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E – 3335

Reg. No. : .....

Name : .....

**Fourth Semester B.A./B.Sc. Degree Examination, July 2018**  
**First Degree Programme Under CBCSS**  
**LANGUAGE COURSE : READINGS IN LITERATURE**  
**Common for B.A./B.Sc. EN 1411.1 (Language Course VIII) and Career**  
**Related 2(a) (Language Course VI) EN 1411.3**  
**(2015 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions, **each** in a **word** or **sentence**.

- 1) "All the world's a stage" is an excerpt from the play
- 2) What is the meaning of the title "La Belle Dame Sans Merci" ?
- 3) "We are on a darkling plain/Swept away with confused alarms of struggle and fight" are the lines taken from the poem
- 4) Who is the aged wife mentioned in Tennyson's "Ulysses" ?
- 5) Which is the great annual fair mentioned in Nehru's essay "Independence and After" ?
- 6) Who is the co-founder of the organization 'Umkhonto we sizwe' ?
- 7) Whose pen name is Saki ?
- 8) Who is Dr. Raman's dearest friend in Narayan's story ?
- 9) What was the intention of the banker behind visiting the room of the lawyer just before the completion of fifteen years of imprisonment ?
- 10) In MT's short story, who named the cat as Sherlock ? **(10×1=10 Marks)**

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

- 11) How does Wordsworth describe nature in the poem "Leech Gatherer" ?
- 12) What is Yeat's final prayer for his daughter ?
- 13) Discuss Owen's "Insensibility" as a War Poem.

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- 14) Give a description of the Constable in the poem "A Constable Calls".
- 15) How does Sarojini Naidu challenge fate who may take away her power of articulation ?
- 16) What did Kamala Das do to ignore her womanliness ?
- 17) Discuss the message of the poem "Mending Wall".
- 18) Humour in the poem "Stammer".
- 19) What are the advantages of tolerance over love according to Forster ?
- 20) What are the features of moral religion according to Einstein ?
- 21) How is the theme of love presented in the short story "Yellow is the colour of Longing" ?
- 22) Relevance of the title "Open Window".

(8×2=16 Marks)

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

- 23) How does Shakespeare present Jacques's view of life ?
- 24) Discuss "Ulysses" as a dramatic monologue.
- 25) Discuss "Dover Beach" as a poem which represent the Victorian Age.
- 26) What is Priestley's opinion about American life ?
- 27) How does Einstein relate science and religion ?
- 28) Nehru's reputation as a hero.
- 29) How did Dr. Raman handle the crisis ?
- 30) Discuss the techniques used by H. H. Munro in the story "The Open Window".
- 31) Setting of the story "Sherlock".

(6×4=24 Marks)

IV. Answer **any two each** in about **three hundred words**.

- 32) Discuss the philosophy of life presented by Tennyson in his poem "Ulysses".
- 33) How does Priestley present a world of leisure and relaxation in his essay "On Doing nothing" ?
- 34) Write an essay on the ideals for which Mandela is prepared to die.
- 35) Narayan's stories are his observation of personal lives. Discuss with reference to his short story "The Doctor's Word".

(15×2=30 Marks)





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Reg. No. : .....

Name : .....

**Fourth Semester B.Com. Degree Examination, July 2018**  
**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 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. Define mass communication.
2. Explain encoding and decoding.
3. What is a circular ?
4. Define report.
5. Define office management.
6. Define office layout.
7. What is a resume ?
8. Define agenda.
9. What is meant by E-mail ?
10. Define indexing.

**(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. Distinguish between Inter-personal and Intra-personal communication.
12. What are the advantages of oral communication ?
13. What is transactional leadership ?
14. What is an interview ? For what purpose is it used ?
15. What is salutation ? Give four examples.
16. What is an order letter ?
17. What do you mean by ethics of communication ?
18. State briefly the essential requirements of a good resume.
19. What is group discussion ? State two purposes.
20. What is a video conference ?
21. Define 'Kinesics'.
22. What is alphabetical filing ?

(8×2=16 Marks)

## SECTION - C

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

23. Elaborate the various steps involved in mastering communication skills.
24. Briefly explain any four channels of written communication skills.
25. Draft a notice calling a meeting of the managing committee of a college association of which you are the secretary.
26. Elucidate the essential qualities of a business letter.
27. Briefly explain the essential parts of a report.
28. Explain briefly socio-psychological barriers to communication.



