



(Pages : 2)

B – 3881

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, December 2016
Career Related First Degree Programme under CBCSS
Core Course – III : CX 1341/HM 1341/TT 1341
FUNCTIONAL APPLICATIONS OF MANAGEMENT
(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 **a** sentence or maximum of **two** sentences. **Each** question carries **one** mark.

1. Define staffing.
2. Briefly explain span of management.
3. Explain bridge finance.
4. Why working capital is called revolving or circulating capital ?
5. Describe material management.
6. Explain routing.
7. Discuss mass marketing.
8. What do you mean by emotional advertising ?
9. Define job evaluation.
10. Describe the concept of placement. **(10×1=10 Marks)**

SECTION – B

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

11. 'Management is both science and art.' Explain.
12. Explain the role of coordination in planning functions of management.

P.T.O.

B - 3881



13. What are the needs of ploughing back of profits ?
 14. Explain hard core working capital.
 15. Explain Aggregate Production Plans.
 16. Define perpetual inventory system.
 17. Write a note on product mix.
 18. Describe promotional pricing.
 19. Who are sandwichmen ?
 20. Define recruitment.
 21. Distinguish between job description and job specification.
 22. State the features of Human Resource Development.
- (8×2=16 Marks)**

SECTION - C

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

23. State principles of direction.
 24. Describe the objectives of the financial management.
 25. "Working capital must be adequate but at same time not excessive". Comment.
 26. Explain different pattern of scheduling.
 27. Discuss Economic Reorder Quantity with its assumptions. Also state its benefit and limitations.
 28. Explain the elements of promotion mix.
 29. What are the advantages and limitations of PLC concept ?
 30. Discuss managerial functions of Human Resource Management.
 31. What is job design ? What are the methods of job design ?
- (6×4=24 Marks)**

SECTION - D

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

32. Define management. Discuss the nature and scope of management.
 33. What is marketing ? Briefly explain the functions of marketing.
 34. Define the term working capital. What factors would you take into consideration in estimating the working capital needs of organization ?
 35. Explain training. What are the important methods of training of employees ?
- (2×15=30 Marks)**
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Reg. No. :

Name :

Third Semester B.A./B.Sc. Degree Examination, December 2016
First Degree Programme Under CBCSS
Language Course – VI (B.A./B.Sc.) and Language Course – V
(Career Related 2(a))
EN 1311.1 and EN 1311.3 : WRITING AND PRESENTATION SKILLS
Common for B.A./B.Sc. (EN 1311.1) and Career Related 2(a) (EN 1311.3)
(2015 Admissions)

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) One of the boys have been selected.
- 2) It took him a while to cope up with the change.
- 3) He is so young to shoulder the responsibility.
- 4) Do not rise your voice during office hours.
- 5) He went out before I reach there.

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

- 6) Acquire.
- 7) Omit.
- 8) Obligatory.
- 9) Disappear.
- 10) Sanction.

(10×1=10 Marks)

P.T.O.



II. Answer **any eight**. Each in a paragraph **not** exceeding **50** words.

- 11) Explain clubbing/clustering.
 - 12) What is the difference between note making and note taking ?
 - 13) What is the importance of a 'topic sentence' ?
 - 14) What are the elements of persuasive writing ?
 - 15) What is the 'A B C' of writing for the Digital Media ?
 - 16) What is 'full block' format ?
 - 17) How is creative writing different from academic writing ?
 - 18) Briefly explain the elements of grammar.
 - 19) How has IT influenced the scope of writing ?
 - 20) What is collocation ?
 - 21) What is a survey ?
 - 22) What is a memo ?
- (8×2= 16 Marks)**

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

- 23) Draft an email to a travel agency asking for rates/services about an excursion you are planning.
- 24) Write a précis of the following passage reducing it to a third of its length.

