or communicates in any other way with any other candidate while the examination is going on,
 - (iii) Or takes with him/her any answer-book written or blank or Question Papers, while leaving the examination hall during examination,
 - (iv) If found giving or receiving assistance, or copying from any paper book or notes or allowing any other candidates to copy from his/her answer book etc.
 - (v) Writes either on blotting paper or any other paper clues or points which might possibly be of help to any other candidates during the examination,
 - (vi) Uses or attempts to use in any other unfair means like smuggling in any other answer-book written outside or found guilty of impersonation,
 - (vii) Discloses his/her identity or makes peculiar marks in his/her answer-book,
 - (viii) Or uses abusive or obscene language or is guilty of any other misconduct of a serious nature.
15. A warning bell will be given ten minutes before the close of the examination. At the second bell, You must stop writing and be ready to hand over answer-book to the Room Superintendent. You must not leave your seat until all answer-books are collected by the Room Superintendent.
16. Candidates are forbidden to smoke or to take tea, coffee etc. In the Examination Hall, Drinking water will be supplied at the seat itself, if necessary.
17. Candidates who are not in their seats by the time notified, will not be admitted to the examination. The Chief Superintendent may however, at his discretion admit those who give him a satisfactory reason for the delay not exceeding 30 minutes after the commencement of examination.
18. A candidate who disobeys any instructions issued by the Chief Superintendent or Room Superintendent, or who is guilty of rude or disobedient behavior, is liable to be instantly expelled.
19. Use either blue or black ink pen or ballpoint pen. Do not change the color of ink in any condition. In case you are compelled to change the color do not forget to take the signature of Room Superintendent explaining him/her the situation.

Part - A.

no 1 Answer any five.

- a. Marketing management refers where the customer buy and sell the particular product in the market by analysing people location, & all is called as marketing management.
- b. Meaning of macro environment in marketing refers to macro means overall the marketing reaches or function their buying and selling method to national & also international & a whole world is called macro environment in marketing.
- c. Marketing Mix refers to a set of combination of buyers & sellers in the particular area like Place, Production, People, Process, Product, Promotion and Physical.
- d. Factor affecting the price of a product are
 - i) Personal Direct marketing, and
 - ii) Indirect marketing.

- b)
- e) Personal Selling refers to where, there are selected commodities where buy or sell the products.
- f) Rural marketing states that in every area must having a small business to purchase a necessary needs & wants.
- g) Direct marketing is a systematic & traditional form of communication between people & sellers by meeting face to face interaction with them.

Part - B

(Answer any 4)

2. The core concept of marketing is,

⇒ Meaning of marketing :- In simple where the buyers & sellers interact with each other directly or indirectly, tangible or intangible services in market area is called marketing.

The Concept of Marketing are :-

- 1) Need
- 2) Want
- 3) Demand
- 4) Value
- 5) Satisfaction

1)

1. Need :- It refers where a people wanted to purchase selected items like water, food, shelter the need of humans are less, but this in present the people are wanted to consume more & more if they are not satisfied of given things.

2. Want :- The purchasing power of humans compare to past days now they are wanted to have more large amount of products.

3. Demand :- In the market the demand of the customer was more compared to other things. If the product was not they will not choose it's alternative product to use the are demanded for that one product only.

4. Value:- For a Particular Single Product Which we use in daily each have it own value. Still the consumer wanted to take the Product not necessarily that it worth it by seeing value of the Product.

5. Satisfaction:- In economy consuming products for People will not satisfy by the Present Items Still they wanted to consume lot of products to use in daily life.

3. Meaning of Market Segmentation:-

It refers the collection of all the conditions it makes cut to sell the Products easily to the People.

Bases of Market Segmentation are:-

a. Physical Segmentation like:-

i) Age

ii) Gender

iii) life style.

b. Geographically Segmentation like:-

i) Nation

ii) world

c. Sociological Segmentation like:-

i) long term Investors

ii) Adversment.

d. Political Segmentation like:-

i) Government

ii) Public.

e)

4. Note on branding, Packaging & labeling,

→ Branding:- It refers that for each Particular Product has its own brand name, & image. Branding tells about the product information giving a brand name to the product like amul etc. that it has different classifications like milk, milk powder, Butter milk, etc. So by identifying the brand name we come to know which product is good or not to purchase.

Branding tells the product by seeing the covers of the product also.

Packaging: It refers that, the finalst stage of the product in manufacturing is to pack the product or items to keep safe & not get any harm on the items. In packaging also have the different types of methods to cover or pack the products like for a bottle it's has a different, for a box, Plastic items & non Plastic items. In a factory the process of Packaging is classified like this to protect by any harmful damages when the product or items the consumer purchase.

• Labling it refers that for each product has its own name, brand & label, to know the particular items or to easily find out the products by their names it should be labeled before exporting to the market area the wholesalers & retailers should be clear with this all information.

like expire date, manufacture date, address of Product instructions of the items & what is harm by that item or a product should be mentioned in the last Process of the factor by that the customer will Purchase the Product easy & there should be no harm to the customer as well as Marketers.

7. Note on Online marketing & Social media marketing :-

* Online marketing :- It refers that difference between the online & offline marketing in offline market we can easily touch the items or it's the process of exchange or we can make a total amount as much as less.

But in online marketing there, we cannot be touch or assume it was good or not by seeing the item's ratings in online we purchase the products. Once we Purchase for some of the products it as exchange or return options but not for every product. It was good for urgent buying Peoples like the apps called blinkit, & so on.

And if we talk about the clothes or any Cosmetic Products in online the buyers for them use the will not see the information correctly. Sometimes by this they will lost their money if there is no exchange or return option. If it possible it's not any harm to the buyer to purchase the products.

Social marketing:- Refers nowadays in social media some peoples are started social marketing by seeing in mobiles the product; the social marketers shows the different price after we purchase it tells the total amount some time more or less, in this also peoples are scamed so the usage of social media how much we use it depends on us. The social marketing tells shows not always a wrong product or not give a wrong services may be some issues it take place to do in social.

Part - C

(Answer any Three (3))

8. Scope and importance of marketing are

- Marketing is situation where the buyers & sellers interact with each other directly in the market area is called marketing.

- Importance of Marketing.

- 1) To achieve the business goals.
- 2) To create goodwill or reputation.
- 3) To Expand Business
- 4) To Undertake business activities.
- 5) To provide Promotion.
- 6) To Introduce new products.
- 7) To Expand market ~~sub~~ Process.

8)

Scope of Marketing

- 1) Personal selling x
- 2) Adverstment. x

1) Stages in new Product development are

- a) New Product Strategy
- b) idea generation
- c) idea Screening
- d) Evaluation
- e) Communication
- f) Market development
- g) development & testing
- h) ~~Cost~~ testing Sampling
- i) Financing

a) New Product Strategy: It refers to for the new business People how to start or creat the Product on the baised on the customer needs & wants in this present subitization it is use full to be New Product Planing.

- b) Idea generation: It is useful for both to create some ideas to their products by generating new skills, promoting in different way to attract the customers to buy that product. For the completed product they can change by adding some idea which they looks good without any damage to that product. And for beginners it is very useful to create their own ideas to their own products to get in market faster than the other product arise in market.
- c) Idea Screening: Refers that the idea should be screen by the all over pack of the product by seeing that the customer will be attract to that product without any problems.
- d) Evaluation: Before introducing in the market there must be checked products clearly. Once it was evaluated by the government or a companies CEO's it will be transfer to the retailers or wholesellers to provide / distribute the products to every market places all over the nation it get easy.

e) Comparatians:-

f) Market development :- For every business man are targeted to achieve the 1st in a market to introduce their product easy. And also by seeing the customer needs & wants of the present situations they must be know what they are wanted to purchase in the market by taking data they will work on that to sell their product what they wanted to have. By that the development of market will sometimes it will be high & less sometimes.

g) Development and testing :- It refers that, for every product which we see in the daily market the customer wants & demand are increased they wanted more develop for every products which they use daily also the want & demand for change.

- And about testing there must be the process of testing & reheating the product what the product was how it works. It be noticed by before the market place.

n.) ^{Sampling} ~~Cost testing~~ :- Before the product will come to the market the first sample the product before customer use.

i) Financing :- First we see the budget they should ~~exeried~~ for a new product, it after completing the product if it not provide good response it will effect to the owners.

ii) Factor affecting Promotion mix decisions .
Promotion mix is a set of combination of all the products to promote in the specific period of a time. ~~Promotion mix~~

Factors affecting Promotion mix are

i) Personal selling :- In Promotion mix method the selling of the products are also sell by face to face communication or the visit home to present there new product to directly to the customers to expand their business growth.

