

Reg. No. :

Name :

First Semester B.A./B.Sc./B.Com. Degree Examination, November 2019

First Degree Programme under CBCSS

LANGUAGE COURSE – I

EN 1111.1, EN 1111.2 & EN 1111.3 : LANGUAGE SKILLS

**(Common for B.A./B.Sc. (EN 1111.1), B.Com. (EN 1111.2) & Career Related
2(a) (EN 1111.3))**

(2019 Admission)

Time : 3 Hours

Max. Marks : 80

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

1. Define vowel sounds.

2. Find two words that rhyme with the word "Make."

3. Identify the sounds underlined in the following words:

(i) rise

(ii) phone

4. What is a syllable?

5. Write the weak forms of 'and.'

6. Statements take a _____ tone.

7. Mark stress in the following words :

(i) moderation

(ii) about

8. Write two synonyms each for :

(i) agony

(ii) assist

9. What is plagiarism?

10. What is netiquette?

(10 x 1 = 10 Marks)

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

11. Write a note on the importance of soft skills.

12. How does redundancy affect communication?

13. What is non-verbal communication?

14. What are diphthongs? Introduce the sounds with examples.

15. What is tonic syllable?

16. What is podcasting?

17. Why is anchoring considered to be a challenging job?

18. Write a paragraph on barriers to reading.

19. How can academic writing be made more effective?

20. Mention the etiquettes you need to follow while engaging in a telephone conversation.

21. How can you improve interpersonal skills through communication?

22. What is scanning?

(8 x 2 = 16 Marks)

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

23. Complete the conversation given below :

Renu : _____

Professor : Hi Renu, Good morning. You were not seen these days. What happened?

Renu : _____

Professor : Sorry to hear that. How are you now?

Renu : _____

Professor : That's great. _____?

Renu : Sir, I think I can finish everything this week. _____

Professor : Exams begin next month. The schedule will be published soon.

Renu : _____?

Professor: Don't worry. Paper valuation will be liberal.
_____?

Renu : I have prepared almost well. But I need some extra lessons.
_____?

Professor : Of course. I'll be free after three.

Renu : _____

Professor : Ok. We'll meet tomorrow.

Renu : _____

24. You have applied for the post of Public Relations Officer in a Public Limited Company. The CEO of the firm conducts a telephone interview with you. Write at least ten exchanges between you and the CEO which were delivered during the interview process.

25. Write an anchoring script for the inaugural function of an international film festival.

26. Write a blog on the importance of technology in the field of education.
27. Write an email to your friend describing your first day at college.
28. Draft minutes of the NSS committee meeting held in the Seminar Hall of your college recently. Imagine you are the general secretary of the organization and the meeting was arranged in connection with the forthcoming "Say No to Drugs" campaign.
29. Being the General Captain, write a report of the Annual Sports Day Celebrations conducted in your college.
30. Edit the following passage :

Ethiopian Prime Minister Abiy Ahmed has won the 2019 Nobel Peace Prize on Friday for his peace-making efforts which ended two decades of hostility with long-time enemy Eritrea. Through Africa's youngest leader still faced big challenges, he had in under two years in power begun political and economic reforms that promises a best life for many in impoverished Ethiopia and restored ties with Eritrea that had been froze for a 1998-2000 border war.

31. Write a script for a podcast on gender discrimination prevailing in India.
(6 x 4 = 24 Marks)

IV. Answer **any two** each in about **300** hundred words :

32. Prepare a speech on the topic : Corruption in Public Life.
33. Write a telephone conversation between you and a reputed writer. You want him/her to address the students on the inauguration of English Association.
34. You saw the advertisement for the post of sub-editors in a leading daily and you like to apply for the same. You possess the required qualifications and experience. Prepare a covering letter and CV.
35. Write an essay on the ways and means to enhance English language skills among second language learners.

