



(Touarib)

(Pages : 3)

D – 3061

Reg. No. :

Name :

Third Semester B.A./B.Sc. Degree Examination, December 2017
First Degree Programme under CBCSS
ENGLISH (Language Course)
EN 1311.1/EN 1311.3 Writing and Presentation Skills
(Common for B.A./B.Sc. & Career Related 2 (a))
(2015 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

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

A) Rewrite the following sentences correcting errors if any.

- 1) They discussed about the issue.
- 2) We are playing cricket every day.
- 3) Neither of the girls have left.
- 4) He is sleeping for two hours.
- 5) The box of chocolates are missing.

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

- 6) discover
- 7) accomplish
- 8) elevate
- 9) cleanse
- 10) depict.

(1×10=10 Marks)

II. Answer **any eight**, **each** in a short paragraph of approximately **50** words.

- 11) How has information technology increased the scope of writing ?
- 12) How important is "punctuation" as an aspect of the mechanics of writing ?
- 13) What is "collocation" ?

P.T.O.



- 14) What is the difference between "functional writing" and "creative writing" ?
- 15) What is the purpose of an outline ?
- 16) What is 'editing' and how important is it ?
- 17) Explain the structure of a 'paragraph'.
- 18) What is an expository paragraph ?
- 19) What are the 'don'ts' in a concluding paragraph ?
- 20) What are the features that characterise a narrative essay ?
- 21) What are official letters and what are business letters ?
- 22) Differentiate between 'chronological resume' and 'functional resume'.

(8×2=16 Marks)

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

- 23) Your college union has been conducting traffic safety awareness programmes for auto-rikshaw drivers, cab drivers and the general public during the current academic year. Prepare a brief report on these programmes to be published in the college magazine.
- 24) Write a letter to the editor of a newspaper on the need for the government to take stern action against those who spread false propaganda about the ongoing Measles Rubella vaccination drive.
- 25) The bus operators in your town do not allow students to enter buses parked in the bus stand until after all other passengers have boarded. Write a letter of complaint to the Regional Transport Officer asking him to initiate steps against such bus operators.
- 26) Prepare a questionnaire to be used in a survey on the rising number of two-wheeler accidents in your town.
- 27) You are a newspaper reporter. You are asked to interview a doctor in the city who has conducted many successful heart transplant surgeries. Prepare eight questions you would like to ask him.
- 28) What are the seven types of presentations ?



29) Your school friend has sent you an email requesting your presence at a class reunion. However, you have to attend a job interview on that day and you will not be able to participate. Email him a reply informing him of your inability to attend the reunion.

30) How important is "body language" when you make a presentation ?

31) Write a precis of the following passage reducing the number of words to approximately one third.

"A keen sense of humour is the hall mark of culture. When a person can crack a joke on himself, he raises himself at once in the estimation of his friends. There are people who can throw jokes at others, but never take one thrown against themselves. This one-way traffic is not really a high sense of good humour. It is the essence of humour that there should be give and takes in the process. Good humour is often the test of tolerance. A fanatic is incapable of good humour. He is tearing others to pieces fearing of getting himself torn all the time. Good humour defeats itself if there is malice in it, or is indulged in to hurt others. A joke should never hurt, otherwise it is no joke at all. A joke should make the person who makes it and the person who has to take it, laugh together. That is why tolerance and culture are the sources of every good joke".

(6×4=24 Marks)

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

32) Attempt an essay on "the role of audio-visual media in education" in about 300 words.

33) Create content for 15 slides on the topic "India : Unity in Diversity".

34) Your name is Nivin. You have an M.B.A. degree from a prestigious university. You are applying for a job as Area Marketing Manager with a well-known company specialising in fast moving consumer goods. Prepare a resume and a covering letter.

35) You are the secretary of the town's library council. Prepare a report to be read out in the annual general body meeting of the members enlisting the activities and achievements of the library during the year 2015 - 16.

