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G – 4224

Reg. No. : .....

Name : .....

Fourth Semester B.Com. Degree Examination, July 2019

Career Related First Degree Programme Under CBCSS

Core Course V: TT 1441/CX 1441/HM 1441

**BUSINESS COMMUNICATION AND OFFICE MANAGEMENT**

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

(2014 Adm Onwards)

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

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

1. What is formal communication?
2. What is mean by open office?
3. What is mean by business enquiry letter?
4. What is mean by group communication?
5. Describe intra-personal communication
6. Define office management.
7. What is mean by encoding?

P.T.O.

8. Describe interview as a communication form
9. Describe the ethics of communication.
10. Who is office manager?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Explain communication cycle.
12. What is the importance of communication in management?
13. Explain merits of written communication.
14. Differentiate formal and informal communication.
15. What are the drawbacks of oral communication?
16. Mention any four communication skills.
17. What is mean by office layout?
18. Describe the nature of office work.
19. What is transactional analysis?
20. What is mean by filing?
21. Describe different types of filing system.
22. Explain communication networks.

(8 × 2 = 16 Marks)

SECTION – C

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

23. What are the essentials of oral communication?
24. Describe the objectives of written communication.
25. What are the essentials of business letters?
26. What are the functions of office manager?
27. Describe the importance of office.
28. Explain the scope of record management.
29. What are the different types of indexing?
30. What are the principles of effective communication?
31. What is the nature of office work?

(6 × 4 = 24 Marks)

SECTION – D

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

32. What are the duties and qualities of office manager?
33. What are the forms of written communication?
34. What are the principles of effective communication?
35. Explain in detail execution of business orders with examples.

(2 × 15 = 30 Marks)

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G – 4229

Reg. No. : .....

Name : .....

Fourth Semester B.Com. Degree Examination, July 2019  
(Career Related First Degree Programme Under CBCSS)

Complementary Course

PG 1431.1 : APPLIED SOCIAL PSYCHOLOGY

(2017 admission)

Time : 3 Hours

Max. Marks : 80

PART – A

Answer all questions. Each question carries 1 marks.

1. Social psychology
2. Altruism
3. Trait
4. Stress
5. Crowding
6. Job satisfaction
7. Criminal psychology
8. Eyewitness testimony

P.T.O.

9. Displacement

10. Underload.

(10 × 1 = 10 Marks)

PART – B

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

11. Reinforcement

12. MMPI

13. Democratic leadership

14. Air pollution

15. Forensic psychology

16. Cohesiveness

17. Social Facilitation

18. Religiosity

19. Eustress

20. Projection

21. Conflict

22. Personality.

(8 × 2 = 16 Marks)

PART – C

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

23. Social psychology in legal system.
24. Personality assessment
25. Psychosexual stages by Freud
26. Pollution and behaviour
27. Principles of observational learning
28. Situational influence on altruism
29. Errors in eyewitness testimony
30. Social psychology in organizations
31. Effects of crowding.

**(6 × 4 = 24 Marks)**

PART – D

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

32. Write an essay on altruism.
33. Briefly explain the humanistic approach to personality.
34. Describe the environmental influences on behavior.
35. Explain the theory of Sigmund Freud.

**(2 × 15 = 30 Marks)**

Reg. No. : .....

Name : .....

Fourth Semester B.Com. Degree Examination; July 2019

(Career Related First Degree Programme under CBCSS)

Complementary Course

PG 1431.1 - APPLIED SOCIAL PSYCHOLOGY

(2014 – 2016 Admission)

Time : 3 Hours

Max. Marks : 80

Answer all questions from 1 to 10.

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

1. \_\_\_\_\_ refers to the Least important personality traits which a person may display only in certain situations.
2. Ego is based on the \_\_\_\_\_ principle.
3. The theory of Hierarchy of needs is proposed by \_\_\_\_\_
4. \_\_\_\_\_ is the branch of psychology that concentrates on the interaction between the environment and human behavior.
5. \_\_\_\_\_ is the voluntary or prosocial behavior by individuals within an organization that may or may not be rewarded by the organization.

**(5 × 1 = 5 Marks)**

P.T.O.

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

6. Personal space
7. Altruism
8. Environmental stress
9. Personality
10. Greenhouse effect

**(5 × 1 = 5 Marks)**

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

11. Police interrogation style
12. Self-actualization
13. Psychoneuroimmunology
14. Leading questions
15. Operant conditioning
16. Unconditional positive regard
17. Defense mechanism
18. Criminal psychology
19. Self-healing personality
20. Leadership
21. Noise pollution and its effect on health
22. Bystander effect

**(8 × 2 = 16 Marks)**



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

23. Personality assessment
24. Social psychology in health care
25. Personal influences on altruism
26. Gordon Allport's trait theory
27. Eyewitness testimony
28. Socializing altruism
29. Coping strategies
30. Effect of crowding
31. Pretrial publicity

**(6 × 4 = 24 Marks)**

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

32. Give an account of the interaction between environment and human behavior.
33. Examine the application of social psychology in an organization.
34. Explain the psychodynamic theory of Sigmund Freud.
35. Describe the situational influences on altruism and discuss the ways to increase altruism.

