



(Pages : 3)

F – 3891

Reg. No. : .....

Name : .....

**Third Semester B.A./B.Sc. Degree Examination, January 2019**  
**First Degree Programme under CBCSS**  
**ENGLISH (Language Course)**  
**EN 1311.1/EN 1311.3 : Writing and Presentation Skills**  
**(Common for B.A./B.Sc. (Language Course VI) & Career Related 2 (a)**  
**(Language Course V)**  
**(2015 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions, **each** in a word or sentence :

A) Rewrite the following sentences, correcting the errors, if any.

- 1) Egg and bacon are my breakfast.
- 2) She asked whether she can take it.
- 3) The moon as well as the sun give light.
- 4) My brother brought some furnitures yesterday.
- 5) Nasim likes fishing, diving and to swim.

B) Write **one** synonym **each** for the following words.

- 6) narrow
- 7) noble
- 8) nature
- 9) offer
- 10) answer.

(1×10=10 Marks)

II. Answer **any eight**, **each** in a short paragraph **not** exceeding **50** words.

- 11) Define writing.
- 12) What is 'note-making' ?
- 13) Explain 'mind mapping'.
- 14) Why is 'planning' important in writing ?

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- 15) How does revision help in writing good passages ?
- 16) What is the importance of preparing the first draft ?
- 17) How does 'Googling' help in the process of writing ?
- 18) Why is creating an outline an important step in writing ?
- 19) What is the significance of collecting information ?
- 20) What are the various stages of writing that enable a writer to create an ideal piece of writing ?
- 21) Why is research a significant step in the process of writing ?
- 22) "Deciding on the topic and defining the purpose play a major role in writing".  
Explain. **(8×2=16 Marks)**

III. Answer **any six** as directed.

- 23) You have lost your mobile. Write an e-mail to the service provider requesting them to block the SIM card.
- 24) Write a précis of the following passage reducing it to **one third** of its length :  
Overpopulation is today a very serious problem in many countries of the world and this includes India. It is closely related to other problems such as food and water shortage, unemployment, overcrowding and lack of basic facilities. Many governments have tried to solve the problem in different ways. Unfortunately, some of the measures adopted are rather extreme and these have not really been effective in reducing the population in the countries concerned. Thus, it is seen that sterilizing by force, having laws restricting the number of children a married couple may have and making larger families a punishable offence are methods that anger people and defeat the purpose altogether. On the contrary, educating people and spreading the message of a small family, improving the conditions of women, especially in rural areas and making them aware of the advantages of having fewer children and offering tax rebates and other incentives have proved effective in many parts of the world and in our country as well.
- 25) Prepare a report on the various activities conducted by the National Service Scheme unit of your college, highlighting three major activities undertaken last year – traffic rules awareness campaign, blood donation camp and book exhibition.



- 26) Draft a letter of complaint to the owner of a footwear store, regarding the damage to the pair of shoes you bought from that store a week ago.
- 27) Prepare a questionnaire to evaluate the quality of the water supply system in your locality.
- 28) What are the points to be remembered while preparing slides for a presentation ?
- 29) Prepare a cover letter and a resume for the post of an English teacher in a school.
- 30) What are the tips for writing effective survey questions ?
- 31) Prepare a presentation (including 10 slides) on the topic 'Pollution'.

**(6×4=24 Marks)**

IV. Answer **any two** as directed.

- 32) Write an essay on "Terrorism as a global threat".
- 33) "An increased awareness and careful observance of the landmarks in the process of writing make writing hassle-free". Explain.
- 34) Imagine that you are the secretary of the arts club in your college. Write a report on the activities of the club. The report is to be published in the college magazine.
- 35) You have ordered fifty copies of a book from ABC Publishing Company. When the order was delivered, you found that the package had only forty-five copies of the book. Write a letter of complaint to the manager of the company requesting her to supply the missing copies. **(2×15=30 Marks)**



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Reg. No.: .....

Name : .....

