

Reg. No. :

Name :

Third Semester B.A./B.Sc. Degree Examination, October 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) and 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. Everybody in the class know the answer.
2. Ten miles are a long distance to walk.
3. I prefer coffee than tea.
4. I congratulated him for his success.
5. One of the teachers are absent today.

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

6. strange
7. train
8. pause
9. observe
10. negotiate.

(10 × 1 = 10 Marks)

P.T.O.

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

11. Write a note on the importance of writing.
12. What is blogging?
13. What does the term 'conventions of language' refer to?
14. What is a memorandum?
15. Define collocation.
16. What is syntax?
17. Why is 'clubbing or clustering' important?
18. What is a report?
19. What is the difference between a précis and a summary?
20. What are morphemes?
21. What is a topic sentence? Explain its importance.
22. Explain the difference between writing and speaking.

(8 × 2 = 16 Marks)

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

23. Prepare an email to the HR manager of a company that is recruiting fresh graduates as trainee executives. Attach your resume.

24. Write a précis of the following passage reducing it to one third of its length

Malayalam is the mother-tongue of 35 million Malayalis, eighty percent of whom live in Kerala. The remainder are scattered over different parts of India and the world, including Malaysia, Singapore, the countries surrounding the Persian Gulf, Africa, Europe and North America.

Malayalis are well-known for their ability to adjust easily to their surroundings. Wherever a Malayali goes, from New Delhi to New York, he becomes a part of the local scene, though Kerala is always present in his heart.

Like its speakers, the Malayalam language also has been open to foreign influences. Malayalam literature reflects this spirit of accommodation and has, over the centuries, developed a tradition which, although deeply rooted in the native soil of Kerala, is truly universal in spirit. It is remarkably free from the prejudices that have marred the literature of certain other parts of our country. To its basic Dravidian stock have been added elements borrowed or adopted from non-Dravidian languages such as Sanskrit, Arabic, French, Portuguese and English. The earliest of these associations was with Tamil, which according to many linguists is the root language from which Malayalam was born. Sanskrit, however, accounts for the largest of the 'foreign' influences, followed closely in recent times by English. This broad-based cosmopolitanism has indeed become a distinctive feature of Malayalam language and literature.

25. Imagine that you are the secretary of the arts club in your college. Prepare a report on the various activities conducted by the arts club.
26. Write a letter to the principal of your college, making an enquiry about the courses offered there.
27. Prepare a questionnaire to evaluate the quality of the waste disposal system in your locality.
28. What is the difference between formal and informal letters?
29. Distinguish between academic and creative writing.
30. Imagine that you are the General Manager of a company. Prepare a memo to remind an employee to attend a quarterly sales meeting.
31. Create content for 8 to 12 slides on "The Festival of Onam".

(6 × 4 = 24 Marks)

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

32. Write an essay on, "The impact of cinema on youth" in about 300 words.
33. Discuss the various stages of writing that enable a writer to create an ideal piece of writing.
34. What is an essay? What are the guidelines for writing a good essay?
35. Request the manager of a bank, in writing, for a replacement of the debit card you have lost.

(2 × 15 = 30 Marks)

(Pages : 4)

H – 1674

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, October 2019

Career Related First Degree Programme Under CBCSS

Group (2a)

Core Course III

MANAGEMENT CONCEPTS AND THOUGHTS

(Common for CX 1341 / HM 1341/TT 1341)

(2018 Admission)

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 is stick and carrot in motivation?
3. What do you mean by need for affiliation?
4. What are the components of direction?
5. What is grapevine communication?
6. What is departmentation?
7. State any two policies of a business entity.

P.T.O.

8. Suggest any two ways for bringing discipline in an organisation.
9. State two schools of thought under neo classical approach of management.
10. What is TQM stands for?

(10 × 1 = 10 Marks)

SECTION – B

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

11. What do you mean by knowledge management?
12. What is Valence?
13. What is 'Kaizen'?
14. State the four kinds of leadership identified by Renis Likert.
15. What are the steps in controlling?
16. List any four contributions of 'Bureaucratic Model' to management.
17. State the major functions of top level Management of an organisation.
18. State any four determinants of remuneration of personnel.
19. Suggest the ways for overcoming resistance.
20. Why co ordination is recognized as the essence of management?
21. State any four objectives of business management.
22. What are the roles played by a manager as a 'decision maker' in Mintzberg's view?