(2 x 15 = 30 Marks)

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**First Semester B.Sc./B.Com./B.B.A./B.C.A./B.M.S./B.S.W./B.Voc. Degree
Examination, November 2019**

Career Related First Degree Programme under CBCSS

Language Course — I

EN 1111/EN 111/EN 1111.4 : LANGUAGE SKILLS

(Common for Career Related 2(b) and B.Voc. Programmes)

(2019 Admission)

Time : 3 Hours

Max. Marks : 80

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

1. What does "channel" mean in communication?
2. What is entropy?
3. What is 'lingua franca'?
4. What is an active skill?
5. What is the primary difference between listening and hearing?
6. Why is communication considered as a biphasic process?
7. Why is English called Un-phonetic language?

P.T.O.

8. What is a syllable?
9. Question tags hold a _____ intonation.
10. What is bio-data?

(10 × 1 = 10 Marks)

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

11. Distinguish between micro-skills and macro skills.
12. What is plagiarism? Name some instances of plagiarism.
13. How can you keep up proper eye contact while engaging in a conversation?
14. Name some barriers to effective communication.
15. How is language acquisition different from language learning?
16. Which are the four types of reading?
17. How is editing classified?
18. What are the common characteristics of academic writing?
19. Write a paragraph about your dream job.
20. Role of gestures in communication.
21. Etiquette you have to bear in mind while engaging in a telephone conversation.
22. What are the do's and don'ts of netiquette?

(8 × 2 = 16 Marks)

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

23. Read the following passage carefully and answer all the questions that follow :

Deforestation, the act of clearing the forest land to serve different purposes, is a growing concern worldwide. It has led to numerous environmental problems. Some of these include the loss of wildlife, impact on biodiversity, climate change, global warming and impact on the water cycle.

Deforestation has disrupted the water cycle as well as the carbon cycle and thus attributed to climate change which in turn is causing numerous problems for humans as well as animals. Plants and trees inhale carbon dioxide and release oxygen which is one of the essentials for the human survival. Trees also absorb other harmful gases from the atmosphere thus making it cleaner. Deforestation leads to the loss of vast number of trees which in turn leads to an increase in the amount of carbon and poisonous gases such as methane in the atmosphere. This has contributed a great deal to the global warming.

Forests also play a significant role in managing the water cycle. Continuous cutting of forests is the root cause of disruption in the water cycle which causes erratic rainfalls in different regions. Deforestation also results in environmental imbalance by affecting the biodiversity adversely. Forests serve as safe habitats for a large species of flora and fauna. Clearing away the forest lands damages the habitat of these innocent creatures. Several species of animals and plants become extinct each day due to loss of habitat and lack of food. Our planet needs to sustain rich biodiversity in order to strike environmental balance. Deforestation thus creates an imbalance in the environment.

- (a) Why do people engage in deforestation?
- (b) How does deforestation affect climate change?
- (c) What are the effects of deforestation on environment?
- (d) How can we protect our flora and fauna?

24. Write an anchoring script for the prize distribution ceremony of state level athletic meet.

25. Write a report of the social extension activity conducted in your college.

26. You are interested in pursuing your higher studies abroad. You are making a telephone enquiry with the chairman of a reputed institution. What can be the contents of such a conversation? Write at least ten exchanges between you and the chairman about the course that you are interested in.
27. Write an email to a publisher enquiring about the availability of some important books that you require for your degree project.
28. Write minutes of a meeting that was arranged in connection with the forthcoming College arts festival.
29. Edit the following Passage :
- Bhimrao Ramji Ambedkar, affectionate known as Babasaheb Ambedkar, was the main architecture of our Constitution. The first meeting of the Constituent Assembly for this purpose was held on December 6, 1946. Ambedkar elected on August 29, 1947 as the chairman of the drafting committee. He was insistent that the guarantees of fundamental right be clear incorporated in the Constitution and that remedy for their enforcement be easily accessible and swift. He belief that unless the moral values of a Constitution is uphold, grandiloquent words will not protect the freedom and democracy values of people.
30. Write a blog on the need for healthy food habits.
31. Prepare a speech on the topic: Impact of Social Media in public life.

(6 × 4 = 24 Marks)

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

32. Write notes for the following passage : (10-15 points)

You might have heard the term 'Health is Wealth', but its essential meaning is still not clear to most people. Generally, people confuse good health with being free of any kind of illnesses. While it may be part of the case, it is not entirely what good health is all about. In other words, to lead a healthy life, a person must be fit and fine both physically and mentally. For instance, if you are constantly eating junk food, yet you do not have any disease, it does not make you healthy. You are not consuming healthy food which naturally means you are not healthy, just surviving. Therefore, to actually live and not merely survive, you need to have the basic essentials that make up for a healthy lifestyle.