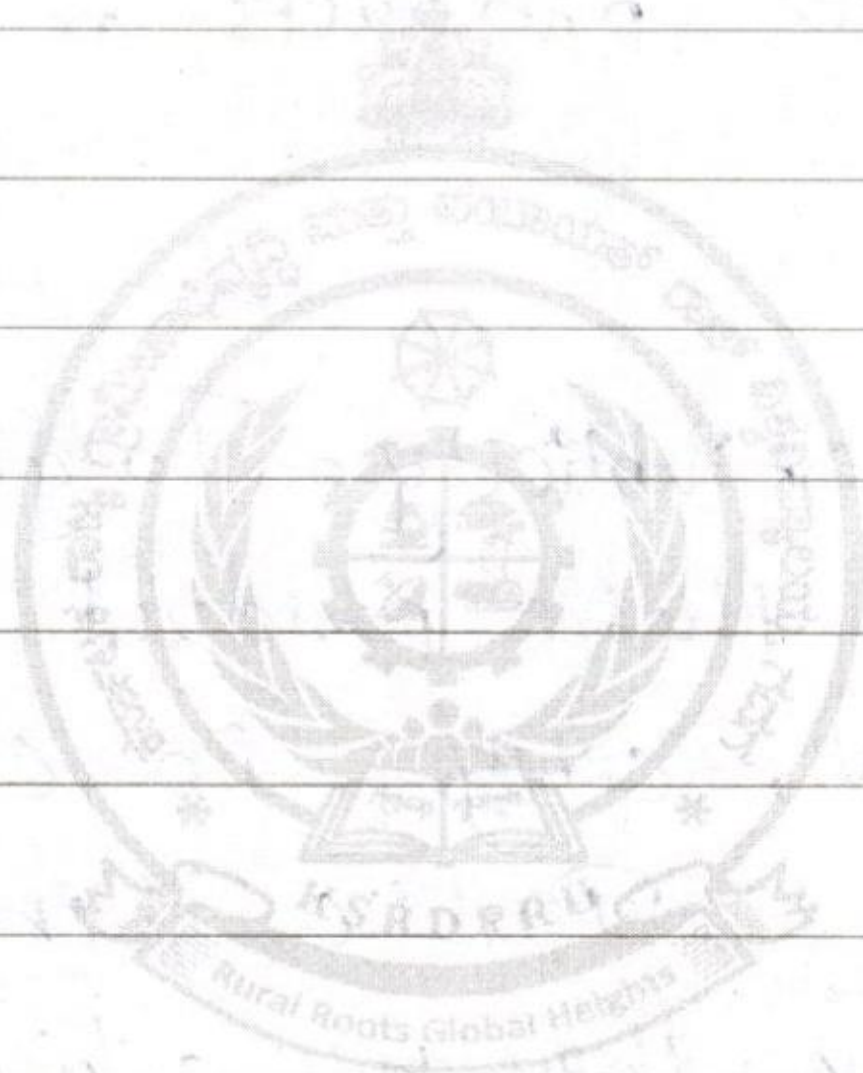
2. Direct marketing: refers that the product will also sent by direct method ~~121~~ by some product are linked with the online sectors in that the customer will directly on online market they will purchase what they want.

3. Advertisement: For non-communication or non people to run out product continuously they make some ads to attract people by watching in T.V, mobiles etc. For a brand products they will take the actors & for they will make by adding some animated videos or etc.

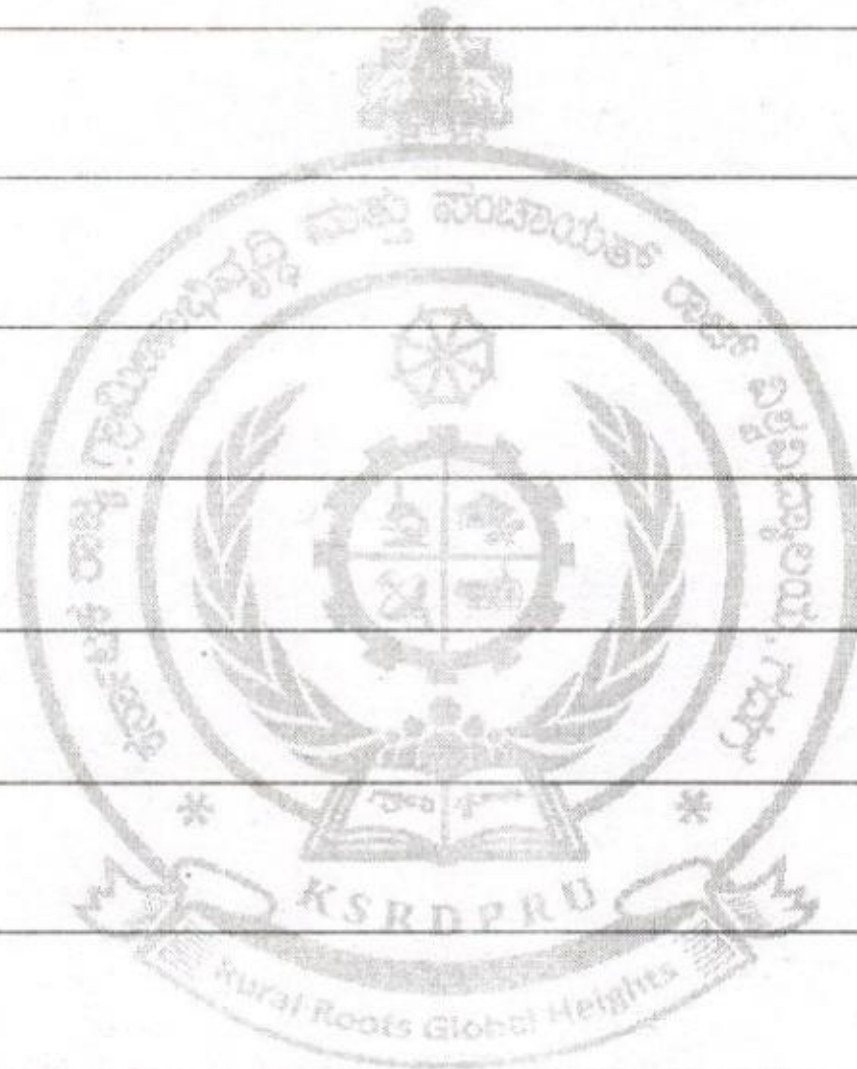
4. Social Network marketing: Where the customers are in network area they will find out by a daily or area data by collecting information they promote the customers about these products by promoting the social network with marketing will easily attract the products.

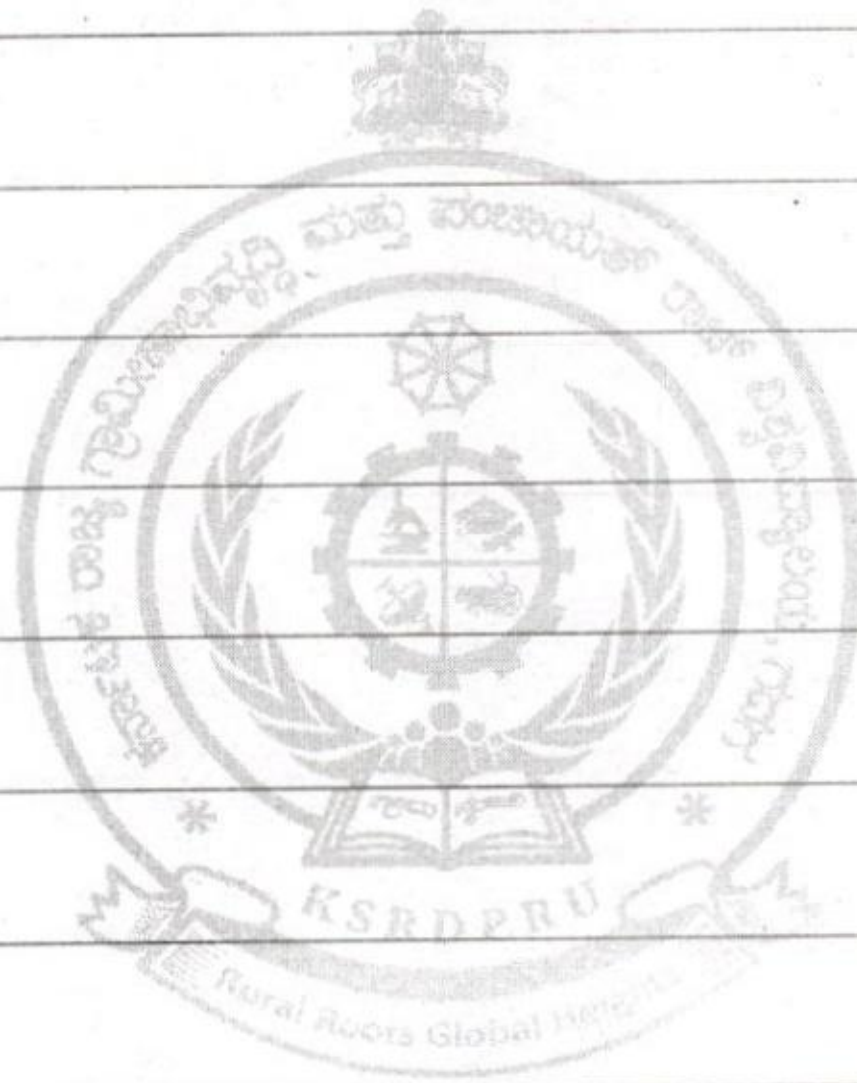
5) Social marketing: By this method the social Peoples or Customers will easily find out the related or recent Product or a items which are flow in the market by providing all related informations to the field of Social media like mobile, TV, Radios the Customers will figure out directly to the buyers to purchase the product by that they will Promote their products or items by adding.