(8 × 2 = 16 Marks)

SECTION – C

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

23. 'Organizing function is performed through a series of steps'. Justify the statement'.
24. Describe the illumination experiment of Elton Mayo.
25. What are the features of a profession? Examine whether management is a profession?
26. What is span of management? What are the determinants of span of management?
27. 'Directing is the heart of management functions'. Describe.
28. What do you mean by MBO? Explain the process of MBO technique.
29. Explain the Leadership styles identified in the Grid Theory of Blake and Mueton.
30. What are the principles of TQM?
31. Explain how we can apply McClellands need for achievement theory to motivate employees.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Examine the applicability of Taylor's Scientific Management School for enhancing productivity.
33. Define control and explain the different techniques of control made applicable in an organization context.

34. Explain the contributions of Frederic Herzberg and Abraham Maslow to management through their Motivation Theories.
35. Critically examine the modern management techniques for better business performance.

(2 × 15 = 30 Marks)

(Pages : 3)

H- 1670

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, October 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 to 2017 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Explain the contributions of Henry Fayol.
2. What is job design?
3. Distinguish between consumer marketing and industrial marketing.
4. Define marketing strategy.
5. Define recruitment.
6. List out the functions of management.
7. What do you mean financial management?
8. What is working capital?
9. What is mean by material management?
10. What is scheduling?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

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

11. Define management and functions of managers.
12. Discuss in detail the selection process.
13. What is meant by scientific management?
14. What is QC?
15. Give the meaning of safety.
16. Write a short note of sources of finance.
17. What is e-marketing?
18. What is product line?
19. What do you mean by Integrated Marketing Communications (IMC).
20. What is branding?
21. What is operation management?
22. Write a note on working capital cycle.

(8 × 2 = 16 Marks)

SECTION – C

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

23. Write a note on advertising challenges in globalization era.
24. Describe various types of Organizational Communication.

25. Determine the factors that influence a pricing decision.
26. What are the steps involved in the new product development?
27. Why quality of work life is important?
28. State the objective of scheduling.
29. Briefly explain the Maslow's need hierarchy theory.
30. What are the main functions and scopes of production planning?
31. What are the duties performed by purchasing department?

(6 × 4 = 24 Marks)

SECTION – D

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

32. Explain the three leadership styles.
33. Describe the difference method of performance appraisal.
34. What is promotion? Explain its types and different types of promotional techniques.
35. What are the future Challenges before managers?

(2 × 15 = 30 Marks)

(Pages : 3)

H – 1665

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, October 2019

(Career Related First Degree Programme Under CBCSS)

2(a) – Commerce and Tourism and Travel Management

Vocational Course III – TT 1371

TOURISM MARKETING

(2013 Admission onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is Brochure?
2. Define Discrimination Pricing.
3. What do you mean by demand?
4. TSA stands for what?
5. What do you mean by Special Interest Tourism?
6. What does FMCG stands for?
7. What is Augmented Product?

P.T.O.

8. What is Merchandising?
9. Define Forecasting.
10. Who is a concierge?

(10 × 1 = 10 Marks)

SECTION – B

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

11. What is differentiated Marketing?
12. Define Personal Selling.
13. Define rural marketing.
14. What is tourism marketing?
15. Define Branding.
16. Write about Need, Want and Demand theory.
17. What do you mean by Demarketing?
18. Define Consumer Behaviour.
19. What do you mean by Core Product Level?
20. What do you mean by E-advertising?
21. Define Public Relation.
22. Identify the merits of personal selling.

(8 × 2 = 16 Marks)

SECTION – C

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

23. Write the Kinds of Advertising Media.
24. Write about the factors affecting the selection of media in tourism.
25. Write about the advantages of Public Relation in Tourism.
26. Write about the features of Interactive Marketing.
27. Differentiate between Advertising and Personal Selling.
28. Identify the good attributes of writing for tourism products.
29. Write the feature of personal selling in tourism.
30. List out the advantages of tourism public relation.
31. Write a short note on India International Trade Fare.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Explain about the online Marketing Trends in Tourism.
33. Detail about the role of media in promoting tourism products.
34. Write in detail about the Marketing Strategies used by different stakeholders of tourism industry.
35. Give a detailed account of Classification of Services.

