# 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

1

a marketing management is a process of the activity with buyers & sellers exchanging the good of services to money and moneyels worth.

b. macro Environment in marketing means is a Domographical, THROUH OUH Exchange rate, social environment, Technology Environment Politics & natural environment. Thats is called macro environment.

c The marketing is a refer to include the marketing process go to the product, price, place and promotion this all ate mix that is called marketing mix.

d * TO the product quantity & quality.
* TO cosumer satisfied the product.
* & cost price wm low.

e The personal selling is a to the product to attract the customer. & the product cost low, quality quality will be high to go to the customer & product ability to say it & The proper & give it to earn the money that is called personal selling.

f The rural marketing is a rural people are it the buy it the and satisfied the product & the product has a customer attractive & ability rural people income this all are point to the rural marketing. village people the the buyer & seller communication between rural marketing

g. Direct marketing is a process Of Face to face the buyer & seller between the exchanging Of the ~~prod~~ goods & service to ~~Act~~ money. to Attractive customer & communication with the customer buy

the product. that is called as Direct marketing.

3. The market segmentation is a divide for a large into smaller, the company to start the smaller company & the distrubution, awerance, stress, sales all ate the impact on the easy to customer buyed & served with a ability of the market segamen -tion. Ex:- sale, Purchase,

scopes marketing

* need for organizations
* Information search
* evaluation

1 Geographical
2 Demographical
3 Syocological
4 behavior

1) Geographical

Geographical is a diveteing of the parts. examples rural area, city, nation, Area.

2> Demographical

Demographical is a a the age, income, occupation this all abe it.

3> syocological

The syocological means is a family, vlaves, learning this abe the points

4> behavior

The customer buying behaviour with the study & to attracte the customer to flowe to sell the products.

4. * Branding

The branding is a refer to the product. the product identify the prodct and the symbol, name, logo this abe all is concerted is called as branding.

Branding is a important of the product. why? The Product recongnised by that name, logo, ate symbul.

Branding is a pnduwing of the product. and branding awerarness.

* Packing

Packigig is a refer to the Protecting the product. and easy to transpotatiun and storage, selling if that is called packing.

types of packing

~~tete retretatiun packing~~

1) Primaty packing
2) secondaty packing
3) teretéry packaging

1) Primaty packaging is a direct to the Product Packing.

2) secondary Packaging is a refer to the second covet packing. Primaty Packaging next secondary Packaging

3) te Betely Packaging

The te Betaty Packaging is a trasportation, bags many types of it.

* Labeling

Labeling is a display of the product. and the protuct How much or How money include is to Bday to produt full deatails of the prodvct labeling.

Ex: Fat,

Labeling is a process of the produt the customer buy the product but the product when, How. include the manufacting date, exparing date will labeling on the Product that is labeling.

6. 1) Advertising
2) personal selling
3) Sales promotion
4) ~~matority~~ Public relationship
5) direct marketing

1) Advertising

Advertising is process of the product selling. Advertising if to sale increase it the types of Advertising. Advertising refir to the increase sale and to promoting the product. Examples local, Retail, brand nation, social, political, Business, infilm eletronic this all are many types of advertisment.

2) Personal selling

Personal selling is a pridurt benfits to say the other persons & to create buind the product ability. & the peoples ose sellet & buyes exchanging of the Produt & they atitomatic increase the sales.

3) sales promotion

sales promotion refer to the product. sales promotion to advice, advertising, E-mail marketing, online marking, to the launch of the new product to publicity it. The sale promotion means the product attracting to the customer & social original selling the good of service that is called sales promotion.

4) Public relationship

The public relationship means the product sell to the customer but the one person to three person, the three person to another three persona that is means to the sales in increase it. The product is best company product, quality, quantity & price low this all ade point to say that is public relationship.

s> direct marketing

direct marketing is a face to face recognization to the sell the product. and the direct marketing is a not be return. To cheak the product & the buy it not return it, that is caled direct marketing.

9. 1> need recognization

2> search information

3> Evaluvation

4)

5)

types

Geographical

De

10. The Product development means the product to creat a such Something new & invention & that is called the new product development.

1 Idea generation
2 Idea screening
3 online market
4 test marketing
5 Public selling
6 Product Development
7 commercialization
8 review for the marketing

1) Idea generation

The Idea generation is a new product development. the new such thing of the product. The Product idea includes ate innovation to create to new product.

2) Idea & screening

The Idea screening is innovation the new product to help in the market how to sell the Product that is called Idea screening.

3> test marketing

The product test to the market the sale or not sale to check the product. & not sale to include new features & new trent start it.

4> Public selling

The relationship and Public selling to the promoting the product & selling it. to the Product ability how increase selling that is public selling.

5 online marketing

online Marketing is a refer to the cash of delivery, pay amounting for phone pay, google pay, pay tem, many types online marketing is a speed but time saved it that one point of new Product development.

6) Product development

The product development means the market, place - online, selling, public selling, dire selling, online marketing. Include new feaches, & quality, quantity will be higher.

7) Commersalazation

Commersalazation means the product in the market. How Increase buyers & product sompthig include, cost price will low to disevs to it.

8) review for the matketing.

The Product will totoly sell it & include ne features & review for the matketing. How is product & other compitative product. Price, quality quantity will review for the marketing of the product

11 1 Penetration Pricing
2 Skim pricing
3 competative Pricing
4 primium Pricing

price is means the value of of the product. to consmers to pay it consumed the product to satisfied it & buyer & seller exchanging for goods or service for money & money is worth that is pricing.