**Third Semester B.Com. Degree Examination, January 2019**  
**Career Related First Degree Programme Under CBCSS**  
**Core Course – IV**  
**CX 1342/HM 1342/TT 1342 : ADVANCED FINANCIAL ACCOUNTING**  
**(Common for Commerce and Tax Procedure and Practice/Commerce**  
**and Hotel Management and Catering/Commerce and Tourism and Travel**  
**Management)**  
**(2014 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** word to a maximum **two** sentences. **Each** question carries **1** mark.

1. How gaining ratio is calculated ?
2. State the methods according to which Partner's capital accounts are maintained.
3. What is dissolution of firm ?
4. Who will bear the deficiency when all partners become insolvent ?
5. What is scrip dividend ?
6. What is capital reserve ?
7. What is intrinsic value of shares ?
8. What is absorption ?
9. What are the methods of reorganization of capital ?
10. What is external reconstruction ?

**(10×1=10 Marks)**

P.T.O.



## SECTION – B

Answer **any eight** questions **not** to exceed in **one** paragraph. **Each** question carries **2** marks.

11. How is the balance of revaluation account dealt with ?
12. What is meant by partnership deed ?
13. List out any two circumstances under which a partnership is compulsorily dissolved.
14. What is Realisation account ?
15. What is security premium ?
16. What is calls in arrears ?
17. What is amalgamation in the nature of purchase ?
18. What is purchase consideration ?
19. What is 'capital reduction account' ?
20. What is meant by subdivision of shares ?
21. What are the purposes for admitting a new partner in a firm ?
22. What journal entry will you pass in the following situations :
  - a) Unrecorded asset of Rs. 15,000 is taken over by X, a partner on dissolution of a firm.
  - b) Y, a partner paid the realisation expenses Rs. 10,000 on behalf of the firm. **(8×2=16 Marks)**

## SECTION – C

Answer **any six** questions **not** to exceed in **120** words. **Each** question carries **4** marks.

23. What is meant by 'fluctuating capital method' ?
24. What is divisible profit ?
25. Distinguish between purchase method and pooling of interest method.



26. What are the objectives of internal reconstruction ?
27. A, B, C had been in partnership for many years and shared profit and losses in the ratio of 1:2:2. Their respective capital were :  
A – ₹ 10,000    B – ₹ 10,000    C – ₹ 2,000  
The partners decided to dissolve the partnership following a falloff in demand. On dissolution, there was a loss of ₹ 15,000 to be shared among the partners. C was insolvent and unable to contribute anything towards his deficiency which had to be borne by his co-partners. You are required to prepare partners' capital accounts to record the above matters applying Garner Vs. Murray rule.
28. Given below are the Balance Sheets of X Ltd. and Y Ltd. as at 31<sup>st</sup> March 2015 at which date Y Ltd. was taken over by X Ltd.

	X Ltd.	Y Ltd.	Particulars	X Ltd.	Y Ltd.
Equity share capital (₹10 each)	5,00,000	10,00,000	Fixed assets	22,00,000	11,00,000
Reserves	22,50,000	4,00,000	Current assets	9,30,000	4,65,000
12% debentures	2,20,000	1,10,000			
Sundry creditors	1,60,000	55,000			
	<b>31,30,000</b>	<b>15,65,000</b>		<b>31,30,000</b>	<b>15,65,000</b>

How the purchase consideration will be settled if X Ltd. agrees to take over only the fixed assets of Y Ltd. and to discharge the purchase consideration by issuing equity shares of ₹10 each at a premium of ₹ 45 per share.

29. Give journal entries for the following transactions in connection with internal reconstruction.
- a) 10,000 equity shares of ₹ 10 each fully paid, reduced to shares of ₹ 5 each fully paid.
  - b) 100, 8% debentures of ₹ 1,000 each converted into 500, 6% debentures of ₹100 each.
  - c) The debit balance of profit and loss account ₹ 50,000 and the preliminary expenses of ₹10,000 were written off.
  - d) The value of plant and machinery and stock were written-down by ₹ 20,000 and ₹ 10,000 respectively.