Critical thinking is the discipline of rigorously and skillfully using information, experience, observation and reasoning to guide your decisions, actions and beliefs. Critical thinking means questioning every step of your thinking process. Have you considered all the facts ? Have you tested your assumptions ? Is your reasoning sound ? Is your judgement unbiased ? Is your thinking process logical, rational and complete ? This kind of rigorous, logical questioning is



often known as Socratic questioning, after the Greek Socrates who is considered to be the founder of critical thinking. By developing the skills of critical thinking, and bringing rigour and discipline to your thinking processes, you stand a better chance of being "right", likely to make good judgements, choices and decisions in all areas of your life. This is an important part of "success" and "wisdom".

- 25) Prepare a report on the Road Safety Week Project that your club undertook.
- 26) Write a letter to the Water Authority complaining about irregular water supply in your locality.
- 27) Prepare a questionnaire for conducting a survey on the eating habits of senior citizens.
- 28) Draft a Memo written by the CEO of a company to its employers congratulating them on achieving targets.
- 29) As a media person prepare 10 questions to interview a well known social activist.
- 30) What are the different types of essays ?
- 31) Write a letter to an award winning novelist inviting him to inaugurate your Literary club. **(6×4=24 Marks)**

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

- 32) Write an essay on "Does Modern Education Equip the Youth to Face Life ?" in 300 words.
 - 33) As secretary of the Environment Club prepare a report on your activities.
 - 34) Create content for 15-20 slides in the topic "Domestic Violence".
 - 35) Prepare a Resume and covering letter for the post of Radio Jockey in Radio Mango. **(2×15=30 Marks)**
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(Pages : 4)

B – 3882

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, December 2016
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. **Each** question carries **1** mark. **One** word to maximum **two** sentences.

1. What are preliminary expenses ?
2. What are divisible profits ?
3. What is scrip dividend ?
4. What is amalgamation in the nature of purchase ?
5. Define purchase consideration.
6. What is capital reduction account ?
7. What are contingent assets ?
8. What do you mean by dissolution of a partnership ?
9. What is meant by unrecorded assets ?
10. What is unclaimed dividend ? **(10×1=10 Marks)**

SECTION – B

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

11. Give two essential features of partnership.
12. Mention any two differences between interim dividend and final dividend ?
13. What is partnership deed ?
14. Bring out the decisions of Garner Vs Murray.
15. Give the journal entries for transferring assets and outside liabilities to realisation a/c.
16. What are the different methods of determining purchase consideration ?

P.T.O.



17. What is amalgamation in the nature of merger ?
18. What are the various sources of fund of a company for payment of dividend ?
19. What is the accounting treatment of discount on issue of shares and debentures while preparing final account of companies ?
20. What is contingent liability ? Give two example.
21. What are the differences between P/L adjustment A/c and P/L appropriation A/c ?
22. What are provisions ? Give examples. (8×2=16 Marks)

SECTION - C

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

23. Gopal Ltd. carried forward balance of Rs. 20,50,000 in the P/L A/c for the year ended on 31st March 2014. During the year 2015-16, it made a profit of Rs. 41,80,000. It was decided to :
 - a) Transfer Rs. 12,50,000 to the General Reserve.
 - b) Transfer Rs. 5,00,000 to Dividend Equilisation Reserve.
 - c) Pay the year's dividend on Rs. 50,00,000, 11% preference shares.
 - d) Pay 20% dividend on Rs. 60,00,000 Equity share capital.
 - e) Transfer Rs. 7,50,000 to debenture redemption fund.
24. Prepare the P/L appropriation account sharing the above appropriation. What is Goodwill, what are the method of valuation of Goodwill ?
25. What are the differences between reserves and provisions ?
26. What are the occasion in which internal reconstruction becomes necessary ?
27. Write down the order of payments under piecemeal distribution of cash.
28. Mention any four circumstances under which a partnership firm is dissolved.
29. The Balance Sheet of X Ltd. and Y Ltd. as on 31-3-2014 are given as under :