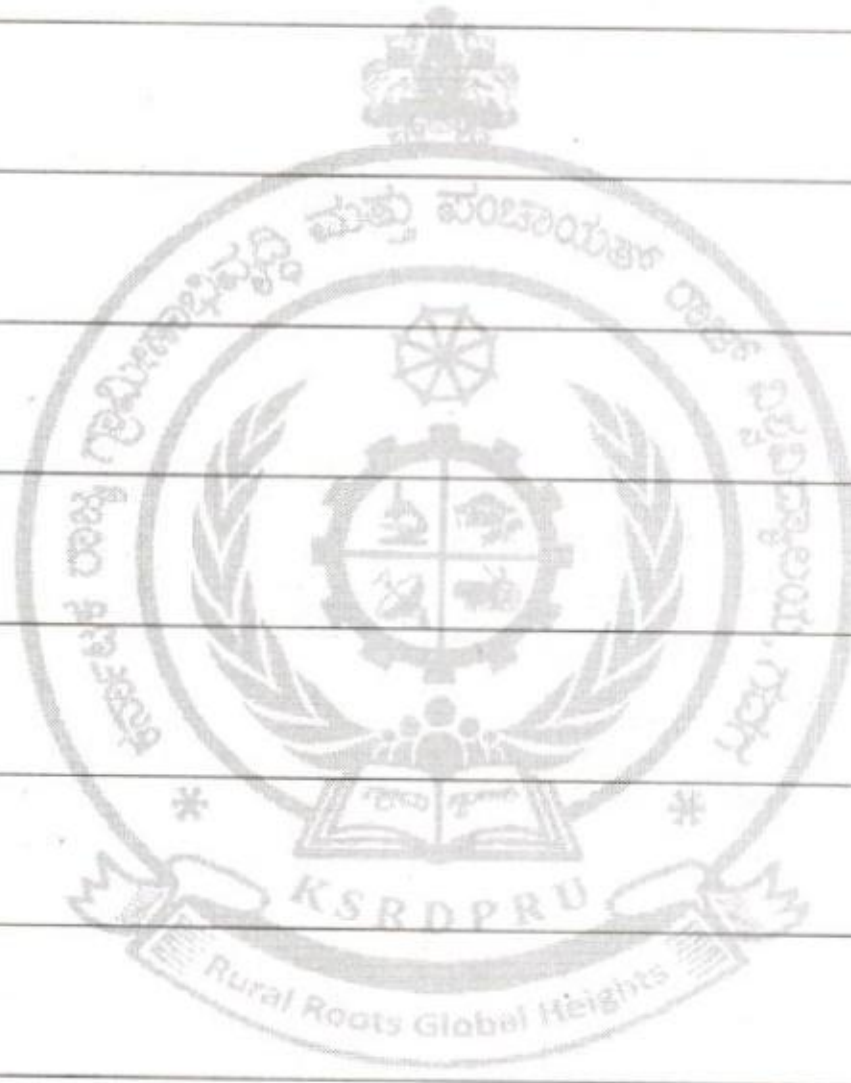
6) Public Responce / Publicity: To get promot should be they do these product public Peoples like villages, cities, in crowded Place like that if they Public there Product directly or in directly they will achive or they promote easily & easily by without any harm to the Customers as well as the market condition.