If you wish to acquire a healthy lifestyle, you will certainly have to make some changes in your life. Maintaining a healthy lifestyle demands consistent habits and disciplined life. There are various good habits that you can adopt like exercising regularly which will maintain your physical fitness. It also affects your mental health as when your appearance enhances, your confidence will automatically get boosted.

Further, it will prevent obesity and help you burn out extra fat from your body. After that, a balanced diet is of great importance. When you intake appropriate amounts of nutrition, vitamins, proteins, calories and more, your immune system will strengthen. This will, in turn, help you fight off diseases powerfully resultant in a disease-free life. Above all, cleanliness plays a significant role in maintaining a healthy lifestyle. Your balanced diet and regular exercise will be completely useless if you live in an unhealthy environment. One must always maintain cleanliness in their surroundings so as to avoid the risk of getting communicable diseases.

33. Write about the achievements in your life.
34. The following passage is in jumbled manner. Arrange them in the correct order so as to make a sensible passage. The first and last one is done for you :

Global warming has become a grave problem which needs undivided attention.

The natural causes include the release of greenhouses gases which increases temperature. It is not happening because of a single cause but several causes. Further, volcanic eruptions are also responsible for global warming. One of the most common issues that are taking place rapidly is deforestation. So, when one of the biggest sources of absorption of carbon dioxide will only disappear, there will be nothing left to regulate the gas. After that, the excessive use of automobiles and fossil fuels results in increased levels of carbon dioxide.

In addition, activities like mining and cattle rearing are very harmful to the environment. Thus, it will result in global warming. These causes are both natural as well as manmade. Similarly, methane is also one big issue responsible for global warming. That is to say, these eruptions release tons of carbon dioxide which contributes to global warming.

Steps must be taken immediately to stop global warming and make the earth better again.

35. Tata Motors is looking for Sales Executives in their newly opened showroom in Kochi. You saw the advertisement in a daily and like to apply for the same. Draft a covering letter and prepare a CV.

(2 × 15 = 30 Marks)

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First Semester B.Com. Degree Examination, November 2019

First Degree Programme Under CBCSS

METHODOLOGY AND PERSPECTIVES OF BUSINESS EDUCATION

**(Common for Foundation Course I - CO 1121/CX 1121/
TT 1121/HM 1121/CC 1121)**

(2018 Admission 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. What is focused reading?
2. What is symposium?
3. What is nonprofit business organization?
4. What is a trust?
5. What is limited partnership?
6. What is company limited by guarantee?
7. What is public company?
8. What is a primary sector?
9. What is meant by hospitality industry?
10. What is liberalization?

(10 × 1 = 10 Marks)

P.T.O.

SECTION B

Answer any **EIGHT** questions not exceeding one paragraph each.

Each question carries **2** marks.

11. Write about reading techniques used to gather business information.
12. Students are required to consider certain points while attending a lecture class. What are they?
13. What is a mixed economy?
14. What is MNC? What are its main features?
15. What is a joint venture? What are its advantages?
16. What are the benefits of joint Hindu family business?
17. What are the features of sole proprietorship?
18. What are the emerging areas of service sector?
19. What are the merits of globalization?
20. What is quality of work life?
21. What is the social responsibility of business towards society?
22. What is quality circle? **(8 × 2 = 16 Marks)**

SECTION C

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

23. What is the need of learning information by commerce students?
24. What are the main features of capitalism?
25. What are the advantages of cooperative organization?

26. What are the limitations of a company?
27. What are the steps to be followed to form a joint venture?
28. What are the main features of entrepreneur?
29. What are the characteristics of private sector enterprises?
30. Write a note on new economic policy of India.
31. Training helps an individual organization in different ways. What are they?
(6 × 4 = 24 Marks)

SECTION D

Answer any **TWO** questions in not exceeding 4 pages each.

Each question carries **15** marks.

