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Reg. No. :

Name :

Fifth Semester B.Com. Degree Examination, December 2022

First Degree Programme under CBCSS

**Core Course : CO 1543/CC1543/CX 1543/TT 1543/HM 1543 —
MARKETING MANAGEMENT**

(2018 Admission onwards)

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

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 marketing.
2. What do you mean by social marketing?
3. What do you understand by consumer behaviour?
4. Define market segmentation.
5. What is product development?
6. Define brand name.
7. Define advertisement.

P.T.O.

8. What do you mean by intensive distribution?
9. What is logistics management?
10. What is sales promotion?

(10 × 1 = 10 Marks)

SECTION – B

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

11. "Modern marketing is competition-oriented" – Comment.
12. Enumerate the different forms of cause marketing.
13. What are the benefits offered by relationship marketing?
14. Enumerate the steps in target marketing.
15. What are the benefits of on-line marketing to potential buyers?
16. Explain briefly the major steps involved in the consumer decision making process.
17. What is product diversification?
18. Enumerate the factors influencing product mix.
19. Give the broad classification of products.
20. What are the requisites of a good package?
21. Distinguish between penetration pricing strategy and competitive strategy.
22. What is meant by outdoor advertisement? What are its different forms?
23. Give any two limitations of newspaper advertisement.
24. Give a brief account of vertical distribution channel.

25. Name the major methods adopted to evaluate communication of advertising.
26. Mention any four requisites of a good advertisement copy.

(8 × 2 = 16 Marks)

SECTION – C

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

27. Differentiate marketing from selling.
28. Briefly explain the importance of marketing to companies and consumers.
29. Enumerate the objectives of market segmentation.
30. What are the factors to be considered while selecting a suitable channel of distribution?
31. Explain the modern concept of marketing.
32. Explain the significance of the study of Consumer behaviour.
33. What are the characteristics of consumer behavior?
34. What are the objectives of advertising?
35. What do you understand by sales force promotion? Explain the various schemes of sales force promotion?
36. What are the advantages and limitations of television advertising?
37. What are the limitations of sales promotion?
38. Explain the factors influencing promotion mix decisions.

(6 × 4 = 24 Marks)

SECTION – D

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

39. What are the characteristics of services?
40. Elucidate the factors affecting marketing mix.
41. Discuss the various bases of market segmentation.
42. Define Product Life Cycle. Elucidate the various phases of PLC.
43. Discuss in detail the importance of pricing.
44. Discuss in detail the different kinds of advertising.

(2 × 15 = 30 Marks)

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P – 2743

Reg. No. :

Name :

Fifth Semester B.Com. Degree Examination, December 2022

First Degree Programme under CBCSS

Core Course

**CO 1542/CC 1542/CX 1542/HM 1542/TT 1542 –
COST ACCOUNTING**

(2018 Admission onwards)

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

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is costing?
2. What is cost unit?
3. What is time keeping?
4. What is JIT?
5. What is Bin Card?
6. What is LIFO?

P.T.O.

7. What is Direct Cost?
8. What is EOQ?
9. What is normal wastage?
10. What is stores ledger?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Distinguish between fixed cost and variable cost.
12. What is opportunity cost?
13. What are the objectives of unit costing?
14. What is danger level?
15. What are the bases of apportionment for lighting, power and rent?
16. What is idle time?
17. What is Machine hour Rate?
18. What is Bill of Material?
19. What are the causes of under absorption of overhead?
20. What is secondary distribution?
21. What is Cost Centre?
22. What is the treatment of abnormal loss?
23. What is stock velocity?

24. What is perpetual Inventory system?
25. What is Time wage system?
26. Distinguish cost allocation and cost apportionment.

(8 × 2 = 16 Marks)

SECTION – C

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

27. Distinguish between financial accounting and cost accounting.
28. Explain multiple piece rate system.
29. What is ABC analysis?
30. What is Reorder level and maximum level?
31. What are the components of Cost?
32. Explain Labour Turnover and its causes.
33. About 50 items are required everyday for a machine. A fixed cost of Rs. 50 per order is incurred for placing an order. The inventory carrying cost per item amounts to Re. 0.02 per day. The lead period is 32 days. Compute :
 - (a) EOQ
 - (b) Re-order Level.
34. Calculate the earnings of workers A and B under straight piece rate system and Taylor's differential piece rate system from the following particulars :

Normal rate per hour Rs. 1.80
Standard time per unit 20 seconds
Differentials to be applied :
80% of piece rate below standard
120% of piece rate at or above standard.