	X Ltd.	Y Ltd.		X Ltd.	Y Ltd.
Equity share capital	3,00,000	2,50,000	Goodwill	80,000	20,000
General Reserve	64,000	-	Land and Building	1,20,000	1,00,000
P/L A/c	36,000	-	Debtors	70,000	80,000
Creditors	64,000	37,200	Stock	1,20,000	24,000
			Bank	74,000	19,200
			P/L A/c	-	44,000
	4,64,000	2,87,200		4,64,000	2,87,200

A new company XL Ltd. was formed to take care the two business on the following conditions

- i) X Ltd. - Land and Building to be revalued at Rs. 1,50,000, Stock 1,54,000 and Debtors to be taken over at 80%.
- ii) Y Ltd. Stock to be revalued at Rs. 26,000 and Debtors to be taken over at 90%. Calculate purchase consideration.



30. X and Y are partners with capital of Rs. 40,000 and Rs. 20,000 and share the profit and losses in the ratio of 5 : 2. After paying off the creditors two more installments of Rs. 28,000 and Rs. 11,000 are collected. Prepare a statement showing how the distribution should be made.
31. J.J. Ltd. passed necessary resolution and received sanction of the court for the reduction of its share capital by Rs. 2,50,00 for the purposes enumerated below :
- a) To write off the debit balance of P/L A/c Rs. 1,05,000
 - b) To reduce the value of Plant and Machinery by Rs. 45,000 and of Goodwill by Rs. 20,000
 - c) To reduce the value of investments to market value by writing off Rs. 40,000.
- The reduction was made by converting 25000 preference shares of Rs. 20 each fully paid to the same number of Preference shares of Rs. 15 each fully paid and by converting 25000 Equity shares of Rs. 20 each, Rs. 15 paid up into 25000 Equity shares of Rs. 10 each fully paid. Write necessary Journal Entries in relation to the reduction of share capital. **(6×4=24 Marks)**

SECTION – D

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

32. The Balance Sheet of a firm on 31st March 2014 was as follows :

Liabilities			Assets	
P's Capital	45,000		Furniture	72,000
Q's Capital	36,000		Stock	18,000
R's Capital	27,000	1,08,000	Book debtors	9,000
Sundry creditors		18,000	Cash at Bank	27,000
		1,26,000		1,26,000

The partnership was dissolved on 31st March 2014. The sundry creditors were paid at a discount of 5%. P agreed to take over the furniture of Rs. 81,000, Q the stock at Rs. 13,500 and R the book debt at Rs. 5,400. The expenses of realisation came to Rs. 990. Close the books of the firm.

33. The following balance have been extracted from Prakas Ltd. as at 31st March 2014.

Provision for taxation	90,000
Loan and advances	6,000
Investment	1,14,000
Discount on issue of debentures	12,000
Unsecured loan	30,000
Provision for depreciation	1,26,000
Current liabilities	1,97,400
Current assets	2,93,400
Fixed assets (at cost)	5,46,000



Reserve and Surplus	1,98,000
Secured loan	90,000
Equity share capital	2,40,000

There is a contingent liability in respect of a claim of Rs. 2,500 against the company, not acknowledged as debt. Prepare the Balance Sheet of the company as on 31-3-2015 in vertical form.

34. X Ltd. took over the business of Y Ltd. with effect from 31-3-2014. The following was the Balance Sheet of Y Ltd. at that date.

Liabilities		Assets	
12000 Equity shares of Rs. 50 each fully paid	6,00,000	Land and Building	1,80,000
Reserve	1,20,000	Plant and Machinery	1,00,000
P/L Account	65,000	Furniture	25,000
Creditors	75,000	Stock	2,50,000
		Debtors	2,90,000
		Less prov.	10,000
		Cash at Bank	25,000
	8,60,000		8,60,000

X Ltd. took over all the Assets and Liabilities of Y Ltd. except a sum of Rs. 10,000 to provide for the cost of liquidation and payment to dissentient shareholders, if any. The purchase price was discharged by the allotment to the shareholders of the vender company of one share of Rs. 100 (Rs. 90 paid up) of X Ltd., for every two shares in the Y Ltd. The expense of liquidation amount to Rs. 3,000 dissentient shareholders of 100 shares were paid at Rs. 70 per share. Prepare Realization A/c and pass the entries in the books of X Ltd.