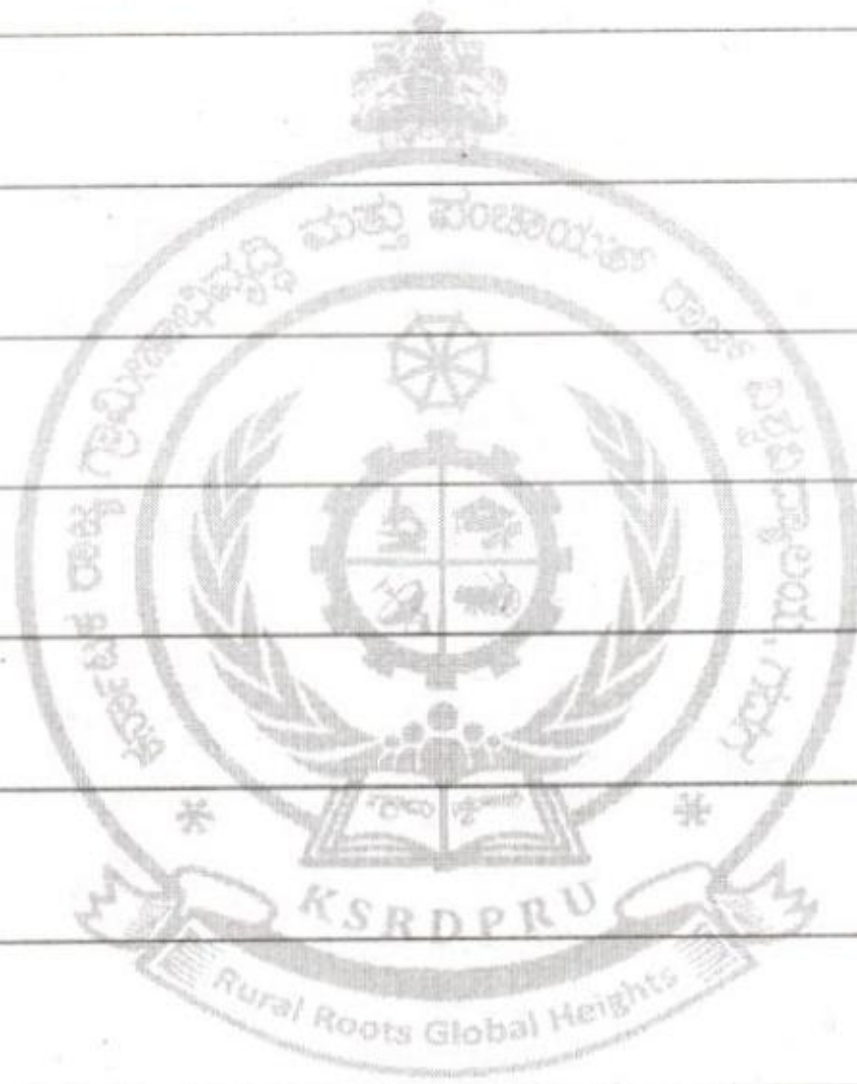




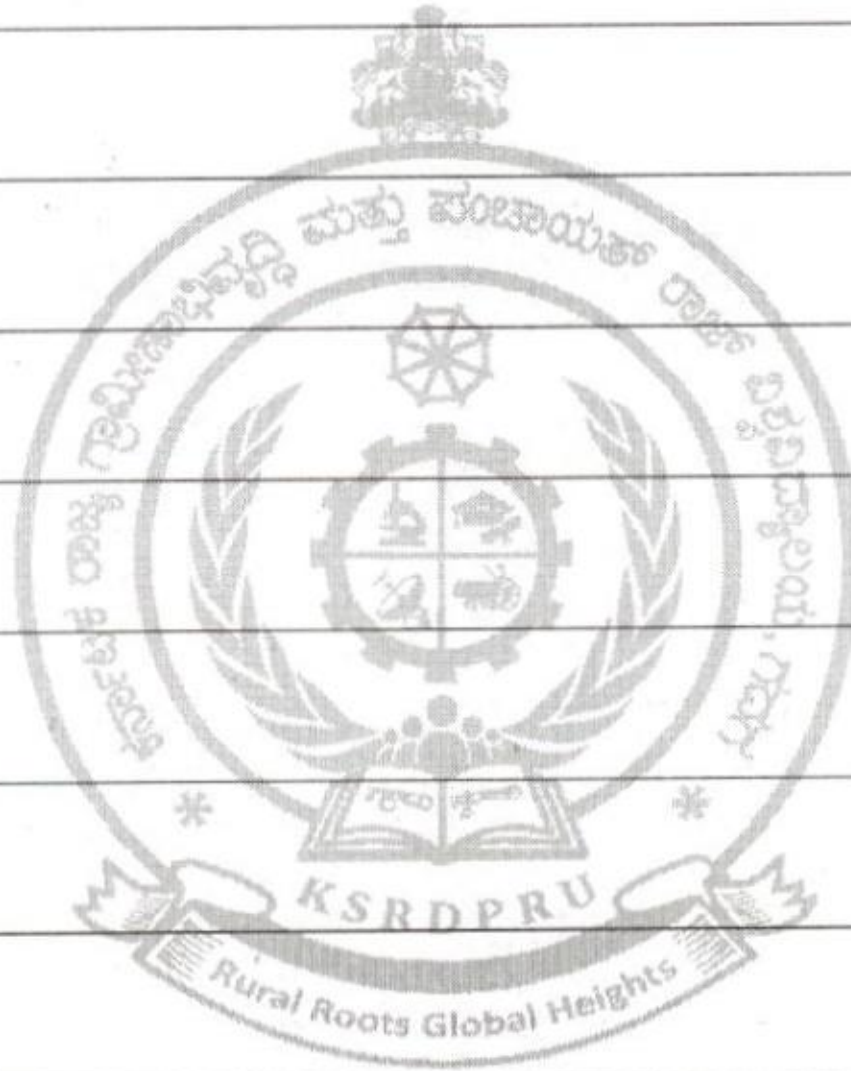




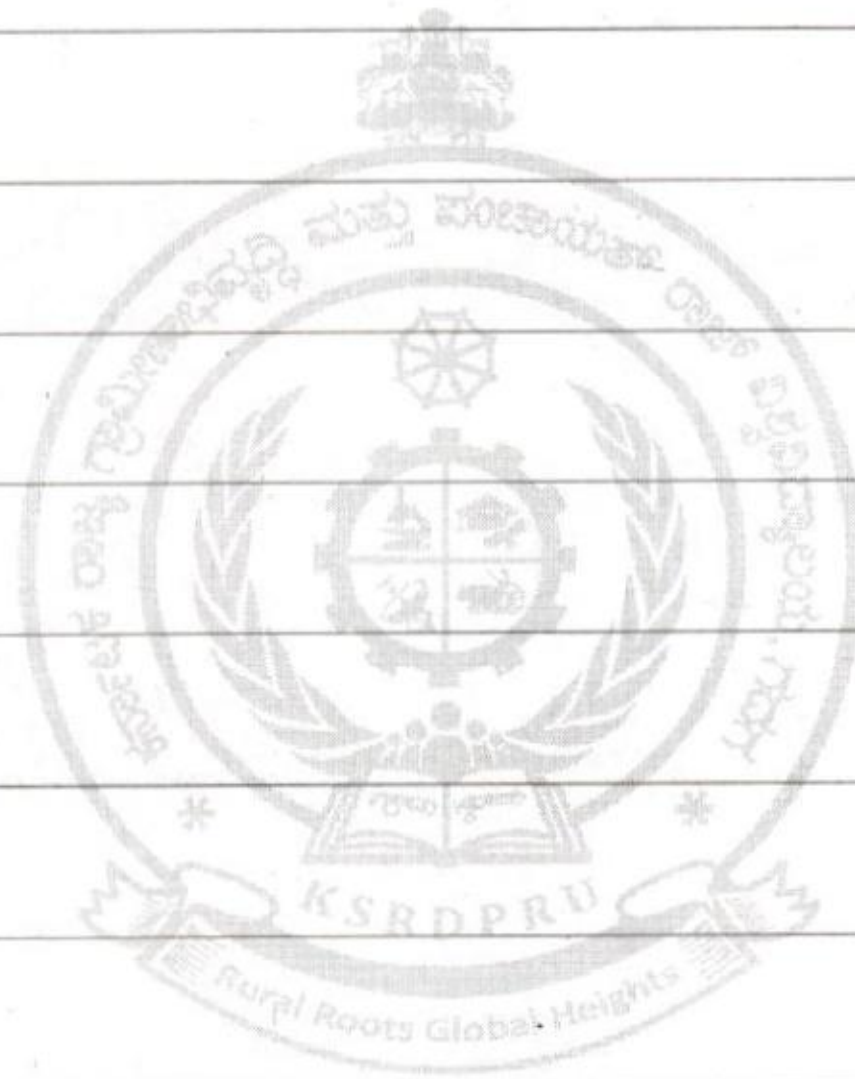




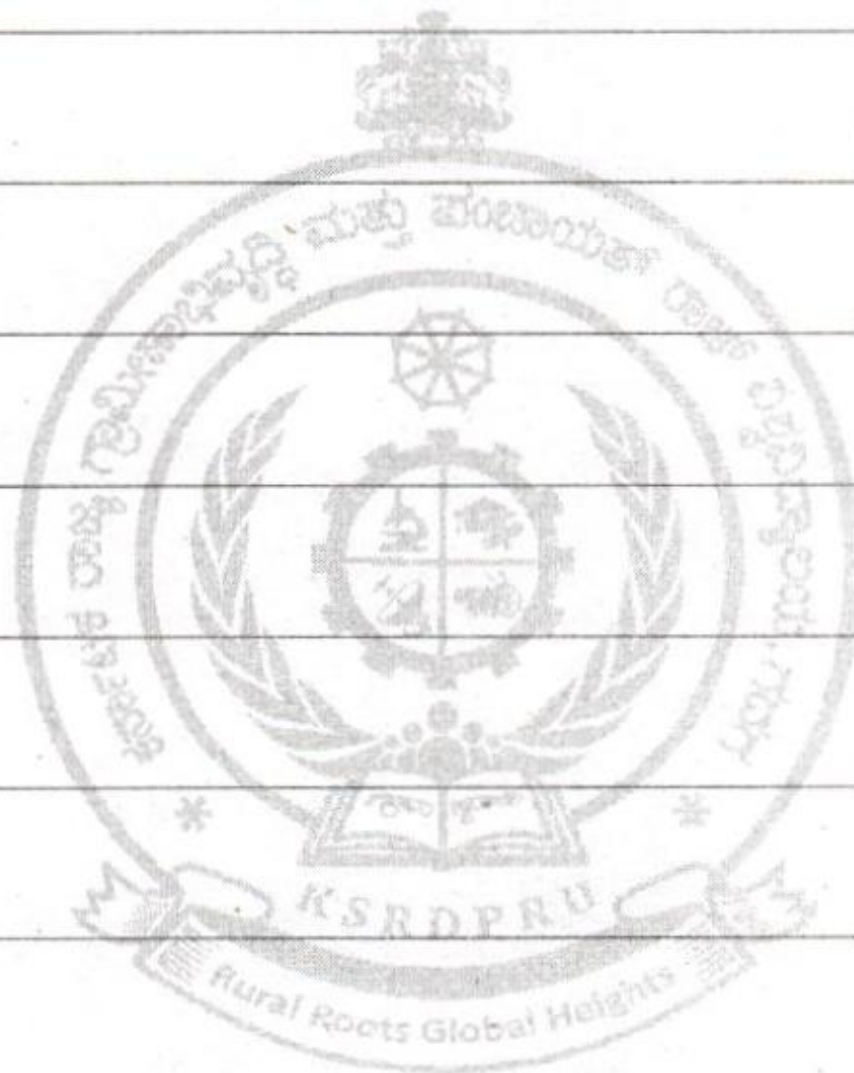




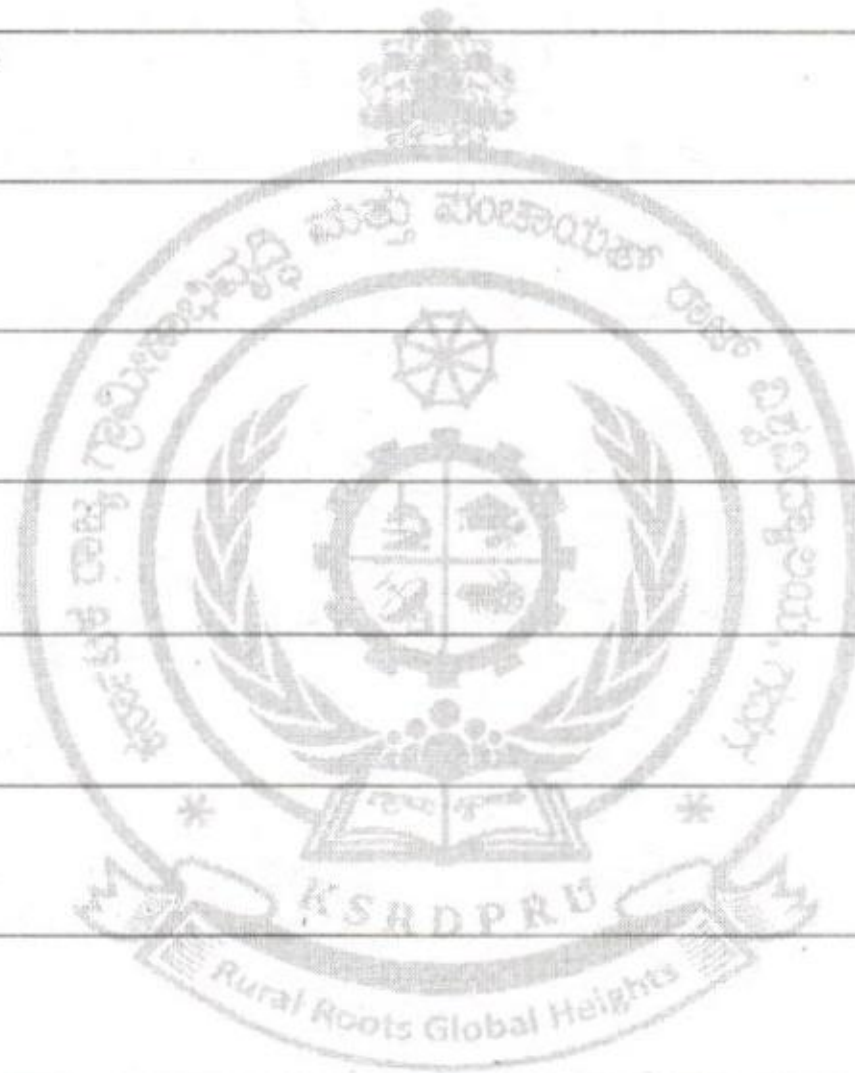


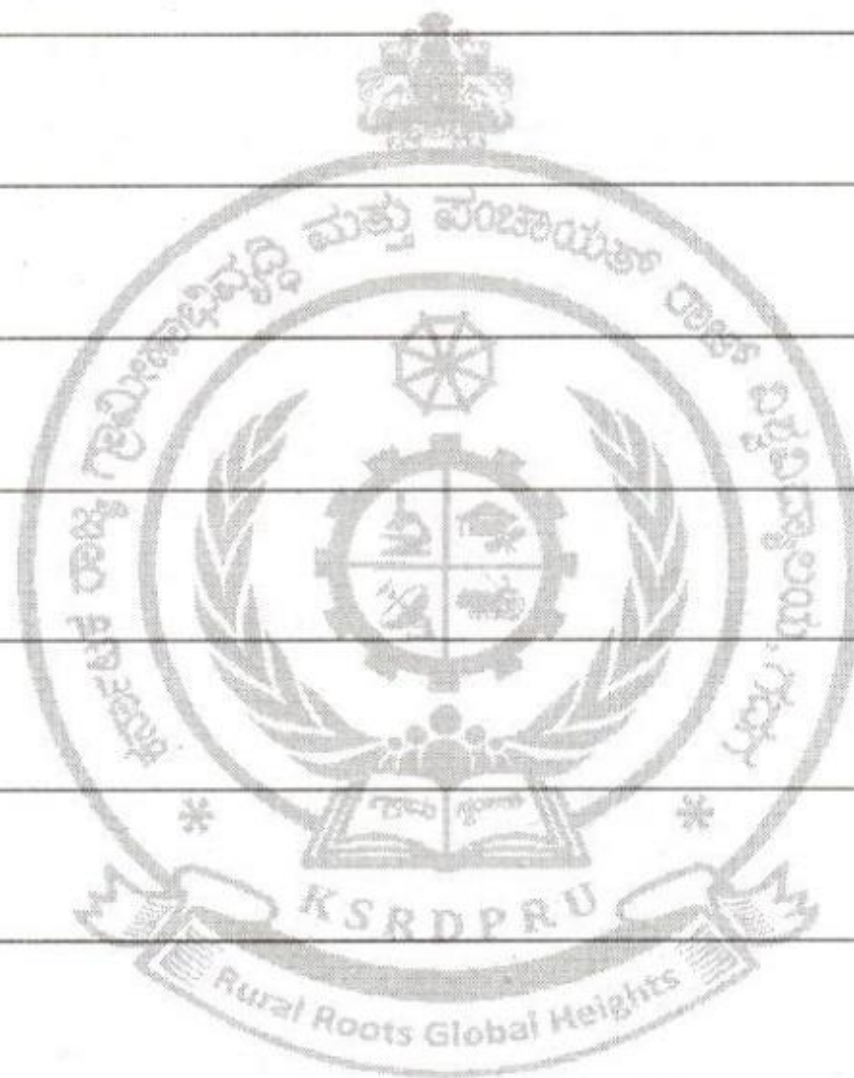




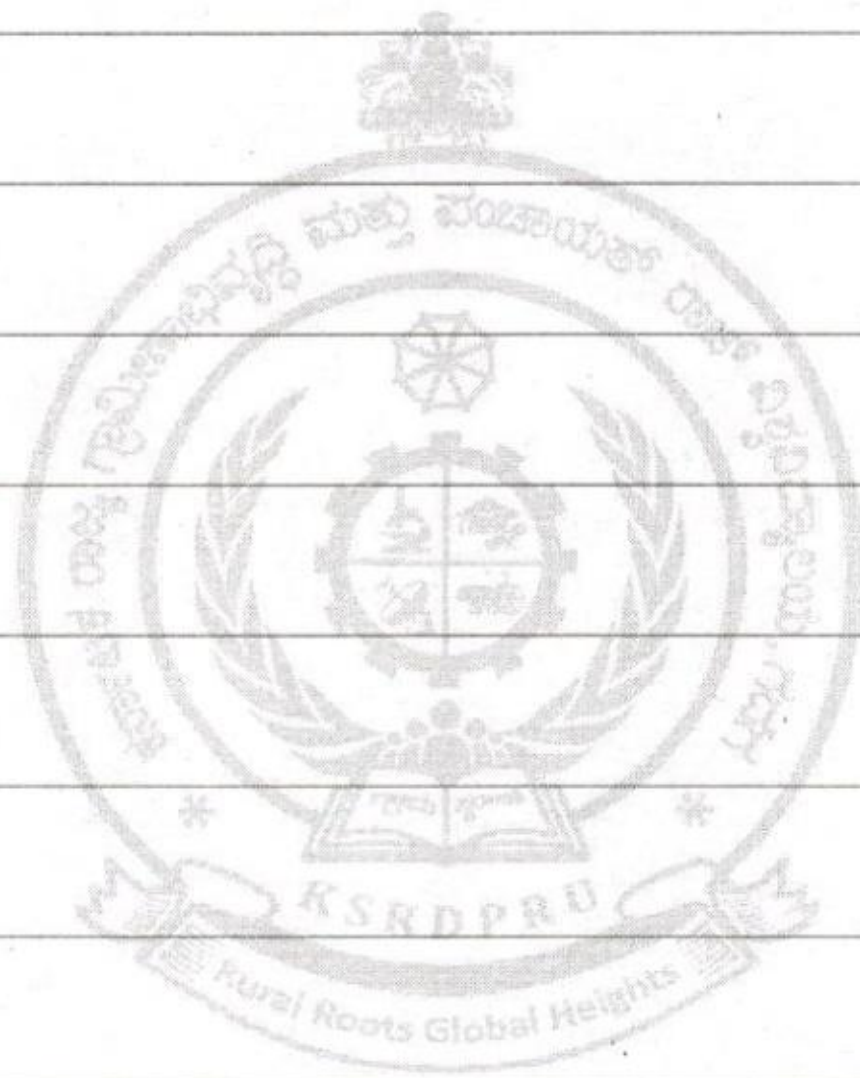


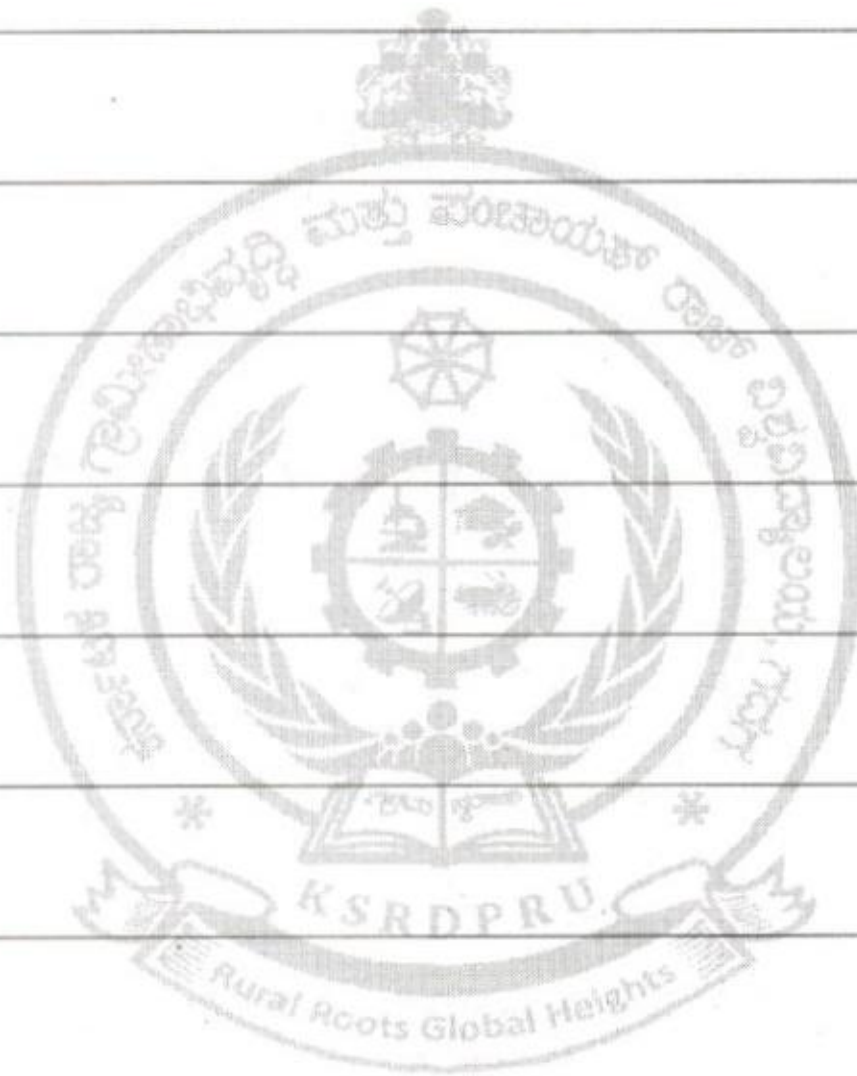


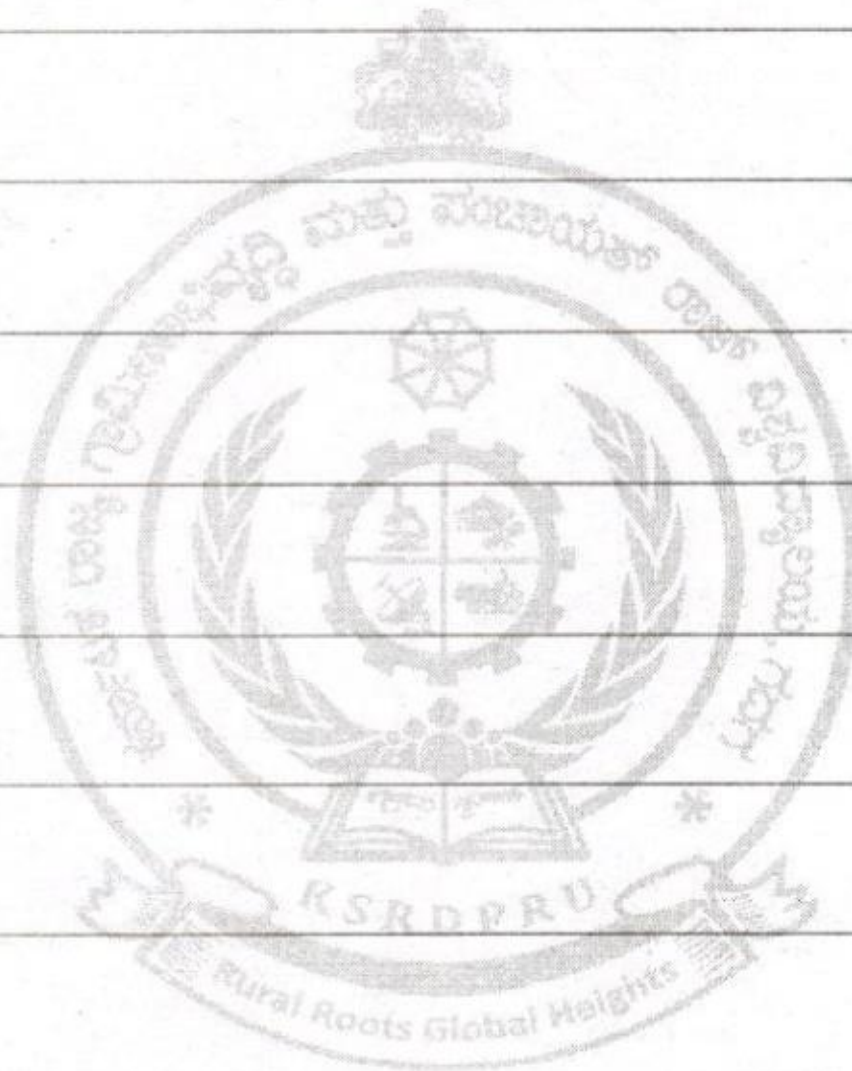


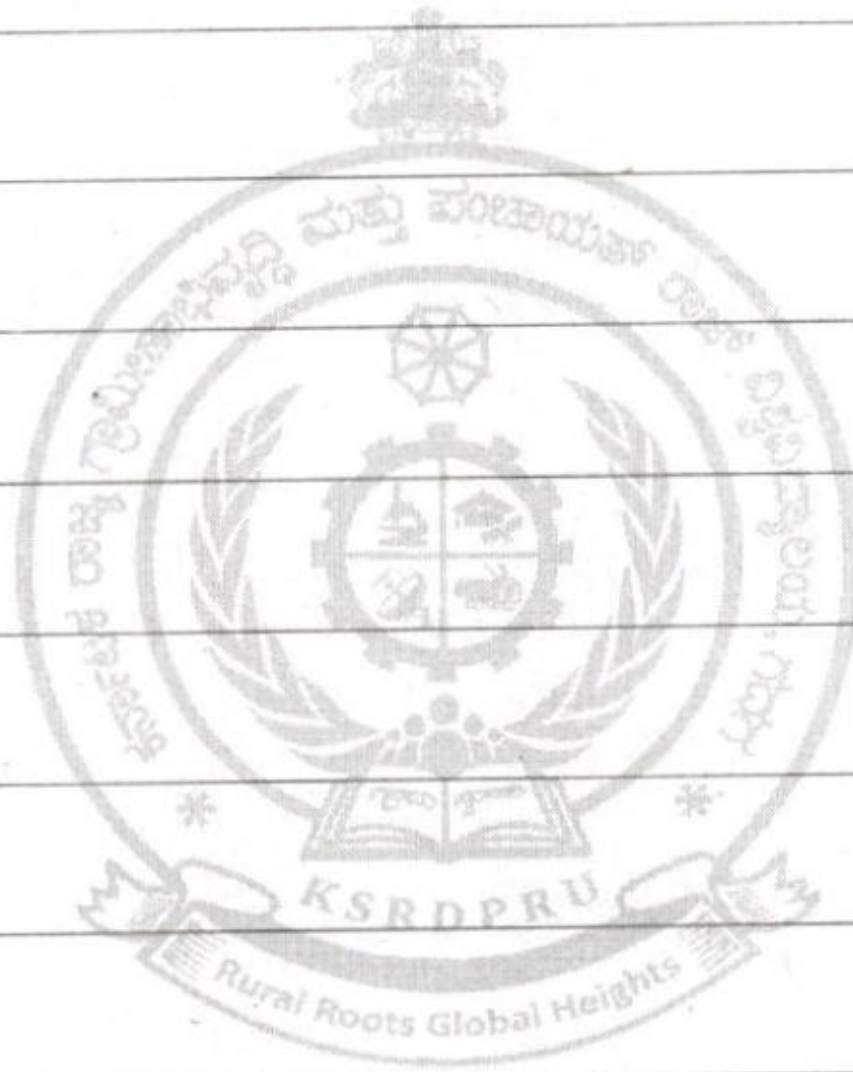


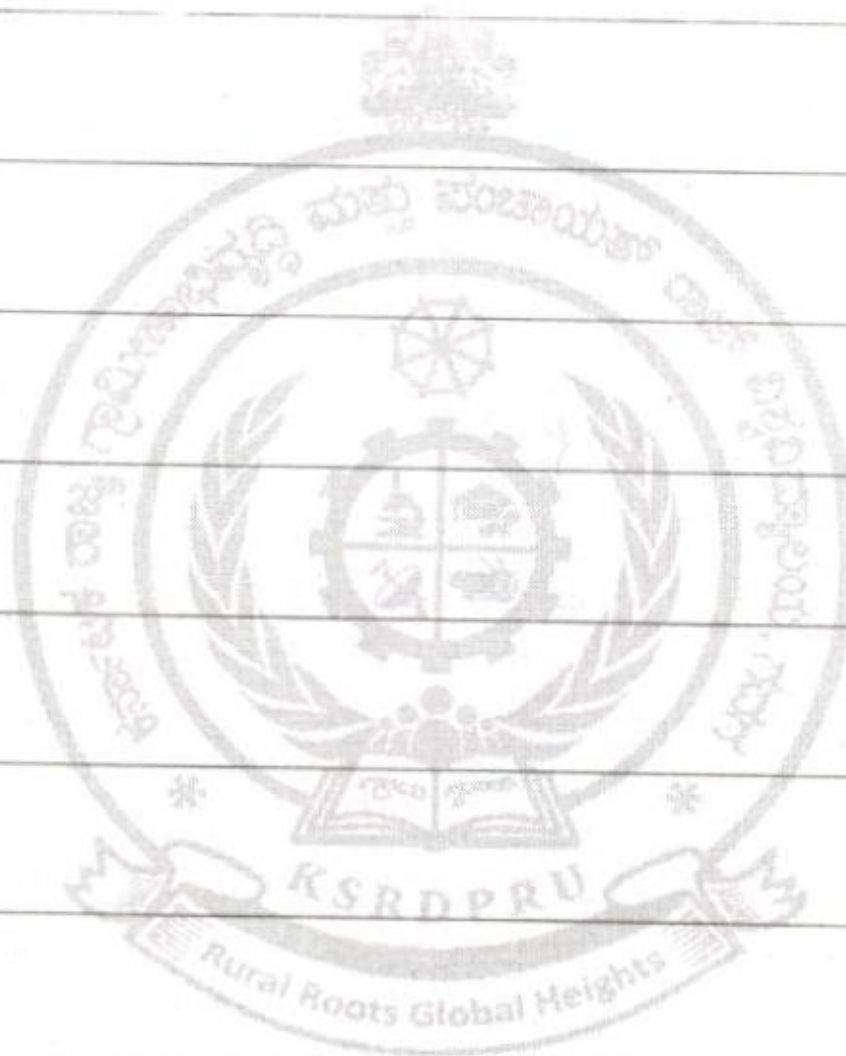












Work Sheet

ಪರೀಕ್ಷಾರ್ಥಿಗಳಿಗೆ ಸೂಚನೆಗಳು

1. ನಿಮಗೆ ಕೊಟ್ಟ ಉತ್ತರ ಪತ್ರಿಕೆಗಿಂತ ಯಾವುದೇ ಹೆಚ್ಚುವರಿ ಪುಟಗಳನ್ನು ಕೊಡಲಾಗುವುದಿಲ್ಲ. ಆದ್ದರಿಂದ ವಿದ್ಯಾರ್ಥಿಗಳು ಉತ್ತರ ಬರೆಯುವಾಗ ಪುಟಗಳ ಸದುಪಯೋಗದ ಬಗ್ಗೆ ಗಮನಿಸಬೇಕು. ವಿದ್ಯಾರ್ಥಿಗಳು ತಮ್ಮ ಸ್ಥಳಾಂಕವನ್ನು ಮೊದಲನೇ ಪುಟದಲ್ಲಿ ತೋರಿಸಿದ ಸ್ಥಳದಲ್ಲಿಯೇ ಬರೆಯತಕ್ಕದ್ದು ಮತ್ತು ಸ್ಥಳಾಂಕವನ್ನಾಗಲೀ ಹೆಸರನ್ನಾಗಲೀ ಬೇರೆ ಯಾವುದೇ ಸ್ಥಳದಲ್ಲಿ ಬರೆದರೆ, ಪರೀಕ್ಷಕರ ಸವಲತ್ತಿಗಾಗಿ ಸೂಚಿಸುತ್ತೀರೆಂದು ಪರಿಗಣಿಸಿ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಕಾಯ್ದೆ (ಪರೀಕ್ಷೆ ಅವ್ಯವಹಾರ ಅಪರಾಧಕ್ಕಾಗಿ) ಯನುಸಾರ ಶಿಕ್ಷೆಗೆ ಗುರಿಪಡಿಸಲಾಗುವುದು.
2. ಉತ್ತರ ಪತ್ರಿಕೆಯ ಎರಡೂ ಬದಿಗೆ ಉತ್ತರಗಳನ್ನು ಬರೆಯತಕ್ಕದ್ದು. ಮಾರ್ಜಿನ್‌ನಲ್ಲಿ ಉತ್ತರ ಬರೆಯತಕ್ಕದ್ದಲ್ಲ.
