Reg. No. : ..............................

Name : ................................

## Fifth Semester B.A./B.Sc./B.Com. Degree Examination, December 2024

### First Degree Programme under CBCSS

### English

### Open Course

### EN 1551.1 — COMMUNICATIVE APPLICATIONS IN ENGLISH

### (2020 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

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

1.  Give an example of a sentence with correct gender and number agreement.

2.  Give an example of non-verbal communication used during an interview.

3.  What is a formal letter?

4.  What do you understand by the term 'idiom'? Give an example.

5.  What is a CV (Curriculum Vitae)?

6.  Write a synonym for 'affluent'

7.  Find an antonym for the word 'obscure'.

8.  Give two examples of spelling differences in British and American English.

9.  What is active reading?

10. Name one speech sound in English for which the exact similar word cannot be found in Malayalam.

(10 × 1 = 10 Marks)

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

11.   'She don't play tennis'- make corrections, if any, in this sentence.

12.   Explain the netiquettes to be followed while drafting emails.

13.   Discuss how to handle controversial topics in a group discussion.

14.   Discuss the importance of eye contact and facial expressions in a successful interview.

15.   What is the use of articles in the English language?

16.   What are the various non-verbal factors in communication?

17.   What is meant by connotation? Explain using an example.

18.   Give examples of one or two English words that are usually mispronounced by Malayalis.

19.   Describe a memorable experience from your time at college.

20.   What are the key elements of a group discussion?

21.   Why is it important to have a good understanding of dictionary usage?

22.   What are soft skills, and why are they important in communication?

(8 × 2 = 16 Marks)

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

23.   Write a letter to your principal requesting permission to organize a cultural event at your college.

24.   Write a paragraph on preparing a 5-minute presentation on a topic of your choice.

25.   What are the various types of interview questions?

26.   What is the difference between a dialect and a slang? Give examples.

27. How does the influence of one's mother tongue affect language learning and pronunciation?

28. Write an e-mail to your tutor apologizing for the delay in project submission.

29. Explain the meaning of 'profanity' and 'pejorative' with suitable examples.

30. Describe Gender Agreement, Number Agreement and Subject-Verb Agreement with examples.

31. As a citizen journalist, write a report on the current condition of the roads in your district.

(6 × 4 = 24 Marks)

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

32. Prepare a CV or resume and a covering letter to apply for the post of Assistant Professor of English in a college.

33. How would you describe a group discussion you recently conducted on a current news story? Please include details about the news topic, key points raised by participants and any conclusions or insights gained from the discussion.

34. How can overcoming inhibitions in speaking English positively impact one's communication skills in both personal and professional life? Discuss effective strategies for building confidence and fluency in English communication.

35. Write a review of a movie that has profoundly influenced your personal growth or changed your perspective on life.

(2 × 15 = 30 Marks)
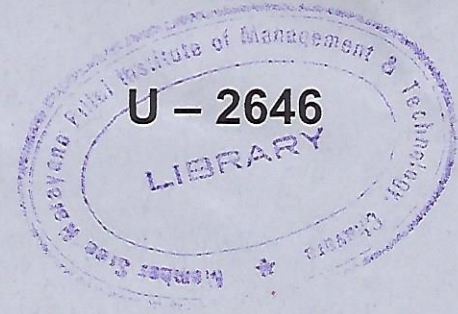
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Reg. No. : ...........................

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**Fifth Semester B.Com. Degree Examination, December 2024**

**First Degree Programme under CBCSS**

**Core Course :**

**CO 1541/CC 1541 : FUNDAMENTALS OF INCOME TAX**

**(2018 Admission Onwards)**

**(Common for Commerce/Commerce with Computer Application)**

Time : 3 Hours                                                                 Max. Marks : 80

SECTION – A

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

1.   What is Assessment Year?

2.   What are fringe benefits?

3.   What is additional depreciation?

4.   What is meant by set-off of losses?

5.   What is Fair Rent?

6.   What is LTCG?

7.   What is Net Annual Value?

P.T.O.