(2×15=30 Marks)



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D – 3223

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, December 2017
Career Related First Degree Programme under CBCSS
Core Course – III : CX 1341/HM 1341/TT 1341
FUNCTIONAL APPLICATIONS OF MANAGEMENT
(Common for Commerce and Tax Procedure and Practice/Commerce
and Hotel Management and Catering/Commerce and Tourism and
Travel Management)
(2014 Adm. Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

(Very Short Answer)

Answer **all** questions in **one** or **two** sentences **each**.

Briefly write on :

1. Planning.
2. Working capital.
3. Operations Management.
4. Marketing Management.
5. HRM.
6. Job specification.
7. Business Finance.
8. Equity Shares.
9. Production scheduling.
10. Selection.

(10×1=10 Marks)

P.T.O.



SECTION - B

(Short Answer)

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

11. Describe management as a process.
12. Distinguish between profit maximisation and wealth maximisation.
13. What are the characteristics of equity shares ?
14. What are the types of preference shares ?
15. What is meant by net working capital ?
16. What is production function ?
17. Distinguish between market and marketing.
18. What is meant by promotion mix ?
19. What is personal selling ?
20. What is meant by 'compensation' in HRM ?
21. What is meant by Job evaluation ?
22. What is meant by portfolio management ?

(8×2=16 Marks)

SECTION - C

Answer **any six** questions in **not** exceeding **120** words.

23. Explain the functions of management.
24. What is finance function ? What are its objectives ?
25. What are the main sources of short term and long-term financial requirements ?
26. What are the factors determining working capital requirements ?
27. Explain about the production function in an organisation.



- 28. What are the factors affecting materials management in an organisation ?
- 29. Explain the concept and significance of marketing in business.
- 30. What is meant by marketing mix ? What are the various elements in marketing mix ?
- 31. What are the factors affecting compensation ? **(6×4=24 Marks)**

SECTION - D

Answer **any two** questions.

- 32. Explain the concept, significance, nature and scope of management.
- 33. Explain the significance of financial management. Elaborate on the major decisions required to be taken in finance.
- 34. Explain the significance and process of selection to an organisation.
- 35. Critically explain various training and development programmes in an organisation. **(2×15=30 Marks)**



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D – 3195

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, December 2017
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 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 tourism product.
2. What is a national park ?
3. Name any two bird sanctuaries of Kerala.
4. What is a snorkeling ?
5. In which state of India is Manas Wildlife sanctuary located ?
6. What do you mean by folklore ?
7. State the geographical boundaries of India.
8. What are the characteristics of a beach resort ?
9. Define tribal tourism.
10. Name any two water-based adventure tourism activities. **(10×1=10 Marks)**

P.T.O.



SECTION - B

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

11. Discuss the role of museums in tourism.
12. Write a note on desert safari.
13. What is the role of folk culture in tourism ?
14. What are the characteristics of tourism products ?
15. Write a note on the fairs and festivals of Rajasthan that attract tourists.
16. Discuss on Kite festivals.
17. Explain the two major streams of Indian classical music.
18. Write a note on any two hill stations of South India.
19. Differentiate between trekking and hiking.
20. Why is mountaineering considered as an extreme adventure tourism activity ?
21. Write a note on the major flora and fauna species of Eravikulam National Park.
22. What are the major classifications of museums ? **(8×2=16 Marks)**

SECTION - C

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

23. Describe seasonality in tourism.
24. What is heritage conservation ? Why is it important in tourism ?
25. Write short notes on any four major religious festivals of India.
26. Write a note on backwater tourism in Kerala. Add notes on different backwater circuits.