32. Define partnership organization. What are the advantages and disadvantages of partnership form of organization?
33. What are the steps required to establish a business? Explain.
34. What are the management problems faced by large organizations medium and small scale organization?
35. What is business ethics? Explain the concept, need and importance.
(2 × 15 = 30 Marks)

Reg. No. :

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First Semester B.Com. Degree Examination, November 2019

First Degree Programme Under CBCSS

METHODOLOGY AND PERSPECTIVES OF BUSINESS EDUCATION

**(Common for Core Course I – CO 1141/CX 1141/TT 1141/HM 1141/CC 1141
(2014 Adm.) and Foundation Course I – CO 1121/CX 1121/TT 1121/HM
1121/CC 1121 (2015 Adm. to 2017 Admn.))**

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What do you mean by managerialism?
2. What is money market?
3. Who is an intrapreneur?
4. What is NBFC?
5. What is Enterprise Resource Management?
6. Give two examples of intangible products.
7. Explain the term 'Business Information'.
8. What is case study?

9. What do you understand by Quality of work life?
10. What is socialism?

(10 × 1 = 10 Marks)

SECTION – B

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

11. What do you understand by transnational corporations?
12. What is Quaternary sector?
13. Differentiate between economic growth and economic development.
14. State any two limitations of liberalisation.
15. Who is a savvy intrapreneur?
16. What are the legal factors that affect business environment?
17. Explain the term cost of capital.
18. What do you mean by return on investment?
19. What do you understand by direct tax?
20. What is B2B in e-commerce?
21. Explain the meaning of management information system.
22. What do you mean by human capital?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Explain the features of capitalism.
24. Differentiate between equity shares and debentures.
25. What are the different types of loans granted by banks to business entities?
26. List out the benefits of joint ventures.
27. What are the parameters used to measure the economic development?
28. Explain the factors that affect quality of work life.
29. What do you mean by cues in the stock market?
30. 'Self-help through mutual help is the main principle of co-operation'. Explain.
31. What are the important functions of economic system?

(6 × 4 = 24 Marks)

SECTION – D

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

32. What is business information? Explain different methods of collecting and learning business information.
33. What is environmental analysis? What are the factors to be considered for environmental analysis?
34. What do you mean by economic development? What are the measures of economic development?
35. Explain the term 'Economic system'. What are its functions?

(2 × 15 = 30 Marks)

Reg. No. :

Name :

First Semester B.Com. Degree Examination, November 2019

First Degree Programme Under CBCSS

ENVIRONMENTAL STUDIES

(Common for Foundation Course I - CO 1121/CX 1121/TT 1121/HM 1121 (2014 Admission), CC 1121 (2014 Admission), Core Course I - CO 1141/CX 1141/TT 1141/HM 1141/CC 1141 (2015 Admission to 2017 Admission) and Core Course I - CO 1141/CX 1141/TT 1141/HM 1141 (2018 Admission onwards)/Core Course II - CC 1142 (2018 Admission Onwards))

Time : 3 Hours

Max. Marks : 80

SECTION A

Answer **ALL** questions in **one** or **two** sentences.

Each question carries **1** mark.

Explain the following :

1. Photo chemical smog
2. Secondary production
3. Value education
4. Biodiversity register
5. Detritus food chain
6. Incineration
7. Edaphic factors

8. Gamma diversity

9. Epilimnion

10. Endemism.

(10 × 1 = 10 Marks)

SECTION B

Answer **any Eight** questions not exceeding in a paragraph.

Each question carries **2** marks.

11. Briefly explain any two forest types of Kerala.
12. Explain food web citing an example.
13. Briefly explain sustainable development.
14. India is a megadiversity nation - explain.
15. Briefly explain pyramid of energy.
16. Explain sanitary land fill.
17. Explain trophic levels in a grassland ecosystem.
18. Add a note on the mineral resources of Kerala.
19. List out any two biodiversity hotspots of India.
20. Define ecological succession with an example.
21. Explain ecosystem diversity.
22. Write down the salient features of Shola forest.

(8 × 2 = 16 Marks)

SECTION C

Answer **any Six** questions not exceeding 120 words each.

Each question carries **4** marks.