3. ಉತ್ತರ ಪತ್ರಿಕೆಯ ಮೇಲಿನ ಪುಟದಲ್ಲಿ ತಮ್ಮ ಪರೀಕ್ಷಾ ನೋಂದಣಿ ಸಂಖ್ಯೆ, ಕಾರ್ಯಕ್ರಮ, ಸೆಮಿಸ್ಟರ್, ಇತ್ಯಾದಿ ಎಲ್ಲಾ ವಿವರಗಳನ್ನು ನಮೂದಿಸಬೇಕು ಹಾಗೂ ಯಾವುದೇ ಕಾರಣಕ್ಕೂ ಬೇರೆ ಸ್ಥಳದಲ್ಲಿ ಏನನ್ನೂ ಬರೆಯಬಾರದು. ನೋಂದಣಿ ಸಂಖ್ಯೆಯನ್ನು ಸ್ಪಷ್ಟವಾಗಿ ಬರೆದು ಅದಕ್ಕೆ ಸಂಬಂಧಿಸಿದ ಓ.ಎಂ.ಆರ್ ವೃತ್ತವನ್ನು ನೀಲಿ ಅಥವಾ ಕಪ್ಪು ಬಣ್ಣದ ಬಾಲ್ ಪೆನ್ನಿನಿಂದ ಗುರುತಿಸತಕ್ಕದ್ದು.
4. ವಿದ್ಯಾರ್ಥಿಗಳು ತಮ್ಮ ಸಹಿ ಹಾಗೂ ಎಡಗೈ ಹೆಬ್ಬಟ್ಟಿನ ಗುರುತನ್ನು ನಮೂದಿಸಿದ ಸ್ಥಳದಲ್ಲಿ ಹಾಕಬೇಕು.
5. ತೆಗೆದುಕೊಂಡ ಉತ್ತರ ಪತ್ರಿಕೆಯ ಪುಟವನ್ನು ಹರಿಯಬಾರದು ಒಂದು ವೇಳೆ ಯಾವುದೇ ಪುಟವು ಹಾಳಾಗಿದ್ದಲ್ಲಿ ಅದರ ಮೇಲೆ ಕತ್ತರಿಯ ಗುರುತು ಹಾಕಬೇಕು.
6. ಉತ್ತರ ಪತ್ರಿಕೆಯಲ್ಲಿ ಖಾಲಿಯಾಗಿ ಪುಟಗಳನ್ನು ಬಿಟ್ಟು ಮುಂದಿನ ಪುಟದಲ್ಲಿ ಉತ್ತರಗಳನ್ನು ಬರೆದರೆ ಅವುಗಳನ್ನು ಗಣನೆಗೆ ತೆಗೆದುಕೊಳ್ಳಲಾಗುವುದಿಲ್ಲ. ಒಂದು ವೇಳೆ ಕಣ್ ತಪ್ಪಿನಿಂದ ಸಂಭವಿಸಿದ್ದಲ್ಲಿ ಹಿಂದಿನ ಪುಟದ ಮೇಲೆ ಪುಟ ತಿರುವಿರಿ (ಪು.ತಿ.ನೋ) ಎಂದು ಸ್ಪಷ್ಟವಾಗಿ ದಪ್ಪ ಅಕ್ಷರಗಳನ್ನು ನಮೂದಿಸಬೇಕು.
7. ಪರೀಕ್ಷಾ ಸಮಯ ಮುಗಿದ ನಂತರ ಉತ್ತರ ಪತ್ರಿಕೆಯನ್ನು ಖಾಲಿಯಾಗಿರಲಿ ಇಲ್ಲವೇ ಉತ್ತರಗಳನ್ನು ಬರೆದಿರಲಿ ಅದನ್ನು ಕೋಣೆಯ ಮೇಲ್ವಿಚಾರಕರಿಗೆ ಒಪ್ಪಿಸತಕ್ಕದ್ದು.
8. ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆಯ ಅಥವಾ ಬ್ಲಾಟಿಂಗ್ ಪೇಪರ್ ಮೇಲೆ ಏನನ್ನೂ ಬರೆಯತಕ್ಕದ್ದಲ್ಲ.