(2 × 15 = 30 Marks)

(Pages : 7)

H – 1569

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, October 2019

First Degree Programme under CBCSS

Core Course

ADVANCED FINANCIAL ACCOUNTING

(Common for CO 1343/CC 1344 (2014 to 2017
Admission)/CO1342/CX1342/TT1342/HM1342/CC1343 (2018 Admission))

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is meant by partnership deed?
2. What is dissolution of firm?
3. What is consignment?
4. What is proforma invoice?
5. What is Joint Venture?
6. Write a short note on Memorandum Joint Venture Account.
7. What are the main types of branches from accounting point of view?
8. What is 'goods in transit'?
9. What are departmental accounts?
10. What is dual pricing?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

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

11. Explain the circumstances under which a firm is dissolved.
12. What is meant by 'fixed capital' of partners?
13. Bring out two important decisions of Garner Vs. Murray.
14. Who is consignee?
15. Name the various methods of recording Joint Venture transactions.
16. Distinguish between joint venture and consignment.
17. What is meant by dependent Branch?
18. What is meant by 'Branch Adjustment Account'?
19. What are inter departmental transfers?
20. List the bases for apportionment of common expenses in departmental accounts.
21. Invoice price of goods sent out is ₹.4,00,000. $\frac{4}{5}$ th of the goods were sold by consignee at ₹.3,52,000. The rate of commission is 2% upto invoice value and 10% of any surplus above invoice value. Calculate the amount of commission.
22. Calculate invoice price of Goods sent to branch and profit included therein:

Goods sent to Branch (at cost) ₹.1,20,000

Goods are invoiced to the Branch at 25% above the cost.

(8 × 2 = 16 Marks)

SECTION – C

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

23. What is realisation account? How and when is it prepared?
24. Distinguish between consignment and sale.
25. What are the objectives of Branch accounting?
26. What are the advantages of departmental accounting?
27. Pass necessary journal entries for the following transactions at the time of dissolution of the firm
 - (a) X, a partner takes over an unrecorded asset (typewriter) at ₹3,000
 - (b) Undistributed balance (debit) of Profit and Loss account ₹30,000. The firm has three partners X, Y and Z
 - (c) The assets of the firm realised ₹1,25,000
 - (d) Creditors paid ₹28,000 in full settlement of their account of ₹30,000.
28. Mr. X provides the following information:
 - (a) Goods sent by Mr. X to his agent Mr. Y—10,000 units @ ₹20 per unit.
 - (b) Mr. X's forwarding expenses ₹.50,000.
 - (c) Agent took delivery and brought goods to his godown after incurring expenses @ ₹1 per unit.
 - (d) Goods sold by agent – 7,300 units @ ₹30.
 - (e) Agents commission — 6%

Calculate the amount of closing stock.

29. X Ltd. Provides you the following information:

	Stock as on 1.4.2014	Purchases	Sales
Dept. A	120 units	1,000 units	1,020 units @ ₹20.00
Dept. B	80 units	2,000 units	1,920 units @ ₹22.50
Dept. C	152 units	2,400 units	2,496 units @ ₹25.00

Total purchases for the period is ₹.1,00,000

The rate of gross profit is 20%, same for all the departments.

Prepare departmental trading account for the year 2014-15

30. Give journal entries in the books of Branch A to adjust the following

- Head office exp. ₹35,000 allocated to the Branch, but not recorded in Branch Books
- Depreciation of branch assets, whose accounts are kept by the Head office not provided earlier for ₹25,000
- Branch paid ₹40,000 as salary to a H.O Inspector, but the amount paid has been debited by the branch to salaries account.
- A remittance of ₹1,50,000 sent by the branch has not yet been received by Head Office.

31. X and Y entered into a joint venture, agreeing to share profits and losses in the ratio of their respective contributions. X and Y deposited ₹65,000 and ₹32,500 respectively into a joint bank account. Goods bought for ₹75,000. Expenses incurred ₹.10,950. Goods sold for ₹90,000. Goods taken over by X amounted to ₹2,700.

