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S – 1861

Reg. No. :

Name :

Fifth Semester B.Com. Degree Examination, December 2023

First Degree Programme under CBCSS

Core Course

**CO 1543/CC 1543/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 or two sentences. Each question carries **1** mark.

1. Define marketing.
2. What do you mean by brand equity?
3. What is target marketing?
4. State the elements of marketing mix.
5. What do you mean by penetration pricing?
6. Define sales promotion.

P.T.O.

7. What is relationship marketing?
8. What do you mean by market positioning?
9. What is advertisement copy?
10. What do you mean by channels of distribution?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Differentiate between wholesaler and retailer.
12. What is market segmentation?
13. State the characteristics of a good brand.
14. What do you mean by push and pull mix?
15. What is customised marketing?
16. Briefly explain about product mix.
17. What is logistics management?
18. State the meaning of social marketing.
19. What do you mean by personal selling?
20. Briefly explain the concept of consumer behaviour.
21. What are the elements of brand equity?
22. What are the outdoor advertising media?

(8 × 2 = 16 Marks)

SECTION – C

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

23. What are the advantages of market segmentation?
24. Briefly explain the functions of wholesaler.
25. What are the types promotion methods?
26. Explain the scope of service marketing.
27. What are the characteristics of Direct marketing?
28. Discuss the importance of marketing mix.
29. Differentiate between logistics and supply chain management.
30. Explain the requirements of a good advertisement copy.
31. Briefly explain the process of buying decision.

(6 × 4 = 24 Marks)

SECTION – D

Long essay type questions. Answer any **two** questions. Each question carries **15** marks.

32. Explain the major factors influencing buying behaviour.
33. Define product life cycle. Explain marketing strategies in different stages of product life cycle.
34. What is advertising? Describe the functions and advantages of advertising.
35. Describe the various internal and external forces that influence the pricing strategy of a firm.

(2 × 15 = 30 Marks)

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Fifth Semester B.Com. Degree Examination, December 2023

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

1. What is output costing?
2. How do you compute works cost?
3. Define notional cost.
4. What is meant by indirect materials?
5. What is meant by double bin system?
6. How do you compute maximum stock level?

P.T.O.

7. What are the causes of normal idle time?
8. What are fringe benefits?
9. What is meant by premium bonus scheme?
10. What is labour hour rate?

(10 × 1 = 10 Marks)

SECTION – B

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

11. What is meant by apportionment of overheads?
12. What are semi-variable overheads?
13. List the features of Emerson's efficiency scheme.
14. What are the effects of labour turnover?
15. What is meant by merit rating?
16. What is spoilage?
17. Show the features of LIFO pricing of materials.
18. How to compute inventory turnover ratio?
19. Define EOQ.
20. What is marginal costing?
21. What is JIT?
22. What is meant by integral costing system?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Following information relates to material x. Calculate Reorder level, Reorder quantity.

Maximum stock level: 8400 units

Budgeted consumption: Maximum 1500 units per month

Minimum 800 units per month

Estimated delivery period: Maximum 4 months

Minimum 2 months

24. Calculate the earnings of workers X, Y and Z under Merrick's differential piece rate system.

Normal rate per hour Rs.18

Standard time per unit 1 minute

Output per day of 8 hours X – 380 units, Y – 450 units, Z – 550 units

25. From the following data calculate inventory turnover ratio

	Material X (Rs.)	Material Y (Rs.)
Opening stock	30,000	80,000
Closing stock	20,000	60,000
Purchases	1,65,000	1,90,000

Determine the fast moving material.

26. A company's overhead distribution summary showed the following figures:

Production Depts: A - Rs.25,000, B - Rs.31,000, C - Rs.28,000

Service Depts: X - Rs.8,000, Y - Rs.13,900

The costs of service departments are charged out as follows:

	A	B	C	X	Y
Dept X	30%	20%	40%	-	10%
Dept Y	40%	15%	25%	20%	-

Prepare secondary distribution summary using repeated distribution method.