8. Define the term 'Profession' as per Income Tax law.

9. What do you mean Previous Year?

10. Define Capital Assets.

(10 × 1 = 10 Marks)

## SECTION – B

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

11. Give the deductions in the computation of Income from House Property.

12. What is the exemption available for HRA?

13. Explain the term person.

14. What do you mean by Unrecognised Provident Fund?

15. What do you mean by Total Income?

16. What is deduction under section 80 D?

17. Give the treatment of Profit in lieu of salary.

18. What is meant by Maximum Marginal Rate?

19. What are different types of rental value?

20. Give any four examples of fully exempted perquisites.

21. What is Income from Business and Professions?

22. What are the Partly Taxable Allowances?

(8 × 2 = 16 Marks)

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

23. What are the different categories of assessees according to their residential status?

24. Briefly explain the difference between allowance and perquisites.

25. Write any four incomes of other persons' to be included in assessees income.

26. What are the incomes chargeable under the head 'Income from Other Sources'?

27. Mr. X. left for Japan on $15^{th}$ March 2020 after staying in India for 15 years. He came back on $31^{st}$ August 2022. Determine his residential status for the Assessment Year 2023-24.

28. What type of deductions are allowed from Gross Total Income?

29. Mr. Kiran is a salaried employee. In the month of December 2021, he purchased gold worth Rs.8,40,000 and sold the same in August 2022 for Rs.9,00,000. At the time of sale of gold, he paid brokerage of Rs.10,000. What is the amount of taxable capital gain?

30. Mr. Shankar Lal's income particulars are as under:

   (a) He took a house on the rent of Rs.1,000 per month and let it out again for Rs.1,600 per month. Besides, he received Rs.5,000 rent from his ownership house.

   (b) Dividend from an Indian Company Rs.4,000 (Gross)

   (c) Speculation business profit Rs.6,000 and Rs.500 from cricket gambling.

   (d) Agricultural income in Sri Lanka Rs.10,000 was not brought in India. Rs.18,000 income from agricultural land situated at Kanpur.

   (e) Salary as an M.L.A. Rs.30,000 and Daily Allowances Rs.4,000.

   (f) Share in H.U.F. income Rs.8,500.

   (g) Dividend received Rs.6,000 from Co-operative Society. Compute Income from Other Sources.

31. Compute Income from other sources of Mr. Anumpan for the AY 2023-24.

Winning from Horse Race – Rs.10,000

Loss in Card Games – Rs.3,000

Winning from Wager – Rs.25,000

Amount received from winnings from lottery (net) Rs.66,500

Winning from T.V. show – Rs.50,000 (Gross)

**(6 × 4 = 24 Marks)**

## SECTION – D

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

32. Smt. Mohan Rani is an employee of a private college in Delhi. She is in the grade of Rs.27,000-1,200-45,000 since 1$^{st}$ January 2021. She gets Rs.15,000 per month in dearness allowance and Rs.200 p.m. as C.C.A. She has been provided with furnished accommodation by the college. The college is not the owner of this house. The rental value of the house is Rs.6,000 per month and furniture costing Rs.24,000 has also been provided by the college. She has been given a small car, which in addition to college work, is used by her for her private purpose also. The driver's remuneration and all the expenses relating to the use of the car are borne by the college.

She has been provided with the facility of a gardener, a watchman and a servant who are paid by the college @ Rs.150 pm., Rs.1,200 pm., and Rs.800 pm respectively.

She contributes 10% of her pay to the Recognised Provident fund, towards which the college contributes @ 8%.

She paid employment tax Rs.500 during the year. Assume the salary is due on the 1$^{st}$ day of the next month, determine her taxable income under the head salaries for the assessment year 2023-24.

33. Mr. X has two houses, first whose municipal valuation is Rs.37,500 is kept by him for his own residence and the second, whose municipal valuation is Rs.50,000 has been let out @ Rs.5,000 p.m. Following are the expenses relating to these two houses:

| Particulars | First House | Second House |
|---|---|---|
| Municipal Tax | 6,000 | 10,000 |
| Land Revenue | 100 | 125 |
| Interest on loan taken for reconstruction of the house | 32,000 | 2,100 |
| Fire Insurance Premium | 450 | 1200 |

Compute Mr. X's income from house property for the Assessment Year 2023-24.