23. Write a note on the measures undertaken for Women and Child welfare in India.
24. Explain the trends in population explosion in India.
25. Write a note on recent trends in consumerism and resultant waste production.
26. Explain energy flow in an ecosystem.
27. Write a note on the role of individuals in the conservation of natural resources.
28. Write a note on cleaner technologies.
29. Explain various methods of rain water harvesting.
30. List out various methods of solid waste management.
31. Briefly explain the causes and consequences of thermal pollution.

(6 × 4 = 24 Marks)

SECTION D

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

32. Write an essay on various threats to Biodiversity.
33. Briefly explain the causes, effects and control measures of noise pollution.
34. What are natural resources? How are they classified? Comment on the consequences of their over exploitation.
35. Explain various *exsitu* methods of Biodiversity conservation.

(2 × 15 = 30 Marks)

Reg. No. :

Name :

First Semester B.Com. Degree Examination, November 2019

First Degree Programme under CBCSS

Core Course II : CO 1142

FUNCTIONAL APPLICATION OF MANAGEMENT

(Common for CO 1142/CC 1142)

(2014 - 2017 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is administration?
2. What is *Esprit de corps*?
3. Define the term working capital.
4. What are preference shares?
5. Define operations management.
6. What do you mean by routing?
7. What do you understand by marketing mix?
8. What is sales promotion?

9. Define Staffing.
10. What do you mean by recruitment?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Planning bridges the gap between present and future - Comment
12. What do you understand by span of management? What are the factors determining span of management?
13. What are the elements of direction?
14. What do you mean by delegation of authority?
15. Give two points of difference between shares and debentures.
16. What is trade credit?
17. What are the objects of routing?
18. What are the different types of Schedules?
19. Give a brief account on the importance of marketing mix.
20. Bring out the importance of selection.
21. What do you understand by Human Resource Management?
22. Define the term job evaluation.

(8 × 2 = 16 Marks)

SECTION – C

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

23. Explain the process of management.
24. "Planning is looking forward, controlling is looking back". Explain this statement
25. Explain the steps involved in routing procedure.
26. Enumerate the objects of scheduling.
27. Write a short note on scope of financial management.
28. Is there any difference between management and administration? Explain.
29. Briefly explain the importance of marketing.
30. Explain the process of job evaluation.
31. Distinguish between Recruitment and Selection.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Discuss in detail the important functions of management
33. What is selection? Discuss the process of Selection.
34. Discuss the various factors influencing working capital.
35. Discuss in detail the major elements of marketing mix.

(2 × 15 = 30 Marks)

B.Com (H)

Reg. No. :

Name :

First Semester B.Com. Degree Examination, November 2019

Career Related First Degree Programme under CBCSS

Group 2(b)-Commerce with Computer Applications

Core Course III:CC 1143

INFORMATION TECHNOLOGY IN BUSINESS

(2014 Admn. to 2017 Admn.)

Time : 3 Hours

Max. Marks : 80

SECTION A

Answer **all** questions in one sentence to maximum of **two** sentences. Each question carries **one** mark.

1. What is computer?
2. What is CPU?
3. What do you mean by assembly language?
4. What is task bar?
5. What is sub directory?
6. What is folder?
7. What is FTP?

8. What is cryptography?
9. What is digital signature?
10. What is intranet?

(10 × 1 = 10 marks)

SECTION B

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

11. What is computer hardware?
12. What is application software?
13. What is high level language? Give examples.
14. What is network neighbourhood?
15. Explain the use of Windows Explorer?
16. What do you mean by external DOS commands?
17. What is HTTP?
18. What is web browser? Give examples.
19. What is firewall? What is its purpose?
20. What is digital certificate?
21. What is extranet?
22. What is smart card?

(8 × 2 = 16 marks)

SECTION C

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

23. Explain the features of modern computers.
24. What do you mean by assembly language? What are its advantages?
25. What are the advantages and disadvantages of machine language?
26. What is operating system? What are its functions?
27. What do you mean by OSI model? How many layers are there in OSI model?
28. State the differences between FTP and HTTP.
29. What is biometrics? What are its advantages over other methods of information authentication?
30. What is e-ticket? What are its advantages?
31. What is smart card? What are its advantages?