27. Identify any one emerging tourism destination in India and discuss its potentials and threats.
28. Briefly discuss the various classical dance forms of India.
29. Briefly explain the important tourism products of Kerala.
30. Examine the role of private sector in developing tourism products.
31. Write detailed notes on any four major heritage sites of south India. (6×4=24 Marks)

SECTION - D

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

32. Discuss on the potential of beach tourism in India. Briefly describe three major beaches of India.
33. What are the salient features of Indian culture that makes it attractive to foreign visitors ? Write notes on any three major cultural sites of India.
34. Discuss the role of fairs and festivals in promoting tourism. Write notes on the major fairs and festivals that attract tourism.
35. Examine the role of music in the promotion of tourism. Write notes on the various streams of music in India. (2×15=30 Marks)



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D – 3225

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, December 2017
(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

Answer **all** questions.

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

- 1) Transactional Analysis Theory was developed by _____
- 2) _____ is the efforts on the part of one person to alter the behaviour or attitudes of one or more others.
- 3) _____ is the form of social influence in which one person simply orders and one or more others to perform some action.
- 4) _____ is effort to change others attitude through the one of various kinds of messages.
- 5) _____ is the effect on performance resulting from the presence of others. **(1x5=5 Marks)**

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

- 6) Forewarning
- 7) Bargaining
- 8) Conformity
- 9) Social support
- 10) Attitude inoculation. **(1x5=5 Marks)**

P.T.O.



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

- 11) Social norms
- 12) Selective Avoidance
- 13) Distinctive obedience
- 14) Parent Ego state
- 15) Symbolic social influence
- 16) Perceived fairness
- 17) Negotiation and conflict
- 18) Commitment and performance.
- 19) GRIT
- 20) Cognitive dissonance
- 21) Misinterpretations and conflicts
- 22) Gender discrimination. **(8×2=16 Marks)**

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

- 23) Negative effects of obedience.
- 24) Why society and culture determine women's conformity ?
- 25) Frequent contacts help to overcome misinterpretations. Why ?
- 26) Different types of conflicts.
- 27) What are the elements of effective communication ?
- 28) Resolution of conflicts needs explanation of all its causes. Why ?



- 29) How content of message and persuasion are related ?
- 30) Being in terms with others is very difficult in social exchanges. Why ?
- 31) Comment how technological advances had affected adolescents' behaviour.
(4x6=24 Marks)

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

- 32) Describe different positive uses of persuasive communication.
- 33) How can transactional analysis can be utilised to better understand behaviour ?
- 34) Bring out the role of communication in conflict resolution and peace making.
- 35) What is the influence of propaganda on man behaviour ? Explain.
(2x15=30 Marks)



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D – 3194

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, December 2017
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 tourism marketing.
2. What is behavioural segmentation ?
3. Define brand image.
4. What is market targeting ?
5. Define market research.
6. What do you mean by a tourism product ?
7. What is sales promotion ?
8. Define publicity.
9. What are needs ?
10. What do you mean by perishability of tourism products ? **(10×1=10 Marks)**

P.T.O.



SECTION - B

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

11. Differentiate between needs, wants and demands in tourism.
12. Explain marketing management in tourism.
13. Write four characteristics of service in tourism industry.
14. Differentiate between international and domestic markets.
15. Write a note on KTM.
16. What are the key concepts of marketing in tourism ?
17. Write a short note on trademark.
18. Explain product line.
19. What is personal selling ?
20. Briefly describe brand image.
21. Who is a wholesaler ?
22. Explain e-shopping.

(8×2=16 Marks)

SECTION - C

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

23. Explain marketing management philosophy in tourism.
24. What are the differences between traditional and modern markets ?
25. Explain Tourism Product Life Cycle.
26. Discuss on the trade fairs in tourism.



- 27. What are the functions of a tour operator ?
- 28. Elaborate on the procedure of preparing a tour package.
- 29. Explain the various types of tour operators.
- 30. Explain relationship marketing.
- 31. What are the sources of income for a travel agency ? (6×4=24 Marks)

SECTION - D

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

- 32. Elaborate on the different factors affecting tourism product price.
- 33. Explain the models of consumer behaviour.
- 34. Discuss on market segmentation and write on the various types of market segmentation.
- 35. Explain in detail the Kerala cuisine. (2×15=30 Marks)



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D – 3224

Reg. No. :

Name :

Third Semester B.Com. Degree Examination, December 2017
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 contingent liabilities ?
2. What do you mean by interim dividend ?
3. What is amalgamation in the nature of merger ?
4. Define intrinsic value of shares.
5. What is reduction of capital ?
6. What do you mean by right issue ?
7. Define purchase consideration.
8. What is secret reserve ?
9. What is piecemeal distribution of cash ?
10. What do you mean by Realisation Account ? (10×1=10 Marks)

P.T.O.