1) Penetration Pricing

The penetration Pricing strategie is a high level of Pricing. The product sell it the product focused only higher level of Prices. of goods. The goods will be higher ~~so~~price the product will be quality, quanity & include fresh items & to promoting it & launching otherwise the production cost will be high there because the Penetration pruduct will be higher level of price.

2) Skim pricing

Skim pricing is a refer to the all tomato. middle class, poor class, rich people will be buy the products that is called as skim pricing. The product cost of the product type it ten rupees dairy milk chocolate to buy the poor class people buy the ten rupees chocolate. and ~~too~~ hundred rupees dairy milk chocolate buy the middle class peoples. & Five hundred rupees dairy milk chocolate buy the rich people the product will be same but the wait, quality, quantity will be change that is skim pricing.

3) compitative pricing

compitative pricing means the other co-product will be here but out product will be compitative product. The Dove soap & Luxe soap. The Dove soap

price will be fifty & lux price wil fifty but dove soap manager price will be fourty. The customers will be buy the lux soap buyers ate go to the other co-product Dove soap that is compitative strategies.

4) Optimum pricing.

The optimum pricing is a defery of the no one be can compitate but you will be decide the your product price & buyers buy the product of the price. optimum price means that is sen to Increase to sell the products that is optimum pricing strategies.

12. Promotion mix

promotion mix is a refer to the promotion product, place, price, & promotion that ate all include thatis is called as promotion mix.

1 Product mix

2 Price mix

3 Place mix

4 Promotion mix

1) product mix

The product mix is a refer to the the product. the types of the product The Product is tongible or Intongible are tind it. tongiable product is a grut and Intangible is a service. that is called product mix. The buyer & sellpr to exchanging the product or service that is calsed Product. there are types of of product basic product, cuto product, potential, maturing and agument product. that is called product mix.

2 price mix

The price mix is a refit to the value for the produla

29523

the buyer & seller to exchanging the good of service to moneys. but the consumer will be pay the product price but the consumer will be satisfied it that is called as price promotion mix.

3> Place mix

The place mix is a refer to the providing the goods & services. The tangible are goods & intangible are service. The whole there is making to providing the plate to easy to transportion. & cost will be less. place is a refer to a easy transportation system & heavy. to goods vicals are providing the market to easily. that is called as plate promotion mix.

4. promotion mix

Promotion mix is a term to the communication. The buyer & seller exchange for the goods of services. the tangible are goods and Intangible are service. The buyer & seller communication between a product to promoting the communication using the promoting, Advertising, personal selling, sales promotion this many types of all are the promotion mix.

29523

7.

* online marketing

online marketing is a refer to the easy way to home to buy the product. when come the product date. details will be there.

online marketing is a process of only buy the product not be person communication will be your phone. the online marketing is a easy to buying it & emergency.

benefits of online marketing

* expenses low
* time save
* stress not be
* return to product service.
* exchanging

types of online marketing

1 E-mail marketing.
2 Social media marketing.

3> Search engine organization

4> PPS online marketing.

* Social media marketing

The social media marketing is a term to social issues marketing. The buyer & seller communication between exchange for the goods & services. to money & monetary worth.

The social media marketing is a Face book, Instagram, whatapp telegram, Linkdeen many types of social media use to promoting the products & Increase the selling.

* Communicating the buying the product
* Communicating the selling the product
* Promoting
* Free samples

8 marketing is a process of the communication between the buyer & seller & exchanging the goods of service. for money in markets with. the tangible is goods & Intangible is service.

Two types environment.

1) micro environment
2) macro environment

macro environment

1 Demography : age, income
2 Interest rate & exchange rate
3 social environment
* technology environment
~~matto environment~~ is
* political / legal environment
* nature environment.

2. marketing is process of the of these plat form & but marketing is activity of the promoting the product to sell the product.

core product
basic Product
agument product
potencia product
matubity product.

1 core product is a basic essincia poduct.

2) basic product is a process of the basic requires.

3) potencien protuct are Instagram, whatsapp, link den, facebook

4) matubity means best / highest in maximum profit.

29523

# 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 ಏನನ್ನು ಬರೆಯತಕ್ಕದ್ದಲ್ಲ.
9. ಮೇಲ್ವಿಚಾರಕರು ಉತ್ತರ ಪತ್ರಿಕೆಯ ಮೇಲೆ ತಮ್ಮ ಹಸ್ತಾಕ್ಷರ ಹಾಗೂ ದಿನಾಂಕವನ್ನು ನಮೂದಿಸಿದರ 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 ಮೇಲ್ವಿಚಾರಕರರಿಗೆ ಉತ್ತರ ಪತ್ರಿಕೆಯನ್ನು ಸಲ್ಲಿಸಲು ಸಿದ್ಧರಾಗಿರಬೇಕು. ಎಲ್ಲರ ಉತ್ತರ ಪತ್ರಿಕೆಗಳನ್ನು ಪಡೆಯುವವರೆಗೆ ವಿದ್ಯಾರ್ಥಿಗಳು ಕೊಠಡಿಯಿಂದ ಹೊರಗೆ ಹೋಗತಕ್ಕದ್ದಲ್ಲ.
16. ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಪರೀಕ್ಷಾ ಕೊಠಡಿಯಲ್ಲಿ, ಚಹ/ಕಾಫಿ ಕುಡಿಯವುದಾಗಲಿ, 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.