27. From the following particulars, find out the amount of cash required for payment of wages for a particular month.

Wages for normal time worked	Rs.31,000
Wages for overtime	Rs.2,000
Leave wages	Rs.2,500
Deduction of employees' shares to State insurance contribution	Rs.750
Employees' contribution to PF	Rs.1,500
House rent to be recovered from 20 employees at the rate of Rs.500 per month.	

28. Give notes on

(a) Bin card

(b) Material requisition note.

29. Explain the reasons for difference in profits of cost accounts and financial accounts.

30. Define normal idle time and show its reasons.

31. What are the features of an ideal wage plan?

(6 × 4 = 24 Marks)

SECTION – D

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

32. From the following receipts and issues of material X for the month of April, prepare Stores Ledger using simple average price method.

- 1 Opening balance 1100 units at Rs.60 per unit
- 4 Issued 450 units
- 6 Issued 150 units
- 12 Purchased 400 units at Rs.59 per unit
- 15 Refund of surplus from work order 30 units at Rs.58 per unit
- 16 Issued 350 units
- 20 Purchased 480 units at Rs.62 per unit
- 24 Issued 600 units
- 26 Purchased 600 units at Rs.64 units
- 27 Issued 520 units

33. Following figures are collected from the books of an iron foundry after the close of the year.

	Rs.
Opening stock of raw materials	7,000
Purchase of materials during the year	55,000
Closing stock of raw materials	5,000
Direct wages	12,000
Works overhead	50% of direct wages
Stores overhead	10% of the cost of materials

10% of the castings were rejected, being not up to the specifications and sum of Rs.600 was realised as scrap. 10% of the finished castings were found to be defective in manufacture and were rectified by expenditure of additional works overhead charges to the extent of 25% on proportionate direct wages. The total gross output during the year was 1000 tons.

Calculate the cost of saleable casings per ton.

34. Define cost accounting. Explain its advantages and limitations.
35. Define direct materials. Explain the cost effective purchase procedure of materials.

(2 × 15 = 30 Marks)

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S – 1990

Reg. No. :

Name :

Fifth Semester B.Com. Degree Examination, December 2023

Career Related First Degree Programme under CBCSS

Group 2(a)

Core Course

CX 1541/HM 1541/ TT 1541 : ENTREPRENEURSHIP DEVELOPMENT

(2018 Admission Onwards)

**(Common for 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 to two sentences. Each question carries **1** mark.

1. Define EDP.
2. Define a micro enterprise.
3. What is subsidy?
4. What is SISI?
5. What is feasibility study?
6. What are ancillary units?

P.T.O.

7. What is a normal project?
8. Who is a women entrepreneur?
9. What is venture capital?
10. What is technopark?

(10 × 1 = 10 Marks)

SECTION – B

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

11. What is innovation?
12. Who is an intrapreneur?
13. Mention any two benefits of MSMEs.
14. What is entrepreneurial environment?
15. Mention any two features of a project.
16. What is financial feasibility analysis?
17. Mention any two methods of project appraisal.
18. What is network analysis?
19. What is location decision?
20. What is margin money?
21. What is seed capital?
22. What is sick industrial unit?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Briefly explain the qualities required for an entrepreneur to become successful.
24. What are the problems faced by women entrepreneurs?
25. What is the need for incentives to entrepreneurs?
26. What are the problems faced by MSMEs in India?
27. What are the criteria for screening of project ideas?
28. What are the importance of feasibility study?
29. Briefly explain the general principles of a good report.
30. Write a note on single window system.
31. What are the causes of industrial sickness?

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions not to exceed in 4 pages. **Each** question carries **15** marks.

32. Define entrepreneur. What are the different types of entrepreneurs?
33. Discuss the scope of technical feasibility analysis.
34. What is project report? What are the contents of a project report?
35. Define industrial estates. What are the objectives and types of industrial estates?