SECTION - B

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

11. Distinguish between Capital Reserve and Revenue Reserve.
12. What are the demerits of amalgamation ?
13. Give any two differences between P/L A/c and P/L Appropriation A/c.
14. Mention two contingencies under which a firm can be dissolved.
15. What is Garner Vs Murray case ?
16. What is internal reconstruction ?
17. What is re-organisation of capital ?
18. What are various needs under which profits are usually appropriated by companies ?
19. What is amalgamation in the nature of purchase ?
20. Explain the net payment method of determining purchase consideration.
21. Give two differences between company's B/S and firm's B/S.
22. What do you mean by dividend ? **(8x2=16 Marks)**

SECTION - C

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

23. Harikrishnan Ltd. had to the credit of its P/L Account Rs. 1,04,500 on 30-04-2014. During the year 2014-15 it earned a profit of Rs. 2,60,000 before charging depreciation and managers commission which amounted to Rs. 40,000 and Rs. 10,000 respectively. It was decided to :
 - 1) Transfer Rs. 50,000 to General Reserve.
 - 2) Transfer Rs. 32,500 to the Divided Equalisation Fund.
 - 3) To pay the years divided on Rs. 3,00,000 10% preference divided.
 - 4) To pay 20% divided on Rs. 4,00,000 equity share capital.
 - 5) To transfer Rs. 40,000 to Debentures Redemption Fund.
- Prepare P/L Appropriation A/c showing the above transaction.



24. Write a note on :
- a) Preliminary Expenditure
 - b) Bonus shares.
25. Specify the sources from which dividend can be declared by a company.
26. What are the methods of ascertaining purchase consideration ?
27. Give journal entries for the following transaction in connection with the internal reconstruction.
- i) 10000 Equity Shares of Rs. 10 each fully paid, reduced to shares of Rs. 5 each fully paid.
 - ii) Rs. 100, 8% Debentures of Rs. 10,000 each converted into 500, 6% debentures of Rs. 100 each.
 - iii) The debit balance of P/L A/c Rs. 50,000 and the preliminary expenses of Rs. 10,000 were written off.
 - iv) The value of plant and machinery and stock were written down by Rs. 20,000 and Rs. 10,000 respectively.
28. Distinguish between Capital Reserve and Revenue Reserve.
29. The following is the B/S of Ram and Syam sharing P/L in the ratio of 3 : 2 as on 31 March 2014.

Creditors	14,000	Cash at Bank	2,000
Bank Loan	8,000	Debtors	11,000
Reserve	5,000	Less : Prov.	<u>1,000</u> 10,000
Capital :		Stock	15,000
Ram	18,000	Fixtures and Fittings	12,000
Syam	12,000	Machinery	18,000
	57,000		57,000



The firm is dissolved on the date of B/S. The asset realised as follows :

	Rs.
Debtors	9,500
Stock	13,500
Fixtures and Fittings	11,500
Machinery	30,000

Creditors were paid at a discount of 10%. The realisation expenses amounted to Rs. 1,600. There was a liability of Rs. 1,300 on legal charges due and had to be paid. Prepare Realisation A/c on dissolution of firm.

30. X, Y and Z were partners sharing profits and losses equally. Their B/S after the preparation of Realisation A/c on the dissolution of the firm was as follows :

Liabilities		Assets	
Capital		Cash	8,000
X	12,000	Z's Capital	6,000
Y	8,000	Realization	6,000
	20,000		20,000

Z is insolvent and his Pvt. estate pays only Rs. 5,000 on the amount due to the firm.