30. On dissolution of the firm, the book value of assets were Rs,1,00,000. 50% of the assets were taken over by a partner A, at a discount of 20%. Out of the remaining assets. 40% were sold at a profit of 30% on cost and the balance being obsolete realized nothing. Give journal entries to record the realisation of assets.
31. Show the following items in the Balance Sheet of Nelson Ltd. as per revised schedule VI as on March 31, 2018 :

	Rs.	
8% Debentures	10,00,000	
Equity share capital	50,00,000	
Securities premium	20,000	
Preliminary expenses	40,000	
Statement of Profit and Loss (cr.)	1,50,000	<b>(6×4=24 Marks)</b>

## SECTION – D

Answer **any two** questions in **not** exceeding **four** pages. **Each** question carries **15** marks.

32. P, J and K are partners in a firm sharing profits and losses in the ratio of 3:2:1. They decided to dissolve the partnership business as on 31<sup>st</sup> December, 2017. Following is the Balance sheet as on that date

Liabilities	Rs.	Assets	Rs.
Capitals		Goodwill	6,000
P	20,000	Machinery	25,000
J	10,000	Furniture	3,000
K	2,000	Stock	10,000
Bank overdraft	6,000	Debtors	6,000
Sundry creditors	12,000		
	<b>50,000</b>		<b>50,000</b>



The following assets were realized in cash :

Machinery Rs. 22,000, 50% of stock at Rs. 3,500, and Debtors were collected at 15% less than their book value. Goodwill could not realize any value. Remaining 50% of stock was taken over by P at Rs. 3,200. Furniture was taken over by J at Rs. 2,400. Realisation expenses were Rs. 300. Prepare necessary ledger accounts to close the books of the firm.

33. The summarised Balance Sheets of A Ltd. and B Ltd. as on 1.1.2017 are as under :

	A Ltd.	B.Ltd.		A.Ltd.	B.Ltd.
Equity share capital (Rs.10)	2,00,000	1,00,000	Land and Buildings	2,50,000	1,60,000
12% Preference share capital (Rs.10)	1,00,000	-	Stock	30,000	40,000
9% preference share capital (Rs.10)	-	1,00,000	Debtors	10,000	20,000
Reserve	30,000	50,000	Bank	70,000	45,000
Profit and loss account	20,000	10,000			
Creditors	10,000	5,000			
	<b>3,60,000</b>	<b>2,65,000</b>		<b>3,60,000</b>	<b>2,65,000</b>

On the above date A Ltd. decided to absorb B Ltd. under the following terms :

- a) A Ltd. will take over all the assets and liabilities of B Ltd.
- b) The equity shares of B Ltd. will be given 11,000 equity shares of Rs. 10 each.
- c) Preference shares of B Ltd. will be converted into 7,500, 12 % Preference shares of A Ltd.

Show necessary ledger accounts in the Books of B Ltd. and pass journal entries in the books of A Ltd.





34. The following is the Trial balance of Adarsh Ltd. On 31-03-2015

Debit Balances		₹	Credit Balances		₹
Stock	7,50,000		Share capital (40,000 equity shares of ₹100)	40,00,000	
Purchases	18,50,000		12% debentures	30,00,000	
Wages	9,79,800		Sales	41,50,000	
Premises	30,72,000		P/La/c (31.3.2014)	2,62,500	
Salaries	2,02,250		Sundry creditors	4,00,000	
Plant	33,00,000		General Reserve	2,50,000	
General expenses	68,350		Bills payable	3,70,000	
Interim Dividend Paid	3,92,500		Provision for bad debts as on 1.4.2014	35,000	
Goodwill	2,50,000				
Debtors	8,70,000				
Preliminary expenses	50,000				
Cash in hand and at bank	4,06,500				
Calls in arrear	75,000				
Bad debts	21,100				
Debenture interest paid	1,80,000				
	<b>1,24,67,500</b>				<b>1,24,67,500</b>

**Adjustments :**

- Stock on 31-03-2015 was worth ₹ 9,50,000.
- Depreciate plant at 15%.
- Half year's debenture interest due.
- Write off ₹ 5,000 from preliminary expenses.
- Create 5% provision on debtors for doubtful debts.
- Make provision for income tax @ 50%.