Prepare joint venture account and find out the profit.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Write short notes on:

- (a) Treatment of normal and abnormal losses in consignment
- (b) Recurring and non-recurring expenses relevant in consignment
- (c) Delcredere and overriding commission in consignment

33. Jeevan and sons has two departments' cloths and readymade clothes. Readymade clothes are manufactured by the firm itself out of clothes supplied by the cloth department at its usual selling rate. From the following figures prepare Departmental Trading and Profit and Loss account and General Profit and Loss account for the year ending 31 December 2017.

	Cloth (₹.)	Readymade (₹.)
Opening stock on 1.1 .2017	3,60,000	60,000
Purchases	29,00,000	20,000
Sales	35,00,000	7,00,000
Transfer to readymade cloth department	4,50,000	–
Manufacturing expenses	–	1,40,000
Closing stock on 31.12.2017	1,00,000	48,000

General expenses incurred for both the department were ₹1,20,000. The stocks in the readymade cloth department may be considered as consisting of 66 2/3% cloth and 33 1/3% other expenses. The cloth department earned profit at the rate of 18% in 2016.

34. A Delhi merchant has a Branch at Chennai to which he charges out the goods at cost plus 25%. The Chennai Branch keeps its own Sales ledger and transmits all cash received to the Head Office every day. All the expenses are paid from the head Office. The transactions for the Branch were as follows.

	₹
Stock (1 .4.2007) at invoice price	11,000
Debtors (1 .4.2007)	100
Petty cash	100
Cash sales	2,650
Credit sales	23,950
Goods sent to Branch at invoice price	20,000
Collection from Branch debtors	21,000
Goods returned to Head Office at invoice price	300
Bad debts	300
Allowances to customers	250
Returns inwards	500
Cheque sent to Branch:	
Rent	600
Wages	200
Salaries	900
Stock (31.3.2008)	13,000
Debtors (31.3.2008)	2,000
Petty cash (31.3.2008) including miscellaneous	
Income not remitted	125
Prepare Branch Trading and Profit and Loss account.	

35. Ram and Lal shared profits in the ratio of 2:3. Their Balance Sheet on March 31, 2016 was as follows

Balance sheet			
Liabilities	₹	Assets	₹
Creditors	40,000	Cash	16,000
Lal's loan	32,000	Debtors	80,000
Profit and loss account	50,000	Less: Provision	<u>3,600</u>
			76,400
Capital:		Inventory	1,09,600
Lal	1,60,000	Bills receivable	40,000
Ram	<u>2,40,000</u>	Buildings	<u>2,80,000</u>
	<u>5,22,000</u>		<u>5,22,000</u>

Ram and Lal decided to dissolve the firm on the above date. Assets except bills receivable realized ₹4,84,000. Creditors agreed to take ₹38,000. Cost of realisation was ₹2,400. There was an unrecorded motor cycle in the firm and it was sold for ₹10,000. There was a contingent liability of ₹5,000 in respect of outstanding electricity bill. Ram took bills receivable at ₹33,000.

Prepare necessary accounts to close the books of the firm.

(2 × 15 = 30 Marks)

(Pages : 7)

H – 1671

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, October 2019

Career Related First Degree Programme Under CBCSS

Core Course IV – CX 1342/ HM 1342/ TT 1342

ADVANCED FINANCIAL ACCOUNTING

(2014 Admission – 2017 Admission)

Time : 3 Hours

Max. Marks : 80

(Common for Commerce and Tax Procedure and Practice/ Commerce and Hotel Management and Catering/ Commerce and Tourism and Travel Management)

SECTION – A

Answer **all** questions. Each question carries **1** mark.

1. What is a Realisation account?
2. What you mean by Dissolution of Partnership?
3. What is a revaluation account?
4. What is capital reserve?
5. Define Networth.
6. Define partnership.
7. What do you mean by fluctuating capital?

P.T.O.