- 29. Discuss briefly the activities of a modern office.
- 30. What are the guiding principles of good office layout ?
- 31. Draft an order letter on behalf of Vimal Textiles, 8<sup>th</sup> Cloth Market Agra – (UP) to Messrs. Shanker and CO., Wholesale dealer in Textiles, Kanpur for the supply of 1000 Meters of shirtings specifying details – colours-quality, mode of delivery, payment etc. **(6×4=24 Marks)**

**SECTION – D**

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

- 32. Discuss in detail the need and significance for internal and external communication in business organizations.
- 33. What is records management ? Discuss the essentials of good filing system. Also explain the classification and arrangement of files.
- 34. Explain the merits and demerits of written communication. Explain also the essential parts of a typical business letter.
- 35. Define communication. What are the elements in the process of communication ? Discuss the role electronic media in the progress of communication with examples. **(2×15=30 Marks)**

- 1. Explain encoding and decoding.
- 2. What is a circular ?
- 3. Define report.
- 4. Define office management.
- 5. Define office layout.
- 6. What is a resume ?
- 7. Define agenda.
- 8. What is meant by E-mail ?
- 9. Define indexing. **(10×1=10 Marks)**





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Name : .....

**Fourth Semester B.Com. Degree Examination, July 2018**  
**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**. **Each** question carries **1** mark.

1. Define supplementary accommodation.
2. What is airport hotel ?
3. What is resort ?
4. What is concierge ?
5. What is AP ?
6. What is no-show ?
7. What is scanty baggage ?
8. What is GHC ?
9. Define menu.
10. What is guest folio ?

**(10×1=10 Marks)**

P.T.O.



## SECTION - B

Answer **any 8** questions in **not exceeding one** paragraph **each**. **Each** question carries **2** marks.

11. Write notes on hotel classification.
12. What is bed and breakfast hotels ?
13. What is the role of housekeeping in a star hotel ?
14. Classify menu.
15. Mention the types of food and beverage outlets in hotels.
16. What is confirmed reservation ?
17. What is C form ?
18. What is late charges ?
19. What is uniformed services ?
20. What is hospitality desk ?
21. What is commercial hotel ? Give examples.
22. What is quad room ?

(8×2=16 Marks)

## SECTION - C

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

23. Classify hotels in your area on the basis of locations.
24. Mention the activities of front office department.
25. Explain the various agencies and organisations associated with hotel approval and recognition.
26. What are the qualities required for a hotel employee ?
27. Explain the organisation of food and beverage department.



- 28. Mention the types of room rate designations in a star hotel.
  - 29. What are the types of reservations ?
  - 30. What is front office accounting ?
  - 31. What is the role of hotel staff in ensuring the safety and security of guests ?
- (6×4=24 Marks)**

**SECTION - D**

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

- 32. Explain the role of accommodation sector in the development of tourism and travel.
  - 33. Explain the organisation of front office department of a large hotel.
  - 34. Give in detail the food and beverage outlets in a five star deluxe hotel.
  - 35. What are the factors that are to be considered to classify a hotel into star category ?
- (15×2=30 Marks)**





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E - 3420

Reg. No. : .....

Name : .....

Fourth Semester B.Com. Degree Examination, July 2018

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 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 Mobile Banking ?
2. Explain EFT.
3. Define Bank Rate.
4. What is clearing house ?
5. Explain the concept 'liquidity'.
6. What is a smart card ?
7. Expand 'ICICI'.
8. What are scheduled banks ?
9. What do you mean by credit rationing ?
10. What is a home safe deposit ?

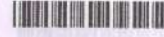
(10x1=10 Marks)

**SECTION - B**

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

11. What are the features of negotiable instruments ?
12. State the objectives of a Central Bank.
13. Write a brief note on the unorganised banking structure in India ?
14. Explain how RBI acts as a banker's bank ?
15. What are the causes of NPA ?
16. Write a brief note on 'Farm loan'.

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17. Explain the term 'Banker'.
18. Name the various forms of loans and advances that a customer receives from banks.
19. Explain 'NEFT'.
20. What is a credit card ? Who are the parties to a credit card ?
21. Explain "Banker's obligation to honour customers cheque".
22. What are the advantages of core banking ? **(8x2=16 Marks)**

#### SECTION - C

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

23. Explain the different kinds of deposits accepted by commercial banks.
24. What is a cheque ? Explain briefly the different types of cheques.
25. What do you understand by the concept " Capital Adequacy Norm" ?
26. Discuss briefly the agency services offered by commercial banks.
27. Write a brief note on Banking Sector Reforms in India.
28. Define crossing. Differentiate between General crossing and special crossing.
29. Explain briefly the procedure for closing an account.
30. What are Debit Cards ? Explain its operations.
31. Define holder-in-due-course. Distinguish between holder and holder-in-due-course. **(6x4=24 Marks)**

#### SECTION - D

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

32. What do you understand by credit creation ? Explain the process and limitations of credit creation.
33. Discuss the general relationship between a banker and its customers.
34. Explain the precautions to be taken by a banker while dealing with special types of customers.
35. Discuss the different credit control measures adopted by RBI. **(2x15=30 Marks)**





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Reg. No. : .....