(6 × 4 = 24 marks)

SECTION D

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

32. Give a brief account of the evolution of computers.
33. What do you mean by internet security ? What are it objectives? Explain various threats to computer security.
34. What is operating system? Explain different types of operating system.
35. What is e-governance? Discuss the different models of e-governance.

(2 × 15 = 30 marks)

8. What is cryptography?
9. What is digital signature?
10. What is intranet?

(10 × 1 = 10 marks)

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(2 × 15 = 30 marks)

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First Semester B.Com. Degree Examination, November 2019

First Degree Programme Under CBCSS

Core Course II

MANAGEMENT CONCEPTS AND THOUGHTS

(Common for CO 1142/CC 1143)

(2018 Admission 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 management.
2. What is planning premises?
3. What is accountability?
4. What is decentralization?
5. What is directing?
6. What is communication?
7. What is knowledge management?
8. What is change management?
9. What is motion study?
10. Who are the founders of core competence theory?

(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 is the need for effective management?
12. What is the importance of planning?
13. What is informal communication?
14. What is intrinsic motivation? Give an example.
15. What are the different levels of management?
16. What are the important characteristics of management?
17. What are the features of motivation?
18. What are the features of direction?
19. TQM is a comprehensive management system. Explain.
20. What is autocratic leadership?
21. Explain the importance of control.
22. What are the advantages of TQM? **(8 × 2 = 16 Marks)**

SECTION C

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

23. What is the difference between delegation and decentralization?
24. Explain trait theory of leadership.
25. What are the important types of organisation culture?
26. Explain the nature of management.

27. Explain the steps to be followed in control.
28. What are the difference between formal organisation and informal organization?
29. Explain the importance of motivation.
30. Explain two factor theory of motivation briefly.
31. What are the important types of authority? **(6 × 4 = 24 Marks)**

SECTION D

Answer any **TWO** questions in not exceeding 4 pages each.

Each question carries **15** marks.

32. Define management. What are the qualities and style required for an effective manager?
 33. What is communication? Explain the important barriers of communication.
 34. Explain Fayol principles of management.
 35. Explain the important theories of leadership. **(2 × 15 = 30 Marks)**
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Reg. No. :

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First Semester B.Com. Degree Examination, November 2019

First Degree Programme Under CBCSS

Complementary Course I

MANAGERIAL ECONOMICS

(Common for CO 1131/CC 1131)

(2018 Admission 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 managerial economics.
2. What is demand analysis?
3. What is elasticity of demand?
4. What is short term demand forecasting?
5. What is MRTS?
6. What is perfect competition?
7. What is duopoly?
8. What is marginal cost pricing?
9. Write two features of monopoly.
10. What is business cycle?

(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 objectives of managerial economics?
12. What are the responsibilities of a managerial economist in relation to business?
13. What are the types of demand?
14. What is cross elasticity of demand?
15. What are the main objectives of demand forecasting?
16. Explain the managerial use of production function.
17. What are the features of perfect competition?
18. How output and price can be determined under monopoly?
19. What are the advantages of going rate pricing?
20. Explain under consumption theory of business cycle.
21. What are the preventive measures to be taken to control business cycle?
22. Write the difference between derived demand and autonomous demand.

(8 × 2 = 16 Marks)

SECTION C

Answer **any six** questions in about 120 words each.

Each question carries **4** marks

23. What are the major determinants of demand?
24. What are the exemptions of the law of diminishing utility?
25. Write short notes on price elasticity of demand and its types.

26. What are the factors involved in demand forecasting?
27. Explain the nature of production function.
28. What are the economies of scale enjoyed by a firm?
29. What are the difference between monopoly and perfect competition?
30. Explain the five stages of life cycle of new products.
31. Explain innovative theory of business cycle.

(6 × 4 = 24 Marks)

SECTION D

Answer **any two** questions in not exceeding 4 pages each.

Each question carries **15** marks.

32. Managerial economics extends to certain fields of activity, which are carried out by business organizations. Explain the scope of managerial economics in relation to business activities.
33. What is law of variable proportion? Explain the assumptions and illustration of law of variable proportion.
34. What are the general considerations used to serve as guide lines in pricing of products?
35. Explain different methods of pricing used for different types of products.