35. Following is the B/S of a limited company as on 31-3-14.

Liabilities		Assets	
10000 Equity share of Rs. 10 each	1,00,000	Goodwill	25,000
1000, 7% of Preference shares of Rs. 100 each	1,00,000	Other fixed assets	1,04,000
Sundry creditors	50,000	Current assets	95,000
		P/L A/c	26,000
	2,50,000		2,50,000

It was resolved that Equity shares of Rs. 10 each can be reduced to share of Rs. 7 each and 7% preference shares of Rs. 100 each can be reduced to 8% preference shares of Rs. 75 each. The number of shares in each case is to remain the same. It was resolved that the amount so available be used for writing off the debit balance of P/L A/c, Goodwill A/c and with the balance for writing down the fixed assets. Show the Journal Entries in the books of the company and prepare the B/S after reconstruction.

(2×15=30 Marks)



(Pages : 3)

B – 3810

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, December 2016
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 Adm. Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is kite festival ?
2. What is a performing art ?
3. Write a note on any national festival of India.
4. Define safari.
5. Write a note on the physical features of India.
6. What are art galleries ?
7. Name any two forts in Jaipur.
8. Give the names of any two major flower shows of India.
9. What do you mean by trekking ?
10. In which state of India is Golconda Fort located ? **(10×1=10 Marks)**

SECTION – B

Answer **any 8** questions, **not** exceeding **one** paragraph. **Each** question carries **two** marks.

11. Write a note on any four air-based adventure sports.
12. Write a note on Western Ghats.

P.T.O.

B – 3810

-2-



13. Briefly describe the major ritual arts of India.
14. Give an account of any three major pilgrim centres of South India.
15. Write a brief description about the major beaches of Goa.
16. Distinguish between wildlife sanctuaries and national parks. Write notes on any three major wildlife sanctuaries of India.
17. Write a note on Tajmahal and its significance in Indian tourism.
18. Explain the components of tourism products.
19. Differentiate between parasailing and paragliding.
20. Discuss the role of state governments in promoting tourism.
21. Write a note on any two food festivals in India.
22. Discuss on the major boat races of Kerala. **(8×2=16 Marks)**

SECTION – C

Answer **any 6** questions, **not** exceeding **120** words. **Each** question carries **four** marks.

23. Different seasons and climate are the major assets of Indian tourism. Explain.
24. Discuss the role of fairs and festivals in promoting tourism, citing examples.
25. Elucidate on the major art galleries of India.
26. What is the scope of adventure tourism in Kerala ?
27. Discuss on the peculiarities of Indian culture.
28. Write short notes on any four wind-based Indian musical instruments.
29. Examine the role of local community in the development of tourism products.
30. Write a short note on folk culture. Briefly describe any two folk art forms.
31. Explain air-based and water-based adventure tourism. Give short notes on any four land-based adventure tourism activities. **(6×4=24 Marks)**



SECTION - D

Answer **any 2** questions, **not** exceeding **4** pages. **Each** question carries **15** marks.

32. "India is a land for all seasons". Substantiate with suitable examples.
33. Give the various classifications of museums. Write notes on any five major museums in India.
34. Distinguish between wildlife sanctuaries and national parks. Write notes on any five major National parks of India.
35. Briefly explain **any five** of the following :
 - a) Bungee jumping
 - b) Heli-skiing
 - c) Scuba diving
 - d) Parasailing
 - e) Mountaineering
 - f) Sky diving.

(2×15=30 Marks)



(Pages : 2)

B – 3883

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, December 2016
(Career Related First Degree Programme under CBCSS)
Complementary Course
(Tourism and Travel Management)
PG 1331.1 : SOCIAL INFLUENCES
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

Instruction : Answer all questions.