8. Who is a liquidator?
9. What is amalgamation?
10. What is internal reconstruction?

(10 × 1 = 10 Marks)

SECTION – B

Answer **any eight** questions. Each question carries **2** marks

11. Differentiate dissolution of partnership and dissolution of firm.
12. What do you mean by piecemeal distribution?
13. What is interim dividend?
14. What is a memorandum revaluation account?
15. What is meant by a piecemeal distribution?
16. Explain the treatment of goodwill on Dissolution of Firm.
17. Explain Garner Vs Murray Decision.
18. State the different modes of Dissolution of firm
19. State any two circumstances under which the need for valuation of goodwill arises in case of company.
20. Distinguish between external reconstruction and internal reconstruction.
21. Discuss the main factors affecting the value of goodwill of a joint stock company.
22. What are the circumstances in which there may be a need for valuation of shares of a joint stock company?

(8 × 2 = 16 Marks)

SECTION – C

Answer **any six** questions. Each question carries 4 marks.

23. Briefly describe the methods of accounting for amalgamation.
24. What are inter company owings?
25. What is amalgamation? How it differs from absorption?
26. A, B and C are in partnership sharing profits and losses in the ratio of 5:3:2. They decide to dissolve their partnership and the balance sheet at the date of dissolution is as follows:

Liabilities	Rs.	Assets	Rs.
Sundry Creditors	6,000	Freehold Property	52,000
Bills Payable	3,000	Plant	30,000
Bank Overdraft	1,500	Stock in trade	40,000
Reserve Fund	5,000	Furniture	5,000
Capital A	53,500	Sundry Debtors	17,500
Capital B	44,100	Less: Provision for bad debts-	500
Capital C	39,400	Cash in hand	8,500
	1,52,500		1,52,500

A is to take the freehold property at Rs. 35,000/- B is to take the stock in trade at Rs. 35,000/- and C is to take furniture at Rs.3,000/-, Sundry debtors realised Rs.16,000/- and Plant realized Rs.40,000/-. Cost of dissolution was Rs.2,000/-. Close the books of the firm showing the Realisation Account, Capital accounts and Cash account.

27. On 31st March 2017, Thin Ltd; was absorbed by Thick Ltd, the later taking over all the assets of the former at book values. The consideration for the books was fixed at Rs. 4,00,000 to be discharged by the transferee company in the form of its fully paid equity shares of Rs.10 each, to be distributed among the shareholders of the transferee company, each shareholder getting two shares for every share held in the transferor company. The balance sheets of these two companies as on 31st March 2017 stood as under:

Liabilities	Thick Ltd (Rs)	Thin Ltd (Rs)	Assets	Thick Ltd (Rs)	Thin Ltd (Rs)
Share Capital: Authorised	15,00,000	5,00,000	Goodwill	2,00,000	60,000
Issued and subscribed: Equity shares of Rs.10 each fully paid	9,00,000	2,00,000	Plant and machinery	4,12,000	1,00,000
General Reserve	1,80,000	50,000	Furniture	80,000	30,000
Profit and Loss Account	20,502	12,900	Stock in trade	2,65,000	60,000
Workmen's compensation fund	12,000	9,000	Sundry Debtors	2,21,200	46,000
Sundry creditors	58,567	30,456	Prepaid insurance		700
State provident fund	10,200	4,000	Income tax refund claim		6,000
Provision for taxation	12,300	5,000	Cash in hand	869	356
			Cash at bank	15,14,500	5,08,300
	26,93,569	8,11,356		26,93,569	8,11,356

Amalgamation expenses amounting to Rs. 1000 were paid by Thick Ltd. You are required to:

- (i) Prepare realisation account and equity shareholders account in the books of Thin Ltd and
 - (ii) Prepare the balance sheet of Thick Ltd after amalgamation in the nature of merger.
28. A, B and C were Partners sharing profits and losses equally. Their balance sheet after the preparation of Realisation Account on dissolution of the firm was as follows:

Liabilities	Amount (Rs)	Assets	Amount (Rs)
Capitals		Cash	8,000
A	12,000	C's Capital	6,000
B	8,000	Realisation	6,000
	20,000		20,000

C is insolvent and his private estate pays only Rs.5,000/- of the amount due to the firm. Close capital accounts of partners if Partnership Deed states that the loss due to insolvency should be shared in the profit sharing ratio.