Worker A produces 1,300 units per day and worker B produces 1,500 units per day.

35. From the following data prepare a reconciliation statement :

	Rs.
Profit as per cost accounts	1,45,500
Works overhead under recovered	9,500
Administrative overheads under recovered	22,750
Selling overheads over recovered	19,500
Over valuation of opening stock in cost accounts	15,000
Over valuation of closing stock in cost accounts	7,500
Interest earned during the year	3,750
Rent received during the year	27,000
Bad debts written off during the year	9,000
Preliminary expenses written off during the year	18,000

36. The accounts of a machine manufacturing company disclose the following information for the six months ending 31-12-18 :

Material used Rs. 1,50,000

Productive wages Rs. 1,20,000

Factory overhead expenses Rs. 24,000

Establishment and general expenses Rs. 17,640

Prepare the cost sheet of the machines and calculate the price which the company should quote for the manufacture of a machine requiring materials valued at Rs. 1,250 and expenditure in productive wages of Rs. 750, So that the price may yield a profit of 20% on the selling price.

37. A machine costing Rs. 20,000 is expected to run for 10 years at the end of which its scrap value is estimated to be Rs. 2,000. Installation charges are Rs. 200, Repair for 10 years life is estimated to be Rs. 1,800 and the machine is expected to run for 2190 hours in a year. Its power consumption would be 15 units per hour at Rs. 5 per 100 units. The machine occupies $\frac{1}{4}$ th of the area of the department and has two points out of total ten for lighting. The foreman has to devote about $\frac{1}{3}$ rd of his time to this machine. The rent for this department is Rs. 300 p.m. and charges for lighting Rs. 80 p.m. The foreman is paid a salary of Rs. 960 p.m. Find out the hourly rate, assuming insurance is @1% p.a and expenses on lubrication are Rs. 9 per month.

38. The standard time for a job is 10 hours. Actual hours taken are 8. Wage rate per hour is Rs. 5. Calculate earnings and effective rate of earnings per hour under Halsey plan.

(6 × 4 = 24 Marks)

SECTION – D

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

39. Shriram enterprises manufactures a special product ZED, the following particulars were collected for the year 2018 :

- (a) Monthly demand of ZED 1,000 units
- (b) Cost of placing an order Rs. 100
- (c) Annual carrying cost per unit Rs. 15
- (d) Normal usage 50 units per week
- (e) Minimum usage 25 units per week
- (f) Maximum usage 75 units per week
- (g) Reorder period 4 to 6 week.

Compute from the above :

- (1) Reorder quantity
- (2) Reorder level
- (3) Minimum Level
- (4) Maximum Level
- (5) Average Level.

40. Following is a summary of receipts and issues of a material in a factory during December 2018 :

2018	Dec	1	Opening balance 500 tonnes @ Rs. 20
"	"	3	Issued 70 tonnes
"	"	4	Issued 100 tonnes
"	"	8	Issued 80 tonnes
"	"	13	Received from supplier 200 tonnes @ Rs. 19
"	"	14	Purchased 100 tonnes @ Rs. 21
"	"	16	Issued 180 tonnes
"	"	20	Received from suppliers 240 tonnes Rs. 22
"	"	24	Issued 300 tonnes
"	"	25	Received from supplier 320 tonnes @ Rs. 18
"	"	26	Issued 115 tonnes
"	"	27	Received from supplier 100 tonnes @ Rs. 23

Issues are to be priced on the principle of first in first out. The stock verifier of the factory has found a shortage of 10 tonnes on 22nd and left a note accordingly. Prepare the stores ledger account.

41. U Co. Ltd. manufacturing refrigerators, gives the following information :

Raw material Rs. 3,50,000

Factory Overhead Rs. 81,000

Wages Rs. 2,70,000

Administration overhead Rs. 56,080.