Prepare Trading a/c, profit and loss a/c for the year ended 31-03-2015 and the balance sheet as on that date in the prescribed form.



35. The following was the Balance Sheet of G Ltd. as at 31<sup>st</sup> March, 2015

Equity share capital .			Goodwill	1,00,000
1,20,000 equity shares of			Machinery	5,08,500
Rs.10 each	12,00,000		Furniture	1,02,750
Less : Calls in arrear			Stock	2,05,000
on 30,000 shares	90,000	11,10,000	Debtors	1,50,000
Sundry creditors		1,54,250	Bank	15,000
Provision for taxation		40,000	Preliminary	15,000
			expenses	
			Profit and	
			Loss account	2,20,000
			Less :Profit	2,08,000
			for the year	12,000
		<b>13,04,250</b>		<b>13,04,250</b>

The following scheme of reconstruction was approved :

- a) Forfeit the share on which calls outstanding and re issue as fully paid share of Rs.7 each at Rs. 5 per share.
- b) Reduce the paid up capital by Rs. 3 per share.
- c) Write off machinery by Rs. 1,00,000.
- d) Extinguish the deficiency in profit and loss account and write off goodwill and preliminary expenses.
- e) Utilize the provision for taxation, if necessary.

Draft necessary journal entries and draw company's Balance sheet after implementation of the scheme.

**(2×15=30 Marks)**



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Reg. No.: .....

Name : .....

**Third Semester B.Com. Degree Examination, January 2019**  
**Career Related First Degree Programme Under CBCSS**  
**Complementary Course**  
**PG 1331.1 : SOCIAL INFLUENCES**  
**(2017 Admn.)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions. **Each** question carries **1** mark. Fill in the blanks.

1. Person perform an action simply by the orders of another is called \_\_\_\_\_
2. The extent to which we are attracted to a particular social group and want to belong to it is \_\_\_\_\_
3. Limited capacity to engage our willpower and control our own thinking and emotions is \_\_\_\_\_
4. A process where by people transmit information about their ideas and feelings to each other \_\_\_\_\_
5. In a group the reward structure in which the group members are functionally interdependent \_\_\_\_\_
6. A set of persons who are related to one another as part of the system is \_\_\_\_\_
7. A procedure for gaining compliance in which request begin with a large request and then, when this is refused, retreat to a smaller one \_\_\_\_\_
8. Rules indicating that how people are expected to behave in a specific situation \_\_\_\_\_

P.T.O.



9. Communication between individuals that does not involve the content of spoken language is \_\_\_\_\_
10. \_\_\_\_\_ are negative reactions to threats to one's personal freedom.
- (10×1=10 Marks)**

#### SECTION – B

Answer **any eight** questions in a paragraph. **Each** carries **2** marks.

11. What is compliance ?
  12. Attitude and Persuasion.
  13. Attitude inoculation.
  14. What is bargaining ?
  15. What is conflict ?
  16. Elaboration likelihood model of persuasion.
  17. Importance of conformity.
  18. Discuss cohesiveness.
  19. What are norms and how it affects behaviour ?
  20. What is a low ball procedure ?
  21. How can peace be achieved ?
  22. Elaboration likelihood model of persuasion.
- (8×2=16 Marks)**

#### SECTION – C

Answer **any six** and **not** to exceed **120** words. **Each** carries **four** marks.

23. Why do people conform with others ?
24. What are the Cialdin's six principles of compliance ?
25. Elucidate the cognitions of persuasion.



26. Describe persuasive communication.
27. Why the cooperation among larger group members drop steadily ?
28. What is competition ?
29. Describe a strategy of bargaining and factors affecting bargaining.
30. What is GRIT ?
31. What leads to conflict ?

(6×4=24 Marks)

SECTION - D

Answer **any two** questions in **not** exceeding **four** pages **each**. **Each** question carries **15** marks.