29. The following are the Balance sheet of H Ltd and S Ltd as at 31st March 2017

Liabilities	H Ltd (Rs)	S Ltd (Rs)	Assets	H Ltd (Rs)	S Ltd (Rs)
Share capital			Sundry assets	5,70,000	2,60,000
shares of Rs.10 each fully paid	5,00,000	2,00,000			
Reserves	1,00,000	60,000	60% shares in S Ltd (at cost)	1,10,000	
Creditors	80,000				
Total	6,80,000	2,60,000		6,80,000	2,60,000

Prepare a consolidated Balance sheet as at 31st March 2017.

30. What is purchase consideration? What are the methods for determining purchase consideration?
31. Discuss the main factors affecting the value of goodwill of a joint stock company.

(6 × 4 = 24 Marks)

SECTION – D

Answer **any two** questions. Each question carries **15** marks.

32. M/s X and Co. is a partnership firm with the partners A, B and C sharing Profits and Losses in the ratio of 3 : 2 : 5. The Balance Sheet of the firm as on 30 June 2001 was as under:

Balance Sheet of X and Co. as on 30.06.2017

Liabilities	Amount (Rs)	Assets	Amount (Rs)
A's Capital Account	1,04,000	Land	1,00,000
B's Capital Account	76,000	Building	2,00,000
C's Capital Account	1,40,000	Plant and Machinery	3,80,000
Long term Loan	4,00,000	Investments	22,000
Bank overdraft	44,000	Stock	1,16,000
Trade Creditors	1,93,000	Sundry Debtors	1,39,000
	9,57,000		9,57,000

It was mutually agreed that B will retire from partnership and in his place D will be admitted as a partner with effect from 1 July, 2017. For this purpose, the following adjustments are to be made:

- (a) Goodwill of the firm is to be valued at Rs. 2 lakh due to the firm's locational advantage but the same will not appear as an asset in the books of the reconstituted firm.
- (b) Buildings and Plant and Machinery are to be valued at 90% and 85% of the respective Balance Sheet values. Investments are to be taken over by the retiring partner at Rs. 25,000. Sundry Debtors are considered good only 90% of Balance Sheet figure. Balance to be considered Bad.
- (c) In the reconstituted firm, the total Capital will be Rs. 3 lakh, which will be contributed by A, C and D in their new profit sharing ratio, which is 3 : 4 : 3.
- (d) The surplus funds, if any, will be used for repaying bank overdraft.
- (e) The amount due to retiring partner shall be transferred to his Loan Account.

You are required to prepare

- (i) Revaluation Account
- (ii) Partners' Capital Accounts
- (iii) Bank Account and
- (iv) Balance Sheet of the reconstituted firm as on 1st July, 2017.

33. A, B, C and D were in a firm sharing profits and losses in the ratio of 4:3:2:1. The position on 30th June 2017 was as follows:

Liabilities	Amount (Rs)	Assets	Amount (Rs)
Capital		Sundry assets	32,000
A	7,000	P and L account	15,000
B	8,000	B's Drawings	4,000
C	4,000	D's Drawing	1,000
D	3,000		
Creditors	30,000		
	52,000		52,000

They decided to dissolve the firm. The assets realised Rs. 27,000. A & B are insolvents. B's private assets amounted to Rs. 10,000 and his private liabilities Rs. 7,000. D's private assets are Rs. 7,000 and private liabilities Rs. 1,000. Close the books of the firm assuming that B's private estate realises Rs. 4,000 and D's estate realises Rs. 5,000.

34. Describe the steps in construction.
35. Describe the methods of calculating purchase consideration.

(2 × 15 = 30 Marks)

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, October 2019

Career Related First Degree Programme under CBCSS

Complementary Course

PG 1331.1 — SOCIAL INFLUENCES

(2017 Admission onwards)

Time : 3 Hours

Max. Marks : 80

SECTION - A

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

1. An effort to change people attitude or beliefs is _____.
2. Asch experiment was conducted to study the _____.
3. A condition in which we rely on others opinion and action as guides _____.
4. In group, a reward structure that pits members against one another in an attempts to gain scarce reward for themselves _____.
5. Adherence to group norm, behaviour within the range of tolerable behaviour _____.
6. A strategy for reducing intergroup conflict where by one side initiates de-escalating steps in the hope that the other side eventually will reciprocate _____.

P.T.O.