34. From the Profit & Loss Account for the relevant assessment year, compute income from business of Sri Babu Rao.

Profit and Loss Account (For the year ended 31st March 2023)

| Particulars | Amount Rs. | Particulars | Amount Rs. |
|---|---|---|---|
| To Salaries | 88,000 | By Gross Profit | 3,80,000 |
| To Rent | 42,000 | By Sundry receipts | 20,000 |
| To General expenses | 40,000 | By Dividends | 40,000 |
| To Advertisement | 25,000 | By Commission | 30,000 |
| To Legal expenses | 15,000 | By Bad debts recovered | |
| To Sales Tax | 10,000 | (earlier allowed) | 10,000 |
| To Wealth Tax | 20,000 | By Rent of building let out | 44,000 |
| To Telephone expenses | 12,000 | | |
| To Gratuity paid | 30,000 | | |
| To Provision for bad debts | 10,000 | | |
| To Advance income-tax | 20,000 | | |
| To Depreciation | 38,000 | | |
| To Office Expenses | 12,000 | | |
| To Municipal taxes of property let-out | 10,000 | | |
| To Contribution to employee PF | 6,000 | | |
| To Net Profit | 1,46,000 | | |
| Total | 5,24,000 | Total | 5,24,000 |

5

Other information:

(a) Legal expenses were found to have been incurred for the registration of a business asset.

(b) 50% of the business premises were used for residential purposes.

(c) General expenses include a donation of Rs.10,000 towards A.P. Chief Minister's Relief Fund.

(d) Advertisement expenses were paid in Cash.

(e) Allowable depreciation as per income-tax rules, Rs.46,000.

35. Mr. A, furnishes the following particulars of his incomes for financial year 2022-23. Compute his gross total income for assessment year 2023-24 :

(a) Dividend on equity shares Rs.600

(b) Dividend on preference shares (gross) Rs.3,200.

(c) Income from letting on hire of building and machinery under one composite lease Rs.27,000.

(d) Interest on Saving Bank Deposit Rs.12,500.

(e) Director's sitting fees received Rs.1,200.

(f) Ground rent Rs.600.

(g) Income from undisclosed source Rs.10,000.

(h) Winning from lotteries (net) received Rs.14,000.

He claims the following deductions.

(i) Dividend collection charges Rs.20

(ii) Allowable depreciation on building and machinery Rs.4,000

(iii) Fire insurance on building and machinery Rs.100

(2 × 15 = 30 Marks)

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Reg. No. : .............................

Name : ...................................

## Fifth Semester B.Com. Degree Examination, December 2024

### 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. Define cost centre.

2. What is cost unit?

3. What is prime cost?

4. What is idle time?

5. What are overheads?

6. Define cost accounting.

7. What is activity based costing?

8. Define time keeping.

9. What is EOQ?

10. What is Labour turnover?

<div align="right">(10 × 1 = 10 Marks)</div>

## SECTION – B

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

11. Differentiate between cost accounting and financial accounting.

12. What is a bin card?

13. What are the advantages of cost accounting?

14. What is ABC Analysis?

15. Explain the concept of learning curve.

16. What do you mean by JIT System?

17. What is Absorption of overheads?

18. Differentiate between Time Keeping and Time Booking.

19. What are the features of cost control?

20. What do you mean by Cost Accounting Standards?

21. What are the limitations of cost accounting?

22. What is perpetual inventory system?

<div align="right">(8 × 2 = 16 Marks)</div>

## SECTION – C

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

23. What are the objectives of material control?

24. What are the types of overheads?

25. Explain the suitability of piece rate system.

26. What are the advantages of centralized purchasing?

27. What is semi-variable cost? Give examples.

28. What are the advantages of incentive system of wage payment?

29. Find out the EOQ from the following :

   Annual usage – 120000, cost of placing and receiving one order – Rs.60. Annual carrying cost – 10% of inventory value.

30. Calculate minimum stock level, maximum stock level and reordering level from the following information.

   (a) Maximum Consumption = 300 units per day

   (b) Minimum Consumption = 180 units per day

   (c) Normal Consumption = 190 units per day

   (d) Reorder period = 10 – 15 days

   (e) Reorder quantity = 2,000 units

   (f) Normal reorder period = 13 days.

31. A Standard time allowed for a job is 50 hours. The hourly rate of wage is Rs.10 per hour plus dearness allowance of Rs.5 per hour worked. Actual time taken 40 hours. Calculate total wages on time and piece wages.