I. Fill in the blanks. **Each** carries 1 mark.

- 1) Media technologies that are intended to reach a large audience is called _____
- 2) The activity of accommodating the stand points of people, with appeals and objectives that differ at least in the beginning is called _____
- 3) Theory that explains social change and stability as a process of negotiated exchanges between parties, is _____
- 4) Three ego states according to transactional analysis, are _____, _____ and _____
- 5) _____ is the most widely used procedure for resolving conflict.

(1×5=5 Marks)

II. Define the following. **Each** question carries **one** mark.

- 6) Selective Avoidance
- 7) Intra role conflict
- 8) Conformity
- 9) Perceived injunctive
- 10) Social norms.

(1×5=5 Marks)

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

- 11) Resistance to persuasion
- 12) Attitude inoculation

P.T.O.



- 13) Informational social influences
- 14) GRIT
- 15) Competition
- 16) Social dilemma
- 17) Informative social influence
- 18) Media and adolescent behaviour
- 19) Transactional Analysis
- 20) Conflict resolution
- 21) Gender discrimination.
- 22) Global peace.

(2×8=16 Marks)

IV. Answer **any six** of the following. The answer should **not** exceed **120** words.

- 23) How destructive obedience can be reduced ?
- 24) Write a situation where persuasion can be effectively utilised.
- 25) Social support and health behaviour.
- 26) Factors that determine conformity.
- 27) Principles of compliance.
- 28) Do men are more prone to conform. Why ?
- 29) Do persuasive communication simply leads to obedience ? Why ?
- 30) Why perceived injunctive leads to conflicts ?
- 31) What are the elements of effective communication ?

(4×6=24 Marks)

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

- 32) Factors that effect communication.
- 33) Compare and contrast between co-operation on the basis of social process and exchange.
- 34) Describe how far media can be utilized as a positive and negative strategy for social influence.
- 35) Social support is not simply people around as, but an emotional and perceived variable, why ?

(15×2=30 Marks)



(Pages : 3)

B – 3809

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, December 2016
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

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

1. Define marketing.
2. What is demographic segmentation ?
3. Define branding.
4. What is target market ?
5. Define product publicity.
6. What do you mean by customer satisfaction ?
7. What is direct marketing ?
8. Define brochure.
9. What are wants ?
10. What do you mean by labelling ?

(10×1=10 Marks)

P.T.O.

B - 3809

-2-



SECTION - B

Answer **any 8** questions, **not** exceeding **one** paragraph. **Each** question carries **two** marks.

11. Differentiate between customer value and customer satisfaction.
12. Explain any two characteristics of services.
13. Explain brand loyalty.
14. Differentiate between tour operator and travel agency.
15. Write a note on retailer.
16. What are the duties of a marketing manager ?
17. Write a note on pricing.
18. Explain viral marketing.
19. What are the benefits of marketing concept ?
20. Briefly explain Green Marketing.
21. Explain selling process.
22. Discuss on the nature of tourism products. **(8x2=16 Marks)**

SECTION - C

Answer **any 6** questions, **not** exceeding **120** words. **Each** question carries **four** marks.

23. Write a note on Dubai Shopping Festival.
24. What are the functions of a travel agency ?
25. Discuss on the role of posters in the promotion of tourism.
26. What is advertisement ? What are its objectives ?



27. Explain with examples International and Domestic tours.
28. Elaborate on the types of hotels.
29. Explain the various types of travel agencies.
30. Explain tele-marketing.
31. Write notes on the different kinds of markets. **(6×4=24 Marks)**

SECTION – D

Answer **any 2** questions, **not** exceeding **4** pages. **Each** question carries **15** marks.

32. Develop a marketing strategy for the promotion of tourism products, citing an example of any particular tourism product in Kerala.
 33. Explain the process of new product development.
 34. What is product life cycle ? Explain the various stages of destination product life cycle taking an example from Kerala.
 35. Elaborate on the role of public relations, personal selling and publicity in tourism. **(2×15=30 Marks)**
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