**(2 × 15 = 30 Marks)**

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G – 4219

Reg. No. : .....

Name : .....

**Fourth Semester B.Com. Degree Examination, July 2019**  
**Career Related First Degree Programme under CBCSS**  
**Group 2(a) – Commerce and Tourism and Travel Management**  
**Vocational Course V : TT 1471**  
**TOURISM MANAGEMENT**  
**(2013 Admission onwards)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. – Who is a visitor?
2. Give examples of car rental companies.
3. What is tourist statistics?
4. What do you mean by bed and breakfast?
5. What is Floatels?
6. Give examples of express trains of India.
7. What do you mean by air craft?
8. Name the low budget air travel options introduced by Air India.
9. What do you mean by internal tourism?
10. What is fly-cruise?

**(10 × 1 = 10 Marks)**

P.T.O.

### SECTION – B

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

11. What are the merits of rail travel?
12. What are the different methods of tourist measurements?
13. What is the importance of chartered flight in tourism?
14. Classify visitors.
15. Describe Doxey Irridex model of community attitudes.
16. What is environmental impact?
17. How can you minimize leakages in tourism industry?
18. What is meant by tour package?
19. What is the difference between a ferry and cruise?
20. Name the toy trains operating in India.
21. What is the difference between a traveler and a tourist?
22. What do you mean by indicators of tourism demand?

**(8 × 2 = 16 Marks)**

### SECTION – C

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

23. Write notes on Royal Orient?
24. What is meal plan?
25. Mention the different classes of service in airlines.

26. Explain tourism impact.
27. Differentiate lanai and Suite.
28. Explain time share hotels.
29. What are the socio-cultural benefits of tourism?
30. What is the role of home stays in the development of village tourism?
31. What is the scope of water transport in Kerala Tourism?

**(6 × 4 = 24 Marks)**

**SECTION – D**

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

32. Discuss in detail the different types of accommodations.
33. Tourism can act as a tool for the development of environment. Explain.
34. Explain the significance of Tourism measurement.
35. Briefly explain the role of transportation sector in the development of a tourist destination.

**(2 × 15 = 30 Marks)**

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G – 4116

Reg. No. : .....

Name : .....

Fourth Semester B.Com. Degree Examination, July 2019

FIRST DEGREE PROGRAMME UNDER CBCSS

Core Course : CO 1442/TT 1442 CX 1442/HM 1442/CC 1443

**BANKING THEORY AND PRACTICE**

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

(2014 Adm onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Define banking according to Banking Regulation Act 1949.
2. Give full form of ECS.
3. What is SWIFT?
4. What is SLR?
5. What do you mean by Open Market Operation?
6. What is mutilated Cheque?
7. What is NPA?

P.T.O.

8. What is e-Banking?
9. What is Demand Deposit?
10. Who is a Paying Banker?

(10 × 1 = 10 Marks)

#### SECTION – B

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

11. Mention four characteristics of Central bank.
12. What are sound commercial banking principles?
13. Distinguish Repo and Reverse Repo.
14. State the meaning of Financial inclusion
15. What do you mean by endorsement? Who can endorse an instrument?
16. What are the features of negotiable instrument?
17. Mention the characteristics of electronic payments
18. Distinguish Bill of Exchange and Promissory Notes.
19. What do you mean by credit control?
20. What are the Objectives of selective credit control?
21. Write a note on Regional Rural Banks.
22. What is banker's right of lien?

(8 × 2 = 16 Marks)

SECTION – C

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

23. What are the differences between holder and holder in due course?
24. Write a note on mobile banking. What are the advantages of mobile banking?
25. State the differences between debit card and credit card.
26. Distinguish quantitative and qualitative credit control.
27. What are the differences between Cheques and Promissory Notes?
28. What do you mean by banking ombudsman? What are the powers of Banking Ombudsman?
29. List the Retail banking Products and services
30. What are the benefits of Mobile banking?
31. What are the precautions to be taken while opening account in the name of a firm? **(6 × 4 = 24 Marks)**

SECTION – D

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

32. Describe the functions of Central Bank.
33. What do you understand by Banker's Right of General Lien? What are the circumstances under which banker can exercise its right of general lien?
34. What is Crossing of Cheques? Explain and Illustrate different types of crossing.
35. Describe the Banking Sector Reforms in India. **(2 × 15 = 30 Marks)**

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G – 4220

Reg. No. : .....

Name : .....

**Fourth Semester B.Com. Degree Examination, July 2019**  
**(Career Related First Degree Programme Under CBCSS)**  
**2(a) : Commerce and Tourism and Travel Management**  
**Vocational Course VI : TT 1472 – HOSPITALITY MANAGEMENT**  
**(2013 Adm. onwards)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Expand ITDC
2. The first motel chain was \_\_\_\_\_.
3. The department which is responsible for hiring, maintenance and exit of staff is \_\_\_\_\_.
4. The hotel which is situated at the center of the city is called as \_\_\_\_\_.
5. \_\_\_\_\_ is the detailed list of food items to be served in a meal.
6. \_\_\_\_\_ Department is responsible for upkeep of the landscapes, gardens, through the dedicated team of gardener.
7. A menu in which each food item is separately priced to give the guest a choice to suite his or her taste and budgets.