7. Anything that strengthen a response or behaviour is _____.
8. The famous line judgement experiment to demonstrate conformity was conducted by _____.
9. Social influence based on the desire to be liked or accepted by other people _____.
10. _____ are negative reactions to threats to ones personal freedom.

(10 × 1 = 10 Marks)

SECTION – B

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

11. What is situational norms?
12. What is destructive obedience?
13. Elaboration-likelihood model of persuasion.
14. What is social exchange?
15. What is conciliation?
16. What is social dilemma?
17. How attitude and behaviour are related?
18. Give a note on obedience.
19. What is auto kinetic phenomenon?
20. What is foot in the door technique?
21. Attitude inoculation.
22. Discuss cohesiveness.

(8 × 2 = 16 Marks)

SECTION – C

Answer **any six** and not to exceed **120** words. Each carries **4** marks.

23. Discuss the Asch's research on conformity.
24. Discuss the gender specific conformity in our society.
25. Describe destructive obedience.
26. Discuss the factors that leads to resistance in persuasion.
27. Explain attributions in corporation.
28. How to make a larger group members be more cooperative?
29. Discuss personal orientation in social exchange.
30. How to influence behaviour by media?
31. How do communication resolve conflict?

(6 × 4 = 24 Marks)

SECTION – D

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

32. Why do people conform with others? Discuss the process of social conformity.
33. What is persuasive communication? Discuss communication and its effects.
34. Conformity is a social phenomina in which people close together, but some time people reluctant to conform. Discuss the resisting pressures to conform.
35. Describe social exchange theory.

(2 × 15 = 30 Marks)

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, October 2019

Career Related First Degree Programme under CBCSS

Complementary Course — III

PG 1331.1 : SOCIAL INFLUENCES

(2014 Admission – 2016 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions from **1** to **10**. Each question carries **1** mark.

1. Fill in the blanks :

1. Our belief that social influence plays a smaller role in shaping our own actions than it does in shaping the actions of others.

- (a) Introspection illusion (b) Social dilemma
(c) Normative social influence (d) Reactance

2. Other things being equal, information presented first usually has the most influence

- (a) Primacy effect (b) Recency effect
(c) Attractiveness (d) Two step flow of communication

3. A perceived incompatibility of actions or goal.

- (a) Misperception (b) Conflict
(c) Conciliation (d) Compliance

P.T.O.

4. Conformity that involves publicly acting in accord with social pressure while privately disagreeing
- (a) Deception (b) Discrimination
(c) Compliance (d) Credibility
5. Resolution of a conflict by a neutral third party who studies both sides and impose a settlement
- (a) Bargaining (b) Arbitration
(c) Compliance (d) Mediation

(5 × 1 = 5 Marks)

II. Define the following. Each question carries 1 mark :

6. Cohesiveness
7. Foot-in-the-door technique
8. Sleeper effect
9. GRIT
10. Bargaining

(5 × 1 = 5 Marks)

SECTION – B

Answer any **eight** of the following. Each carries 2 marks. The answer should not exceed **One** paragraph :

11. Conformity
12. Misperception
13. Competition
14. Communicator in persuasion

15. Transactional analysis
16. Attitude inoculation
17. Obedience
18. Ingratiation
19. Social exchange theory
20. Mediation
21. Perceived injustice
22. Gender difference in conformity

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** of the following. Each carries **4** marks. The answer should not exceed **120** words :

23. Major causes of conflict
24. Resolving social dilemmas
25. Factors influencing cooperation
26. Factors predicting conformity
27. Messages in persuasion
28. Normative and informational influence
29. Effect of violent videogames on aggressive behaviour
30. Communication in conflict resolution
31. The ways to achieve peace

(6 × 4 = 24 Marks)

SECTION – D

Write essays on any **two** of the following. Each carries **15** marks :

32. Write an essay on how to resist persuasion.
33. Define compliance. What are the underlying principles of compliance?
34. Write an essay on influence of media on aggressive behaviour.
35. Write an essay on conflict and its resolution.

(2 × 15 = 30 Marks)

(Pages : 3)

H – 1677

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, October 2019

Career Related First Degree Programme Under CBCSS

2(a)-Commerce and Tourism and Travel Management

Vocational Course IV : TT 1372

TOURISM REGULATIONS

(2018 Admission)

Time : 3 Hours

Max. Marks : 80

PART – A

Answer all ten questions in not exceeding 1-2 sentences each.