(6 × 4 = 24 Marks)

3

SECTION – D

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

32. What are the important techniques of material control?

33. What are the important types of incentive plans?

34. Explain the components of total cost in cost sheet.

From the following particulars of a manufacturing concern, ascertain prime cost :

|  | Rs. |
|---|---|
| Opening stock of raw materials | 20,000 |
| Closing stock of raw materials | 30,000 |
| Purchase of raw materials | 1,05,000 |
| Import duty paid on raw materials purchased | 15,000 |
| Carriage Inward | 5,000 |
| Primary packing materials | 3,000 |
| Productive wages | 95,000 |
| Opening stock of work-in-progress at prime cost | 17,000 |
| Closing stock of work-in-progress at prime cost | 10,000 |
| Hire charge paid on plant | 14,000 |
| Other chargeable expenses | 6,000 |

35. TT Ltd. has two production departments P1 and P2 and two service departments S1 and S2. Expenses of these departments are as follows :

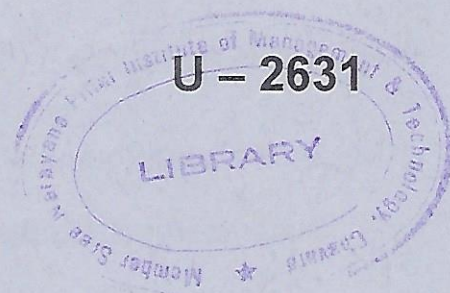P1 – '51,837, P2 – '12,163, S1 – '40,000, S2 – '16,000

|  | P1 | P2 | S1 | S2 |
|---|---|---|---|---|
| S1 | 50% | 40% | – | 10 |
| S2 | 30% | 50% | 20% | – |

Apportion the cost of service departments by using Simultaneous Equation Method.

**(2 × 15 = 30 Marks)**

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Reg. No. : ..............................

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**Fifth Semester B.Com. Degree Examination, December 2024**

**First Degree Programme under CBCSS**

**Core Course**

**CO 1543/CC 1543/CC 1544 : ACCOUNTING FOR SPECIALISED INSTITUTIONS**

CO 1543 (2013–2017 Admission)/CC 1543 (2013 Admission)/CC 1544 (2014–2017 Admission)

Time : 3 Hours                                                    Max. Marks : 80

SECTION – A

Answer **all** questions, each carries **1** mark.

1. List out the main slips used in banking companies.

2. What is a by traveller's cheque?

3. What do you mean by 'insurance coverage'?

4. What do you mean by term 'Insurer' and 'Insured'?

5. What is demat account?

6. What are the types of government office?

7. Name the index of Bombay stock exchange.

8. What do you mean by government accounting system?

9. Who is a broker in stock market?

10. What is Surrender Value?

(10 × 1 = 10 Marks)

P.T.O.

## SECTION – B

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

11. State the meaning of demand for grant.

12. What do you mean by SEBI?

13. Mentions of disadvantages of double account system.

14. What is meant by reversionary bouns?

15. Write a note on treasuries.

16. Who is a jobber?

17. What do you mean by stock broking?

18. Comment on Vote on Account.

19. List out any four registers kept by a bank.

20. Write a note on Cash Reserve Ratio?

21. Comment on 'Principle of uberrimae fidei'.

22. Who is a stag?

(8 × 2 = 16 Marks)

## SECTION – C

Answer any **six** questions, each question carries **4** marks.

23. Differentiate between government accounting and commercial accounting.

24. When closing the books of a bank on 31st December 2021, you find in the t ledger an unsecured balance of Rs. 2,00,000 in the account of a merchant whose financial condition is reported to you as bad and doubtful. Interest on the same account amounting to Rs. 20,000 (for 2021) remains to be recorded.

    During the year 2020 the bank accepts 75 paise in the rupee on account of the total payment of debts due from the merchant as on 31$^{st}$ Dec. 2021. Show the journal entries under Interest Suspense Method.