Close capital account of partners if partnership deed states that the losses due to insolvency should be shared in the profit sharing ratio.

31. The Balance Sheet of A Ltd. and B Ltd. as on 31-03-14 are given as under

Liabilities	A Ltd.	B Ltd.	Assets	A Ltd.	B Ltd.
Equity share capital			Goodwill	40,000	10,000
(Rs. 100 each)	1,50,000	1,25,000	Land and Building	60,000	50,000
General Reserve	32,000	-	Debtors	35,000	40,000
P/L A/c	18,000	-	Stock	60,000	12,000



Sundry Creditors	32,000	18,600	Bank	37,000	9,600
			P/L A/c	-	22,000
	2,32,000	1,43,600		2,32,000	1,43,600

A New Co. AB Ltd. was formed to take over the new business on the following conditions :

- i) A Ltd. Land and Building to be revealed at Rs. 75,000, Stock at Rs. 2,77,000 and Debtors to be taken over at 80%.
 - ii) B Ltd. stock to be revalued at Rs. 13,000 and Debtors to be taken over at 90%.
- Calculate the Purchase Consideration of both the companies.

(6×4=24 Marks)

SECTION - D

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

32. The following balance have been extracted from the books of a limited company, as at 31 March 2014.

Discount on issue of debentures	6,000
Equity share capital (Fully paid shares of Rs. 100)	1,20,000
Investment	57,000
Loan and Advances	3,000
Provision for Taxation	45,000
Reserve and Surplus	99,000
Secured Loan	45,000
Forced assets (at cost)	2,73,000
Current assets	1,46,700



Current liabilities	98,700
Provision for depreciation	63,000
Unsecured loan	15,000

There is a contingent liability in respect of a claim of Rs. 2,500 against the company not acknowledged as debt.

Prepare the B/S of the company as on 31-03-2014 in vertical form.

33. The following is the Balance Sheet of XYZ Ltd. on 31 March 2014.

Liabilities		Assets	
Capital			
2000 shares of Rs. 10 each	2,00,000	Land and Building	1,00,000
Debentures	1,00,000	Plant and Machinery	1,50,000
Sundry Creditors	30,000	Work in Progress	30,000
Reserve Fund	25,000	Stock	60,000
Dividend Equilisation Fund	20,000	Furniture and Fittings	2,500
P/L Appropriation A/c	5,100	Sundry Debtors	25,000
		Cash in hand	100
		Cash at Bank	12,500
	3,80,100		3,80,100

The company is absorbed by ABC Co. Ltd. on the above date. The consideration of the absorption is the discharge of debentures at a premium of 5%, taking over the liability in respect of the Sundry Creditors and a payment of Rs. 7 in cash and one share of Rs. 5 in ABC Co. Ltd. at the market value of Rs. 8 per share in exchange for one share in XYZ Ltd. The cost of liquidation of Rs. 5,000 is to be met by the purchasing company. Pass the closing entries in XYZ Ltd. show how the purchase price is arrived.



34. The Balance Sheet of a firm on 31st March 2012 was as follows :

Liabilities		Assets	
X's Capital	90,000	Furniture	1,44,000
Y's Capital	72,000	Stock	36,000
Z's Capital	<u>54,000</u>	Book Debt	18,000
Sundry Creditors	36,000	Cash at Bank	54,000
	2,52,000		2,52,000

The partnership was dissolved as on 31st March 2012. The Sundry Creditors were paid at a discount of 5%. X agreed to take over the furniture at Rs. 1,62,000, Y the stock at Rs. 27,000 and Z the book debt at Rs. 10,800. The expenses of realisation came to Rs. 1,980. Close the book of the firm.

35. Briefly explain the procedure of reduction of share capital. What are the different forms of capital reduction ? Illustrate the forms with suitable examples.

(15x2=30 Marks)

(10x1=10 Marks)