(2 × 15 = 30 Marks)

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S – 1997

Reg. No. :

Name :

Fifth Semester B.Com. Degree Examination, December 2023
Career Related First Degree Programme under CBCSS
Group 2(a) – Commerce and Tourism and Travel Management
Vocational Course:
TT 1572 : HOSPITALITY MANAGEMENT
(2018 Admission onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Define hospitality.
2. What is out door catering?
3. Define Spa.
4. What is meant by rack rate?
5. Define lobby.
6. Define check in.
7. What is meant by European plan?
8. Define guest folio.
9. Expand FSSAI.
10. Define food preservation.

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

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

11. What is the importance of Log book in front desk operations?
12. Discuss the functions of Travel Desk in a hotel.
13. What is meant by hospitality industry?
14. Discuss continental cuisine?
15. What is self-check-in terminal?
16. Write a note on Food Adulteration.
17. Define packaging of food.
18. What is C-Form? Write its uses.
19. State any two differences between four star and five star hotels.
20. Draw a sample format of CRC.
21. Write any two types of room tariff.
22. What is meant by B and B Homestays?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Distinguish between welfare and commercial catering.
24. Delineate the functions of menu.
25. Define Hospitality Law? Explain the role of Hospitality Managers in a legal environment.
26. Explain the role of Human Recourse Management in hospitality industry.

27. Classify the hotels based on the levels of services.
28. List out the importance of homestays in the development of economy of the local people.
29. Explain the outlets to be managed under food and beverage department in a hotel.
30. Differentiate ala carte and table d'hote menu.
31. Write a note on railway catering.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Delineate the check in procedure for a walk-in guest in a hotel.
33. Describe the duties and responsibilities of a general manager in a five star hotel.
34. Discuss the guidelines for approving 'Incredible India Bed and Breakfast' homestays.
35. Explain the types of supplementary accommodations in detail.

(2 × 15 = 30 Marks)

(Pages : 3)

S – 1996

Reg. No. :

Name :

Fifth Semester B.Com. Degree Examination, December 2023
Career Related First Degree Programme under CBCSS
Group 2(a) – Commerce and Tourism and Travel Management

Vocational Course:

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 question carries 1 mark.

1. Define the concept of Sustainability.
2. Define STP.
3. Define Eco Tourism.
4. What is Carrying Capacity?
5. What is mean by Carbon Footprint?
6. What is Environmental Impact Assessment?
7. What is meant by Green House Gas?
8. Define Habitat.
9. What is Condensation?
10. Define Greenways.

(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. Write a short note on Economic Sustainability.
12. What is Global Warming?
13. Name the role of "PATA" in sustainable Tourism.
14. What is Locality Analysis?
15. Write the importance of Certification of Sustainable Tourism Development.
16. Write a short note on role of UNEP in Sustainable Tourism Development.
17. What is Responsible Tourism?
18. Write a short note on Pro-poor Tourism.
19. Discuss about two methods used for Sustainable Energy Management.
20. Write about Cultural Sustainability.
21. Define Ecological Imbalance.
22. Identify and list out any two destinations in India which is popular for Eco-tourism.

(8 × 2 = 16 Marks)

SECTION – C

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

23. Write a note on Brundtland Commission.
24. Write note on the climate changing issues in tourism.
25. Explain the Basic Concepts in Sustainable Design.
26. Write the important points we should consider during the design for environment in Sustainable Design.

27. Detail the role of UN-WTO in Sustainable Tourism Development.
28. Detail the benefits of Sustainable tourism practices for local people.
29. Detail the issues of Sustainable Tourism Development.
30. Justify the statement with examples "Socio-Cultural Sustainability is essential for balance sustainable tourism development".
31. Discuss in detail about the Kerala Declaration on Responsible Tourism.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Explain the role of WSSD 2002 in Sustainable Development.
33. Identify and explain the role and significance of Millennium Development Goals in Tourism Development.
34. Explain the various approaches in Sustainable Tourism Practices.
35. Explain in detail the importance of Sustainability in Tourism.

(2 × 15 = 30 Marks)