9. ಮೇಲ್ವಿಚಾರಕರು ಉತ್ತರ ಪತ್ರಿಕೆಯ ಮೇಲೆ ತಮ್ಮ ಹಸ್ತಾಕ್ಷರ ಹಾಗೂ ದಿನಾಂಕವನ್ನು ನಮೂದಿಸಿದರೆ ಬಗ್ಗೆ ಗಮನ ಹರಿಸಬೇಕು.
10. ಪ್ರಶ್ನೆಗಳ ಹಾಗೂ ಉಪಪ್ರಶ್ನೆಗಳ ಸಂಖ್ಯೆಯನ್ನು ಉತ್ತರ ಪತ್ರಿಕೆಯ ಮಾರ್ಜಿನ್‌ನಲ್ಲಿ ನಮೂದಿಸತಕ್ಕದ್ದು. ಪ್ರತಿ ಪ್ರಶ್ನೆಯ ಉತ್ತರ ಮುಗಿದ ನಂತರ ಸೂಕ್ತ ಸ್ಥಳ ಬಿಡುವುದು.
11. ಉತ್ತರ ಬರೆಯುವ ಸಾಮಗ್ರಿಗಳನ್ನು ಒಬ್ಬರಿಗೊಬ್ಬರಿಗೆ ಬದಲಿಸುವುದನ್ನಾಗಲಿ ಹಾಗೂ ಮಾತನಾಡುವುದನ್ನಾಗಲಿ ನಿಷೇಧಿಸಿದೆ.
12. ಪರೀಕ್ಷೆ ಪ್ರಾರಂಭವಾದ ನಂತರ ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ ನೀಡಿದ ಅರ್ಧ ತಾಸಿನವರೆಗೆ ಪರೀಕ್ಷಾ ಕೊಠಡಿಯನ್ನು ಬಿಟ್ಟು ಹೊರಗೆ ಹೋಗುವಂತಿಲ್ಲ.
13. ಪರೀಕ್ಷೆಯ ಕೊನೆಯ ಮೂವತ್ತು ನಿಮಿಷಗಳಲ್ಲಿ ಪರೀಕ್ಷಾ ಕೊಠಡಿಯಿಂದ ಹೊರಗೆ ಹೋಗುವಂತಿಲ್ಲ.
14. ವಿದ್ಯಾರ್ಥಿಗಳು ಈ ಮುಂದೆ ತಿಳಿಸಿದ ಯಾವುದಾದರೂ ಅಪರಾಧಗಳನ್ನು ಮಾಡಿದ್ದಲ್ಲಿ ಅವರನ್ನು ಪರೀಕ್ಷಾ ಕೊಠಡಿಯಿಂದ ಹೊರಗೆ ಹಾಕಲಾಗುವುದು ಹಾಗೂ ಸದರಿ ವಿಷಯವನ್ನು ವಿಶ್ವವಿದ್ಯಾಲಯದ ಕುಲಸಚಿವರು/ಸಂಬಂಧಪಟ್ಟ ಅಧಿಕಾರಿಗಳಿಗೆ ಸೂಕ್ತ ಕ್ರಮಕ್ಕಾಗಿ ವರದಿ ಮಾಡಲಾಗುವುದು.
 - (i) ಪರೀಕ್ಷಾ ಕೊಠಡಿಗೆ ನಕಲು ಪ್ರತಿಗಳಾದ ಪುಸ್ತಕ, ನೋಟ್ಸ್, ಚೀಟಿ, ಮೊಬೈಲ್ ಅಥವಾ ಇಲೆಕ್ಟ್ರಾನಿಕ್ಸ್ ಉಪಕರಣಗಳನ್ನು ತಂದರೆ.
 - (ii) ಪರೀಕ್ಷೆ ನಡೆಯುವ ವೇಳೆಯಲ್ಲಿ ಬೇರೆ ವಿದ್ಯಾರ್ಥಿಗಳ ಜೊತೆಗೆ ಮಾತನಾಡಿದರೆ ಅಥವಾ ಯಾವುದೇ ವಿಷಯ ತಿಳಿಸಿದರೆ.
 - (iii) ಪರೀಕ್ಷೆ ನಡೆಯುವ ವೇಳೆಯಲ್ಲಿ ಬರೆದ ಉತ್ತರ ಪತ್ರಿಕೆ ಅಥವಾ ಖಾಲಿ ಉತ್ತರ ಪತ್ರಿಕೆ ಅಥವಾ ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆಯನ್ನಾಗಲಿ ಪರೀಕ್ಷಾ ಕೊಠಡಿಯಿಂದ ಹೊರಗೆ ತೆಗೆದುಕೊಂಡುಹೋದರೆ.