Name : .....

**Fourth Semester B.Com. Degree Examination, July 2018**  
**Career Related First Degree Programme under CBCSS**  
**Group 2(a) – Commerce and Tourism and Travel Management**  
**Vocational Course V : TT 1471**  
**TOURISM MANAGEMENT**  
**(2013 Admn. Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

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

1. Define Tourist.
2. Who is a foreign tourist ?
3. Explain the term accessibility.
4. What is a hotel ?
5. What do you mean by chartered flights ?
6. What do you mean by seasonal industry ?
7. Who is a traveler ?
8. Write the features of bullet trains.
9. Write four examples for supplementary accommodations.
10. What do you mean by eco-friendly accommodation ? **(10×1=10 Marks)**

**SECTION – B**

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

11. Mention the advantages of water transportation.
12. What is a sea plane ?
13. Write a note on cruise destinations of Kerala.
14. Distinguish between youth hostels and hotels.
15. Explain the advantages of package tours.

P.T.O.



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16. What is suite room ?
17. Mention the different types of meal plans.
18. What are the advantages of secondary accommodation sector ?
19. What are the direct impacts of tourism to the host community ?
20. Write a note on hill trains of India ?
21. Write a note on national air carrier of India.
22. State the merits of rail transportation. **(8x2=16 Marks)**

SECTION - C

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

23. Explain the features of a home stay.
24. State the negative factors affecting the development of tourism in a destination.
25. What are the functions performed by the department of Kerala tourism to develop tourism ?
26. Distinguish between foreign tourist and domestic tourist.
27. Tourism is an evergreen industry. Comment.
28. Explain in detail the elements of tourism.
29. What are the negative environmental impacts created by tourism ?
30. Explain the terms - visitor, tourist and excursionist.
31. Why tourism is known as a seasonal industry ? Explain. **(6x4=24Marks)**

SECTION - D

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

32. Explain in detail on primary accommodation and its role in tourism.
33. Discuss the role and importance of water transportation in the promotion and development of tourism.
34. Define tourism demand. Explain briefly the determinants of tourism demand.
35. State the role and importance of tourism in the development of Kerala's economy. **(2x15=30 Marks)**



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E - 3511

Reg. No. : .....

Name : .....

**Fourth Semester B.Com. Degree Examination, July 2018**  
**Career Related First Degree Programme Under CBCSS**  
**Complementary Course**  
**PG 1431.1 : APPLIED SOCIAL PSYCHOLOGY**  
**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions from **1** to **10**.

A) Fill in the blanks. **Each** carries **one** mark.

- 1) \_\_\_\_\_ refers to the physical space or buffer zone individuals like to maintain around their bodies.
- 2) Psychodynamic theory was proposed by \_\_\_\_\_.
- 3) \_\_\_\_\_ is a motive or behavior that reflects an unselfish concern for the welfare of others.
- 4) \_\_\_\_\_ refers to any physical or psychological event that is perceived as a potential source of physical harm or emotional distress.
- 5) According to Freud, \_\_\_\_\_ is the period from approximately age 5 to puberty, during which children's sexual concerns are temporarily put aside, sublimated in school work, hobbies and friendships. **(1×5=5 Marks)**

B) Define the following. **Each** carries **one** mark.

- 6) Oedipus complex.
- 7) Job satisfaction.
- 8) Criminal psychology.
- 9) Bystander effect.
- 10) Global warming. **(1×5=5 Marks)**

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

- 11) Police interrogation style.
- 12) Projective personality test.

P.T.O.



- 13) Crowding.  
 14) Organizational citizenship behavior.  
 15) Defense mechanism.  
 16) Reinforcement.  
 17) Emotion-focused coping.  
 18) Pretrial publicity.  
 19) Disease prone personality.  
 20) Repressed memory.  
 21) Transformational leader.  
 22) Atmospheric electricity.

(2×8=16 Marks)

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

- 23) Abraham Maslow's Hierarchy of needs.  
 24) Gordon Allport's trait theory.  
 25) Social psychology and organization.  
 26) Humanistic approach of personality.  
 27) Personality assessment.  
 28) Eyewitness testimony.  
 29) Improving altruism.  
 30) Coping strategies.  
 31) Effect of overpopulation.

(4×6=24 Marks)

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

- 32) Explain the personality theory of Sigmund Freud.  
 33) Give an account on how environmental factors affect human behavior.  
 34) Explain the situational and personal influences of altruism.  
 35) Describe the application of social psychology in health care.

(15×2=30 Marks)