(2 × 15 = 30 Marks)

Reg. No. :

Name :

**First Semester B.Sc/B.Com/B.B.A/B.C.A/B.M.S/B.S.W.
Degree Examination, November 2019**

Career Related First Degree Programme Under CBCSS

Language Course I

EN 1111.4 – LISTENING, SPEAKING AND READING

(For Career Related 2(b) Courses)

(2016 Admission to 2018 Admission)

Time : 3 Hours

Max. Marks : 80

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

1. What is aspiration?
2. Write a word where // is silent.
3. How many syllables are there in the word 'caricature'?
4. Name a physical barrier in listening.
5. What is good listening?
6. Write two words where 'd' occurs initially.
7. Write two common expressions for polite request.

8. Write a word where all the consonants are nasal.
9. Write the syllable structure of the word 'rustle'.
10. Write the last sound in the word 'ruse'.

(10 × 1 = 10 Marks)

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

11. Write some attributes of poor listening?
12. What are some barriers in listening?
13. What is word stress?
14. What is skimming?
15. How can you classify a reader according to his reading speed?
16. Explain the difference in pronunciation for (a) wanted (b) picked
17. What is intonation?
18. Transcribe the following words: (a) cure (b) wear
19. You went to see off a relative at the airport. Construct the dialogue.
20. You meet a friend of yours. Make a conversation with him about applying for a job.
21. Mention two ways of introducing your friend.
22. How do graphics and visual aids help in reading?

(8 × 2 = 16 Marks)

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

23. Explain Extensive reading.

24. Transcribe the following words: rose, finish, camera, dogs, phonetics, killed, pure, theory.

25. What are form class and function class words?

26. Complete the conversation given below:

Arundhati : May I come in Sir?

Tutor : _____

Arundhati: Goodmorning Sir. Sir I would like to clarify certain doubts regarding my project if you aren't too busy.

Tutor : _____

Aruridhati: _____

Tutor: Yes there should be an Introduction wherein you give a brief outline of the things you plan to do.

Arundhati : _____

Tutor: The content is more important than the page numbers, Still there should be minimum 25 pages.

Arundhati : _____

Tutor: Start working on it. Bring the manuscript to me by the end of next week.

Arundhati : _____

Tutor : _____

27. Your friend is admitted in the hospital. You pay him a visit. Construct the dialogue.
28. Imagine the roles of a counter clerk and a customer at the bank. The customer wants to open an account. Construct a dialogue.
29. What are the deviations of Indian English from R.P.?
30. Scan the following poem and find answer to the following questions:

Mind Wanting More

Only a beige slat of sun

above the horizon, like a shade pulled

not quite down. Otherwise,

clouds. Sea rippled here and

there. Birds reluctant to fly.

The mind wants a shaft of sun to

stir the grey porridge of clouds,

an osprey to stitch sea to sky

with its barred wings, some dramatic

music: a symphony, perhaps

a Chinese gong.

But the mind always

wants more than it has –

one more bright day of sun,

one more clear night in bed

with the moon; one more hour

to get the words right; one
more chance for the heart in hiding
to emerge from its thicker
in dried grasses-as if this quiet day
with its tentative light weren't enough,
as if joy weren't strewn all around.

- (a) What does the mind want?
- (b) What is the sun likened to?
- (c) What is the theme of the poem?
- (d) What can one more hour do?

31. Read the passage intensively and answer the questions:

"I have a dream" is a public speech delivered by American civil rights activist Martin Luther King Jr. during the March on Washington for Jobs and Freedom on August 28, 1963, in which he calls for an end to racism in the United States and called for civil and economic rights. Delivered to over 2,50,000 civil rights supporters from the steps of the Lincoln Memorial in Washington D.C. the speech was a defining moment of the civil rights movement. Beginning with a reference to the Emancipation Proclamation which freed millions of slaves in 1863, he observes that "one hundred years later, the Negro is still not free". Toward the end of the speech he departed from his prepared text for a partly improvised one on the theme "I have a dream" prompted by Mahalia Jackson's cry: "Tell them about the dream, Martin!" In this part of the speech which most excited the listeners and has now become its most famous, he describes his dreams of freedom and equality arising from a land of slavery and hatred.