How should this company quote the price of one refrigerator? To manufacture one refrigerator it is estimated that materials required is Rs. 1,000 and wages Rs. 700. Absorb factory overheads on the basis of labour and administration overheads on the basis of works cost. A profit of 12.5% of selling price is required.

42. What are the different techniques of stores control?
43. Explain Purchase Procedure.
44. Define cost accounting and explain classification of Cost.

(2 × 15 = 30 Marks)

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Reg. No. :

Name :

Fifth Semester B.Com. Degree Examination, December 2022

Career Related First Degree Programme under CBCSS

Group 2 (a)

Core Course VII

CX 1541/HM 1541/TT 1541 : ENTREPRENEURSHIP DEVELOPMENT

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

(2018 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. Define Entrepreneurship.
2. How social marginality influences entrepreneurship?
3. Give any two skills required by an entrepreneur.
4. What is the difference between Entrepreneur and Manager?
5. Enumerate two sources of project ideas.
6. What are start-ups?

P.T.O.

7. Give any two advantages of project report.
8. Explain the term risk identification.
9. State the Schumpeter's view of entrepreneur.
10. What is project initiation?

(10 × 1 = 10 Marks)

SECTION B

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

11. What are the skills needed by an Entrepreneur?
12. What is Technical feasibility?
13. What do you mean by angel financing?
14. Name the schemes available to help women entrepreneurs.
15. What is Business Environment?
16. List out the objectives of Entrepreneurial Training.
17. What is a single window scheme?
18. What is margin money?
19. What are industrial estates?
20. What is DIC?
21. What are Techno parks?
22. What is venture capital?
23. What is techno-economic feasibility of projects?

24. What do you mean by project profile?
25. What is NIESBUD?
26. What do you mean by product launch?

(8 × 2 = 16 Marks)

SECTION C

Answer any **six** questions. (Not to exceed **120** words). Each question carries **4** marks.

27. What are the five stages of project management?
28. Discuss briefly the indicators of social desirability of a project.
29. Discuss the key aspects to be considered in the preliminary screening of investment decisions.
30. What are the factors to be considered in choice of technology?
31. Discuss briefly the proforma of a project report.
32. Discuss the factors affecting project development.
33. What are the problems commonly faced by entrepreneurs while establishing a new project?
34. Briefly explain the tools of risk assessment.
35. Why is the environmental appraisal of a project important?
36. What is financial appraisal? What are the factors to be considered for preparing it?
37. What are the incentives available to small entrepreneurs?
38. What are the important obstacles hindering the growth of entrepreneurship in India?

(6 × 4 = 24 Marks)

SECTION D

Answer any **two** questions. (Not exceeding **four** pages) Each question carries **15** marks.

39. Define project formulation. Discuss the need for project formulation.
40. What are the causes and means of prevention of industrial sickness?
41. What are the key features of project finance? Discuss the sources of project finance.
42. What are the economic factors affecting entrepreneurship.
43. What do you mean project life cycle? What is its impact on feasibility of a project?
44. What are the social and cultural factors which affect entrepreneurial growth?

(2 × 15 = 30 Marks)

(Pages : 4)

P – 2923

Reg. No. :

Name :

Fifth Semester B.Com. Degree Examination, December 2022
Career Related First Degree Programme under CBCSS
Group 2(a) — Commerce and Tourism and Travel Management
Vocational Course VII
TT 1571 – SUSTAINABLE TOURISM MANAGEMENT
(2018 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. What is conservation of the ecosystem?
2. Define Global warming.
3. Define sustainable Tourism.
4. Name any two ecotourism spot in Kerala.
5. Define planning.
6. Define sustainable ethics.
7. Expand WTTC.
8. Expand IUCN.
9. Define ecosystem.
10. What is community based tourism?

(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. What are the three dimensions of Sustainable Tourism?
12. Explain climate changes.
13. Write down the major issues addressed in the Rio declaration.
14. Write down the aims of Sustainable Tourism.
15. What are the attributes of attractions?
16. What are the limitations of sustainable tourism planning?
17. What is sustainable design?
18. Define accreditation.
19. What is the sustainability standard?
20. What are the key elements of ISO 14000?
21. What is the need for Tourism Sustainability?
22. Name some Ecotourism spots in India.
23. Describe about Sundarban.
24. What is wildlife tourism?
25. What are the eco-friendly practices for the ecosystem?
26. Explain Pro-Poor Tourism.