Each question carries 1 mark.

1. What is outbound travel?
2. What do you mean by temporary landing permit?
3. What is embassy?
4. What do you mean by FFRRO?
5. What is duty free regulation?
6. Give example of a medical insurance for tourists.

P.T.O.

7. How old a sculpture is to attract the provisions of Antiquities and Treasure act?
8. What do you mean by protected areas?
9. What is foreign exchange management?
10. Define Transit visa.

(10 × 1 = 10 Marks)

PART – B

Answer **any eight** questions in not exceeding one paragraph each.

Each question carries **2** marks.

11. Differentiate emigration and immigration.
12. What is meant by customs regulation?
13. What is the significance of visa as a travel document?
14. What is the importance of hygiene in hospitality sector?
15. What does 'restricted area' means?
16. How can a visa be extended?
17. What is 'Indian customs water'?
18. Mention the different classes of officers of enforcement.
19. Name four insurance companies which offer travel insurance.
20. Why is emigration check required?
21. Explain biosphere reserve.
22. What is basic travel quota scheme?

(8 × 2 = 16 Marks)

PART – C

(Short Essay)

Answer **any six** questions in about 120 words each. Each question carries **4** marks.

23. Explain the requirements for applying visa.
24. Write notes on malpractices in shopping.
25. Give the conditions for establishing fraud under accommodation regulations.
26. How tourism acts as a tool for environmental conservation?
27. List down the prohibited and restricted items as per the customs regulations in India.
28. What is the significance of FERA?
29. Explain the economic regulations for foreign travel tax.
30. Write brief notes on Foreigners Act 1942.
31. Explain the various stages involved in currency encashment.

(6 × 4 = 24 Marks)

PART – D

(Long Essay)

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

32. Discuss the various clauses of Indian passport Act 1967.
33. Explain in detail the types of travel insurance and their coverage for a potential traveler.
34. Discuss the need for travel regulations.
35. Explain the need for a travel professional to obtain knowledge about regulations regarding tourism and travel.

(2 × 15 = 30 Marks)

(Pages : 3)

H – 1666

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, October 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 Admission – 2017 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer all ten questions in not exceeding 1-2 sentences. Each question carries 1 mark.

1. Identify the location of Charminar.
2. Write the names of any two Museums in Kerala.
3. Mohiniyattam is a classical dance form of _____.
4. Identify the first Ecotourism center of India.
5. What do you mean by Glacier?
6. Dachigam National Park is situated in which state?
7. Which place in India is known as World's Highest Skiing point?
8. In which state the famous Pushkar Mela is celebrated?

P.T.O.

9. Satpura range of hills lies in _____ part of India.

10. List out any two beach destinations of Kerala.

(10 × 1 = 10 Marks)

SECTION – B

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

11. Differentiate between Museum and Art galleries.

12. List out the three climate region of India.

13. The main vegetation regions of India.

14. Biosphere reserves are organized into 3 interrelated zones or areas, list them.

15. What do you mean by Wind Surfing?

16. What do you mean by Helisking?

17. Write a short note on Elephant Festivals.

18. Write a short note on Nehru Trophy Boat Race.

19. List out the important Heritage Sites in Kerala.

20. Write the importance of Climate in Tourism.

21. Identify the Island tourism destination of India.

22. Write a short note on Kumbh Mela.

(8 × 2 = 16 Marks)

SECTION – C

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

23. Write about the adventure sports activities performed based on land.
24. Detail about the Tiger Reserves in the Country.
25. Write about the important beaches of India.
26. Write about famous tribal festivals of India.
27. Write about the performing arts of India.
28. Detail about Deserts of India.
- ✓29. Write about important Natural Attractions of India.
- ✓30. Explain about important Water Falls of India.
- ✓31. Write about the Classical art forms of Kerala.

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions not exceeding 4 pages (Long Essay). Each question carries **15** marks.

- ✓32. Write in detail about the different Fairs and Festivals of Kerala.
33. Types of Tourism Product.
34. Discuss about the important Wild Life Sanctuaries of India.
35. Write in detail about the different Adventure Tourism activities.

(2 × 15 = 30 Marks)