 - (iv) ಪರೀಕ್ಷೆ ವೇಳೆಯಲ್ಲಿ ಬೇರೆ ವಿದ್ಯಾರ್ಥಿಗಳಿಂದ ಪರೀಕ್ಷೆಗೆ ಸಂಬಂಧಿಸಿದ ಯಾವುದೇ ನಕಲು ಪ್ರತಿಗಳನ್ನು ಕೊಡುವುದಾಗಲಿ/ತೆಗೆದುಕೊಳ್ಳುವುದಾಗಲಿ ಅಥವಾ ತಮ್ಮ ಉತ್ತರ ಪತ್ರಿಕೆಯಿಂದ ನಕಲು ಮಾಡಲು ಅನುವು ಮಾಡುವುದಾಗಲಿ ಮಾಡಿದರೆ.
 - (v) ಪರೀಕ್ಷೆ ನಡೆಯುವ ವೇಳೆಯಲ್ಲಿ ಬೇರೆ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಅನುಕೂಲವಾಗುವಂತೆ ಬ್ಲಾಟಿಂಗ್ ಪೇಪರ್ ಅಥವಾ ಯಾವುದೇ ಪೇಪರ್ ಮೇಲೆ ಸುಳಿವು ಅಥವಾ ಮಾಹಿತಿಯನ್ನು ಬರೆದರೆ.
 - (vi) ಪರೀಕ್ಷಾ ಸಮಯದಲ್ಲಿ ತಮ್ಮ ಅಥವಾ ಬೇರೆಯವರ ಉತ್ತರ ಪತ್ರಿಕೆಯನ್ನು ಕದ್ದು ತರುವುದನ್ನಾಗಲೀ, ಹೊರಗೆ ಒಯ್ಯುವುದನ್ನಾಗಲೀ ಮತ್ತು ಬೇರೆಯವರ ಪರವಾಗಿ ಉತ್ತರ ಪತ್ರಿಕೆ ಬರೆಯುವುದನ್ನು ಮಾಡಿದರೆ.
 - (vii) ವಿದ್ಯಾರ್ಥಿಯು ಉತ್ತರ ಪತ್ರಿಕೆಯಲ್ಲಿ ತಮ್ಮ ಗುರುತಿನ ಮಾಹಿತಿಯನ್ನು ನೀಡಿದರೆ ಅಥವಾ ವಿಶಿಷ್ಟ ಗುರುತುಗಳನ್ನು ಮಾಡಿದರೆ.
 - (viii) ಅಥವಾ ನಿಂದಾತ್ಮಕ ಭಾಷೆಯನ್ನು ಬಳಸಿದರೆ ಅಥವಾ ಅಶ್ಲೀಲ ಭಾಷೆಗಳನ್ನು ಬಳಸಿದರೆ ಅಥವಾ ಇತರೆ ಯಾವುದೇ ಗುರುತರವಾದ ಅಪರಾಧಗಳನ್ನು ಮಾಡಿದರೆ.
15. ಪರೀಕ್ಷೆ ಮುಗಿಯುವುದಕ್ಕೆ 10 ನಿಮಿಷ ಮುಂಚಿತವಾಗಿ ಮೊದಲ ಗಂಟೆ ಬಾರಿಸಲಾಗುವುದು. ಎರಡನೇ ಗಂಟೆ ಬಾರಿಸಿದ ಕೂಡಲೇ ಉತ್ತರಗಳನ್ನು ಬರೆಯುವುದನ್ನು ನಿಲ್ಲಿಸಿ ಕೊಠಡಿ ಮೇಲ್ವಿಚಾರಕರಿಗೆ ಉತ್ತರ ಪತ್ರಿಕೆಯನ್ನು ಸಲ್ಲಿಸಲು ಸಿದ್ಧರಾಗಿರಬೇಕು. ಎಲ್ಲರ ಉತ್ತರ ಪತ್ರಿಕೆಗಳನ್ನು ಪಡೆಯುವವರೆಗೆ ವಿದ್ಯಾರ್ಥಿಗಳು ಕೊಠಡಿಯಿಂದ ಹೊರಗೆ ಹೋಗತಕ್ಕದ್ದಲ್ಲ.
16. ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಪರೀಕ್ಷಾ ಕೊಠಡಿಯಲ್ಲಿ, ಚಹ/ಕಾಫಿ ಕುಡಿಯುವುದಾಗಲಿ, ಸಿಗರೇಟು ವಗೈರೆ ಸೇದುವುದಾಗಲಿ ನಿಷೇಧಿಸಲಾಗಿದೆ. ಅವಶ್ಯವಿದ್ದರೆ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಕುಡಿಯುವ ನೀರನ್ನು ಅವರಿದ್ದ ಸ್ಥಳದಲ್ಲಿಯೇ ಪೂರೈಸಲಾಗುವುದು.
17. ನಿಗದಿಪಡಿಸಿದ ವೇಳೆಗೆ ವಿದ್ಯಾರ್ಥಿಗಳು ಅವರ ಸ್ಥಾನದಲ್ಲಿರದಿದ್ದರೆ ಅವರಿಗೆ ಪರೀಕ್ಷೆಗೆ ಹಾಜರಾಗಲು ಅನುಮತಿಸಲಾಗುವುದಿಲ್ಲ. ಸರಿಯಾದ ಕಾರಣಗಳಿದ್ದಲ್ಲಿ ಮಾತ್ರ ಅನುಮತಿಯನ್ನು ನೀಡಲು ಸಂಬಂಧಿಸಿದ ಮುಖ್ಯ ಮೇಲ್ವಿಚಾರಕರಿಗೆ ವಿವೇಚನಾ ಅಧಿಕಾರವನ್ನು ನೀಡಲಾಗಿದೆ.
18. ಮುಖ್ಯ ಅಥವಾ ಕೊಠಡಿ ಮೇಲ್ವಿಚಾರಕರು ನೀಡಿರುವ ಯಾವುದೇ ಸೂಚನೆಗಳಿಗೆ ಅವಿಧೇಯತೆ ತೋರುವ ಅಥವಾ ಒರಟಾಗಿ ನಡೆದುಕೊಳ್ಳುವ ಅಥವಾ ಅವಿಧೇಯತೆಯಿಂದ ವರ್ತಿಸುವ ಅಭ್ಯರ್ಥಿಯನ್ನು ಆ ಕೂಡಲೇ ಪರೀಕ್ಷಾ ಕೊಠಡಿಯಿಂದ ಹೊರ ಕಳಿಸಲಾಗುವುದು.
19. ವಿದ್ಯಾರ್ಥಿಗಳು ಉತ್ತರ ಪತ್ರಿಕೆಗಳಲ್ಲಿ ಕೇವಲ ನೀಲಿ/ಕಪ್ಪು ಶಾಹಿಯ (ಇಂಕ್) ಪೆನ್ನನ್ನು ಅಥವಾ ಬಾಲ್ ಪೆನ್ನನ್ನು ಮಾತ್ರ ಉಪಯೋಗಿಸಬೇಕು. ಯಾವುದೇ ಪರಿಸ್ಥಿತಿಯಲ್ಲಿ ಶಾಹಿಯ ಬಣ್ಣವನ್ನು ಬದಲಾಯಿಸುವ ಹಾಗಿಲ್ಲ. ಒಂದು ವೇಳೆ ಅನಾನುಕೂಲತೆಯಿಂದಾಗಿ ಬಣ್ಣವನ್ನು ಬದಲಿಸುವುದಾದರೆ ಉತ್ತರಗಳನ್ನು ಬರೆಯುವುದಕ್ಕಿಂತ ಮೊದಲು ವಿಷಯವನ್ನು ಕೊಠಡಿಯ ಮೇಲ್ವಿಚಾರಕರಿಗೆ ತಿಳಿಸಿ ಅವರ ಸಹಿಯನ್ನು ಪಡೆಯಲು ಮರೆಯದಿರಿ.