(8 × 2 = 16 Marks)

SECTION C

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

27. Explain the concept of ecosystem.
28. What was the main aim of the Stockholm conference?
29. Explain on Agenda-21 on Sustainable Development.
30. Discuss the role and significance of millennium development goals in tourism.
31. Explain on climate analysis in the concept of Sustainable Design.
32. Explain sustainable tourism planning.
33. What are the aims of WSSD-2002?
34. What are the main goals of IUCN?
35. What are the objectives of UNWTO?
36. Explain Responsible Tourism.
37. Give examples of Pro-Poor Tourism.
38. Discuss on Cape Town declaration.

(6 × 4 = 24 Marks)

SECTION D

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

39. Summarize the world summit on sustainable development 2002.
40. Write an essay on Sustainable Tourism.

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41. Elucidate on principles of sustainable tourism planning.
 42. Explain the objectives and functions of PATA.
 43. Explain the concept of Eco-Tourism and its importance in developing Sustainable Environment.
 44. Describe on 45 Kerala declaration.

(2 × 15 = 30 Marks)

(Pages : 4)

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Reg. No. :

Name :

Fifth Semester B.Com. Degree Examination, December 2022

Career Related First Degree Programme under CBCSS

Group 2 (a) — Commerce and Tourism and Travel Management

Vocational Course VIII

TT 1572 – HOSPITALITY MANAGEMENT

(2018 Admission onwards)

Time : 3 Hours

Max. Marks : 80

SECTION A

Explain the following questions in one or two sentences. Each question carries 1 mark.

1. What is Travel Bungalow?
2. What is Catering service?
3. What is a Dormitory?
4. What are Hospitality Services?
5. What Airline Catering?
6. Expand FSSAI.
7. What is Paying Guest accommodation?
8. What is Package rates?
9. What is supplementary accommodation?
10. What is Franchise hotel?

(10 × 1 = 10 Marks)

P.T.O.

SECTION B

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

11. Write the components of hospitality industry.
12. What is Green hotel?
13. Discuss Tariff Card.
14. Explain the front office term Overstay.
15. What is Guest History Card?
16. What is Modified American Plan?
17. Explain A la Carte menu.
18. Define the term hospitality.
19. What are the characteristics of the Hospitality Industry?
20. List any two functions of Sales and Marketing Department.
21. What is Institutional Catering?
22. Define Discotheque.
23. Briefly explain guest Log Book.
24. What is Early morning tea?
25. What is food Preservation?
26. Discuss Food safety.

(8 × 2 = 16 Marks)

SECTION C

Answer any **six** questions (Short essay). Each question carries **4** marks.

27. Write the importance of Sales and marketing department in hospitality.
28. Explain the process of preparing the Financial statements of a hotel.
29. Illustrate any four functions of Housekeeping Department in a hotel.
30. List the facilities required in room for classifying a homestay under Diamond category.
31. Explain the importance of food storage in catering establishment.
32. Give the classification of hotel on the basis of size of the hotel.
33. Briefly explain various functions of Front Office Department in a hotel.
34. Explain the importance of Food Production Department in the smooth functioning of a hotel.
35. Explain the importance of purchasing in catering establishment.
36. Discuss the function of a hotel lobby in hotel.
37. List the facilities required in Bathroom for classifying a homestay under Gold category.
38. List the procedure of guest check-in followed in front office department of a hotel.

(6 × 4 = 24 Marks)

SECTION D

Answer any **two** questions (long essay). Each question carries **15** marks.

39. Discuss the role of FSSAI in creating awareness on food safety and consumer safety.
40. Explain the various types of commercial catering establishment.
41. Discuss the Growth and Development of hospitality Industries in India.
42. List the Guidelines criteria for the Classification and Reclassification of Homestay Units Diamond/ Gold/ Silver as per the classification guidelines set by the Department of Tourism, GoK.
43. Explain the various licences required to operate a hotel.
44. Explain the tariff plan based on Food Plans.

(2 × 15 = 30 Marks)