32. Science of social influence tells us we can change our attitude. But why we cannot change several social attitudes potentially harmful to people still exist.
33. What is Conflict ? Describe the type of conflicts.
34. What is Compliance ? Describe various tactics to increase the compliance.
35. Discuss the influence of mass media and the kind of propaganda on behaviour.

(2×15=30 Marks)



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F – 4179

Reg. No.: .....

Name : .....

**Third Semester B.Com. Degree Examination, January 2019**  
**Career Related First Degree Programme Under CBCSS**  
**2(a) – Commerce and Tourism and Travel Management**  
**Vocational Course – III**  
**TT 1371 : TOURISM MARKETING**  
**(2013 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**  
**(Very Short Answer Question)**

One word to maximum of **one** sentence. Answer **all** questions. **Each** question carries **one** mark.

1. What is Tourism Marketing ?
2. What is market segmentation in tourism ?
3. What is festival tourism ?
4. What is cuisine ?
5. What is merchandising ?
6. What is Kerala travel mart ?
7. Tourism products.
8. What is Selling concept ?
9. What is public relations ?
10. What is Press conference ?

**(10×1=10 Marks)**

P.T.O.



SECTION – B  
(Short Answer)

Not to exceeding **one** paragraph. Answer **any eight** questions. **Each** question carries **two** marks.

11. What is interactive marketing ?
12. What is International Tourism ?
13. What is personal selling ?
14. What is geographic segmentation ?
15. What is Push strategy ?
16. What is market research ?
17. What is price discrimination ?
18. List two features of a good brochure.
19. What is marketing planning ?
20. What is distribution channel tourism ?
21. What promotional pricing ?
22. What is niche marketing ?

(8×2=16 Marks)

SECTION – C  
(Short Essay)

Not to exceed **120** words, answer **any six** questions. **Each** question carries **four** marks.

23. Explain the purpose of familiarization tours.
24. Explain the elements of festivals.



25. Explain the characteristics of tourism products.
26. What is STP process in tourism ?
27. Explain the steps involved in preparing a brochure.
28. Explain the factors to be considered while designing tourism product.
29. Explain the stages of product life cycle.
30. Explain the role of tour operator in marketing a tourism product.
31. List the various tools of public relations.

(6×4=24 Marks)

**SECTION – D**  
**(Long Essay)**

Answer **any two** questions. **Each** question carries **fifteen** marks.

32. Explain the four P's of marketing mix.
33. Discuss the nature and characteristics of a tourism product.
34. Explain the importance of advertising in the marketing of tourism.
35. Discuss the various criteria used for promoting festivals as tourist attractions.

(2×15=30 Marks)





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F - 4180

Reg. No.: .....

Name : .....

**Third Semester B.Com. Degree Examination, January 2019**

**Career Related First Degree Programme Under CBCSS**

**2(a) : Commerce and Tourism and Travel Management**

**Vocational Course - IV**

**TT 1372 : TOURISM PRODUCTS OF INDIA**

**(2013 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION - A**

Answer **all** questions in **one** word to **two** sentences **each**. **Each** question carries **1** mark.

1. What do you mean by Cultural Heritage Sites ?
2. Define Museums.
3. What are Regional Festivals ?
4. Name five waterfalls in India.
5. What do you mean by Beach Tourism ?
6. What is Adventure Tourism ?
7. What do you mean by Seasonal and Harvesting Festivals ?
8. Site an example for Ritual Art Form.
9. What is a National Park ?
10. What do you mean by Skydiving ?

**(10×1=10 Marks)**

P.T.O.



## SECTION - B

Answer **any eight** questions, **not** exceeding **one** paragraph. **Each** question carries **2** marks.

11. Write a note on White Water Rafting.
12. Explain the wildlife of India.
13. What do you mean by General Museum ?
14. Write a note on Harappan Civilisation.
15. State the different types of Waterfalls.
16. Explain Desert Tourism.
17. What is Craft Museum ?
18. Explain the term Fairs and Festivals.
19. What is Rock Cut Architecture ?
20. Give a note on Indian Cuisine.
21. Site the role and responsibilities of Museums in the context of entertainment.
22. How do waterfalls form ?