P.T.O.



8. What do you mean by MAP?
9. Expand HACCP
10. \_\_\_\_\_ department is responsible for the supply and smooth functioning of air conditioning, lighting, mechanical, electrical, etc. of the hotel.

SECTION – B

(10 × 1 = 10 Marks)

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

11. What do you mean by buffet style of serving?
12. What do you mean by restaurant?
13. What is a bread and breakfast establishment?
14. What do you mean by lost and found section in a hotel?
15. What are the functions of stores in a hotel?
16. Write the importance of physical hygiene in the hospitality industry.
17. What are the factors influencing menu planning?
18. What do you mean by welfare catering?
19. What is table service?
20. What is a cyclic menu?
21. What is hotel accounting?
22. What is housekeeping?

(8 × 2 = 16 Marks)

### SECTION – C

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

23. What are the factor to be checked while receiving a payment by the cheque?
24. What do you mean by motel? Explain in features.
25. What are the functions of front office department in a hotel?
26. Explain the basic etiquette of a restaurant staff.
27. Explain about IHRA and its role in hospitality industry.
28. Explain about Tourism Finance Cooperation of India.
29. Draw an organization structure of housekeeping department in a large hotel
30. Give a detail about inns of early times.
31. Write about the importance of customer service in hospitality industry.

**(6 × 4 = 24 Marks)**

### SECTION – D

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

32. Draw an organization structure of a restaurant and briefly explain the duties and responsibility of a restaurant manager.
33. Briefly explain the different methods of payments in a food and beverage outlet.
34. Explain the different sectors of hospitality industry.
35. Briefly explain the history, growth and development of hotel industry in India.

**(2 × 15 = 30 Marks)**

Reg. No. : .....

Name : .....

**Fourth Semester B.A./B.Sc. Degree Examination, July 2019**  
**First Degree Programme Under CBCSS**  
**LANGUAGE COURSE : VIII AND VI READINGS IN LITERATURE**  
**(Common for B.A./B.Sc. EN 1411.1 and Career Related 2(a) EN 1411.3)**  
**(2015 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

- I. Answer **all** questions, each in a word or a sentence.
1. How does Jacques portray the lover?
  2. What did the pale kings and princes tell the knight – of – arms?
  3. What did Sophocles hear on the shores of the Aegean?
  4. Where does Ulysses expect to meet Achilles again?
  5. How many languages does Kamala Das claim to know?
  6. What is the title of Lowes Dickinson's book?
  7. What according to Priestly is the main theme of Wordsworth?
  8. Why did Dr. Raman deviate from his usual course in the case of Gopal?
  9. How did the lady in K.R. Meera's story come to know about the fellow patient's death?
  10. What did the prisoner do in the last two years of his confinement?

**(10 × 1 = 10 Marks)**

P.T.O.

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

11. Wordsworth's contemplation on his life and that of the fellow poets.
12. What was Yeat's attitude to his lady-love and her husband?
13. What is Owen's concept about soldiers in the front line?
14. Robert Frost's concept of building walls.
15. What is Satchidanandan's explanation for God's stammering when He Created Man?
16. Bring out Priestly's attitude to Thoreau and Whitman.
17. Summarize Einstein's concept of the motives for scientific research.
18. Give some of the popular legends about Nehru.
19. Describe "African Dream" of family life.
20. Give an account of the eccentricities of Mr. Nuttel.
21. What is Sherlock's attitude to Balu?
22. Explain the miracle which brought Gopal back to life.

**(8 × 2 = 16 Marks)**

III. Answer any **six**, each in a paragraph not exceeding **100** words.

23. Bring out the transition from the "lover" to the "soldier" as presented by William Shakespeare.
24. Describe the knight's dream at the Elfin Grot.
25. Give an account on Arnold's views on the modern man and his world.
26. Ulysses' concept of Telemachus.

27. Evaluate the effect of the constable's visit on the poet.
28. Kamla Das' attitude to male ego and patriarchal society.
29. How does Sarojini Naidu propose to overcome fate which may rob her of her power of articulation?
30. Describe the humiliation and discrimination that Blacks had to experience in South Africa.
31. Sherlock's status in Balu's sister's house.

(6 × 4 = 24 Marks)

IV. Answer any **two** in about **300** words.

32. Justify Kamala Das' assertion of femininity in the poem Introduction.
33. Consider Wilfred Owen's poem Insensibility as a depiction of the "Unresolved tension of pity and anger at war".
34. Evaluate Mandela's presentation of the misery of Blacks in South Africa.
35. Bring out the tension and fury in Balu's attitude to Sherlock.

(2 × 15 = 30 Marks)