- (a) What issues does King's speech address?
- (b) What compelled him to use the phrase "I have a dream"?
- (c) Where was the address made?
- (d) What is his dream?

(6 × 4 = 24 Marks)

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

32. Explain different kinds of reading.

33. Write an essay on the importance of various reading skills in student life.

34. Transcribe the following words:

foetus, endure, clerk, shuttle, judge, chef, machine, gather, sample, photograph, receipt, knot, magic, curtain, tall

35. You have to attend an interview in Chennai. You reach Chennai and you ask the local people about the way to your hotel. At the hotel you order your menu to the waiter. Then you ask them about the way to the office where the interview is being conducted. Construct the three dialogues.

(2 × 15 = 30 Marks)

Reg. No. :

Name :

First Semester B.Com. Degree Examination, November 2019

First Degree Programme under CBCSS

Complementary Course I : CO 1131

MANAGERIAL ECONOMICS

**(Common for CO 1131/CC 1131 (2014 Admission to 2017 Admission) and
CX 1131 (2014 Admission onwards))**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **1** word to a maximum of **2** sentences. Each question carries **1** mark :

1. What is Micro economics?
2. What is managerial economics?
3. What is demand?
4. What is demand forecasting?
5. What is production function?
6. What is economies of scale?
7. What is cost?

P.T.O.

8. What is explicit cost?
9. What is monopoly?
10. What is skimming price?

(10 × 1 = 10 Marks)

SECTION – B

Answer **any eight** questions, not exceeding **1** paragraph. Each question carries **2** marks :

11. What are the characteristics of recession?
12. What are the advantages of administered prices?
13. What are different classes of business cycles?
14. What are the features of monopoly?
15. Write and explain two types of price discrimination.
16. What is marginal cost pricing?
17. What is dual pricing?
18. What are internal economies of scale?
19. What are ISO cost curves?
20. What are the different types of price elasticity?
21. What is joint demand and composite demand?
22. What is macro economics?

(8 × 2 = 16 Marks)

SECTION – C

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

23. What are the important differences between managerial economics and economics?
24. Explain the importance of managerial economics.
25. What are the major responsibilities of a managerial economist?
26. What are the assumptions of Law of Demand?
27. What are the difference between perfect competition and monopoly?
28. List the limitations of Law of diminishing marginal utility.
29. What are the factors determining price elasticity of demand?
30. Write the essential criteria required for a good forecasting method.
31. What are the objectives of managerial economics?

(6 × 4 = 24 Marks)

SECTION – D

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

32. Explain the objectives of pricing policy. Explain pricing methods.
33. Explain the law of variable proportions.
34. What is monopolistic competition? How does it differ from perfect competition?
35. What is elasticity of demand? What are the types of elasticity?

(2 × 15 = 30 Marks)

Reg. No. :

Name :

First Semester B.Com. Degree Examination, November 2019
Career Related First Degree Programme Under CBCSS
Group 2(b) – Commerce with Computer Applications
Core Course I – CC 1141 – INTRODUCTION TO INFORMATION
TECHNOLOGY
(2018 Admission 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. What is a computer system?
2. What is an input device?
3. What is ROM?
4. What is a Software?
5. What is ALU?
6. Who is a BIOS?
7. What is VoLTE?

8. What is Twitter?

9. What is CPU?

10. What is a PC?

(10 × 1 = 10 Marks)

SECTION –B

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

11. What is a system software?

12. What is function of BIOS?

13. What is search engine?

14. Give the advantages of Supercomputers.

15. What is a mobile operating system?

16. What is Flash memory?

17. What is a Modem?

18. What is a mainframe computer?

19. What is nano memory?

20. What is a computer monitor?

21. What is AI?

22. What is the control unit of a computer?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Explain operation system.
24. What are the functions of system software?
25. What is social networking?
26. What is 4g LTE and VoLTE?
27. Explain the functions of CPU.
28. What are the components of ALU?
29. What are the major mobile operating systems?
30. Explain free software.
31. What is a first generation computer?

(6 × 4 = 24 Marks)

SECTION – D

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

32. Explain the different types of softwares.
33. Give an account of any three social media sites.
34. Discuss the contributions of any four computer scientists.
35. Discuss the generations of computers.

(2 × 15 = 30 Marks)