(8×2=16 Marks)

## SECTION - C

Answer **any six** questions, **not** exceeding **120** words. **Each** question carries **4** marks.

23. Explain the phases of museum development.
24. Explain the different types of waterfalls.
25. Give examples of religious festivals in India.
26. Briefly explain the classification of Architecture on the basis of its functional structure.



27. Briefly explain the role and responsibilities of museums.
28. What do you mean by Fairs and Festivals ? Explain National Festivals with examples.
29. Give a note on Harappan Civilisation.
30. What is beach tourism ? Give examples of different beaches in India.
31. Give examples of various Waterfalls in India. **(6×4=24 Marks)**

SECTION - D

Answer **any two** questions **not** exceeding **four** pages. **Each** question carries **15** marks.

32. What are the various classifications of Museums ?
33. What are the various classifications of Festivals ?
34. Classify Architecture of India according to time period.
35. What do you mean by Waterfalls ? Explain the formation of Waterfalls ?  
What are the different types of Waterfalls ? **(2×15=30 Marks)**



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Reg. No.: .....

Name : .....

**Third Semester B.Com. Degree Examination, January 2019**  
**Career Related First Degree Programme Under CBCSS**  
**Core Course – III : CX 1341/HM 1341/TT 1341**  
**FUNCTIONAL APPLICATIONS OF MANAGEMENT**  
**(Common for Commerce and Tax Procedure and Practice/Commerce**  
**and Hotel Management and Catering/Commerce and Tourism and Travel**  
**Management)**  
**(2014 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions in **one** or **two** sentences **each**. **Each** question carries **1** mark.

1. Define Management.
2. What do you mean by Informal Organization ?
3. Write a short note on Motivation.
4. Define Operation Management.
5. Define Financial Management.
6. What do you mean by Job evaluation ?
7. Explain the term Marketing Mix.
8. What do you mean by Psychological pricing ?
9. Define Working Capital.
10. Explain the term Product line. **(10×1=10 Marks)**

P.T.O.



## SECTION - B

Answer **any 8** questions in **not** exceeding **one** paragraph **each**. **Each** question carries **2** marks.

11. What do you mean by undercapitalization ?
12. Explain the term Penetration pricing.
13. Define advertising.
14. What do you mean by Social marketing ?
15. What do you mean by Leasing ?
16. Explain the term Communication.
17. What do you mean by Recruitment ?
18. Define Material Management.
19. Write down the primary functions of Financial Manager.
20. State the importance of Human Resource Management.
21. What do you mean by Physical distribution ?
22. Explain the importance of planning. **(8×2=16 Marks)**

## SECTION - C

Answer **any six** questions in **not** exceeding **120** words **each**. **Each** question carries **4** marks.

23. Explain the importance of Marketing to the society.
24. Explain the importance of Financial Management.
25. Briefly explain the Maslow's need Hierarchy theory.
26. Explain the functions of Human Resource Department.
27. What are the responsibilities of Production Management ?



- 28. Explain the duties of Purchasing department.
- 29. What are the factors to be considered in taking long term finance decisions ?
- 30. Explain the advertising objectives.
- 31. What are the techniques of Production Control ? **(6×4=24 Marks)**

**SECTION - D**

Answer **any two** questions in **not exceeding 4 pages each**. **Each** question carries **15** marks.

- 32. Explain the Marketing functions in detail.
- 33. Briefly explain the functions of Management.
- 34. Explain the procedures for Production planning.
- 35. Explain the various sources of long term finance and its advantages. **(2×15=30 Marks)**

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- 1. Define Management.
  - 2. What do you mean by Informal Organization?
  - 3. Write a short note on Motivation.
  - 4. Define Operation Management.
  - 5. Define Financial Management.
  - 6. What do you mean by Job evaluation?
  - 7. Explain the term Marketing Mix.
  - 8. What do you mean by Psychological pricing?
  - 9. Define Working Capital.
  - 10. Explain the term Product line. **(10×1=10 Marks)**