25. From the following figures appearing in the books of Fire Insurance division of a General insurance company. Show the amount of claims as it would appear in the Revenue account for the year ended 31<sup>st</sup> March 2023.

|  | Direct Business | Re-insurance |
|---|---|---|
| Claims paid during the year | 46,70,000 | 7,00,000 |
| Claims payable 1<sup>st</sup> April 2022 | 7,63,000 | 87,000 |
| Claims payable 31<sup>st</sup> March 2023 | 8,12,000 | 53,000 |
| Claims received | - | 2,30,000 |
| Claims receivable 1<sup>st</sup> April 2022 | - | 65,000 |
| Claims receivable 31<sup>st</sup> March 2023 | - | 1,13,000 |
| Expenses of Management | 2,30,000 | - |

(including Rs. 35,000 surveyors fee and Rs. 45,0000 legal expenses for settlement of claims).

26. A power house originally built for Rs. 4,00.000 is to be replaced by a new one. The total cost of the construction is Rs. 14,00,000. But the estimated cost of construction of the original size power house is Rs. 6,00,000. Find out the amount to be charged to revenue and capital.

27. The Life Assurance Fund of an Insurance Company on 31.3.2023 showed a balance of Rs. 87,76,500. It was later found that the following were not taken into account

| | | |
|---|---|---|
| (i) | Dividend from Investments | 4,80,000 |
| (ii) | Income Tax on above | 48,000 |
| (iii) | Bonus in reduction of premium | 8,77,500 |
| (iv) | Claims covered under re-insurance | 4,23,000 |
| (v) | Claims indicated but not accepted by Company | 7,62,000 |

Ascertain correct balance of the Fund.

28. The trail balance of Karoor Bank Ltd as on 31st December 2022 shows the following balances

(1) Interest Earned (including discount on bills) Rs. 45,40,600

(2) Rebate on bills discounted (on 1st January 2022) Rs. 4,750

(3) The amount of unexpired discount as on 31-12-2022 Rs. 5,560

You are required to pass necessary journal entries.

29. Explain National Electricity Policy.

30. Discuss the functions of SEBI.

31. Write a note on compilation of accounts by C and AG.

(6 × 4 = 24 Marks)

## SECTION – D

Answer any **two** questions, each question carries **15** marks.

32. The following is the trial balance of The Bright Light Electric Co. Ltd, for the year ended December 31. 2022. You are required to prepare revenue account for the year ended 31st December 2022.

| Particulars | Debit (Rs) | Credit (Rs.) |
|---|---|---|
| Nominal capital 10,000 shares of Rs. 50 each | | 1,25,000 |
| Subscnbed-5.000 shares. Rs. 25 paid | | 75,000 |
| Debentures, 6% interest | | 5,000 |
| Depreciation fund | 5,000 | |
| Calls in arrears | 46,500 | |
| Freehold land | 25,000 | |
| Buildings | 50,000 | |
| Machinery at station | 40,000 | |
| Mains | 10,000 | |
| Transformers, Motors, etc. | 7,500 | |
| Meters | 2,000 | |
| Electrical instruments | 11,750 | |
| General stores (cables, mains, etc.) in stock | 1,250 | |

| Particulars | Debit (Rs) | Credit (Rs.) |
|---|---|---|
| Office furniture | 9,500 | |
| Coal and fuel | 3,750 | |
| Oil, waste and engine room stores | 500 | |
| Coal, oil waste, etc. in stock. | 2,500 | |
| Repairs and replacements | 1,500 | |
| Rates and taxes | 7,500 | |
| Salaries of secretary, manager, etc. | 15,000 | |
| Wages at station | | |
| Director's fees | 5,000 | |
| Stationery, printing and advertising | 3,000 | |
| Incidental expenses | 500 | |
| Law charges | 1,000 | |
| Sales of meters | | 43,750 |
| Sales by contracts | | 25,000 |
| Meter rents | | 1,500 |
| Sundry creditors | | 5,000 |
| Sundry debtors | 15,000 | |
| Cash in hand and at bank | 16,500 | |
| | 2,80,250 | 2,80,250 |

(1) Provide depreciation on: Building $2\frac{1}{2}$%: Machinery $7\frac{1}{2}$%: Mains 5%: Transformers, motor etc. 10%, Meters 15%.

(2) A call of Rs. 5 per share was payable on 30th June, 2000 and arrears are subject to interest Prepare revenue account and capital account for the year ended December 31, 2000 and at 5% per annum.

33. From the following details prepare fire revenue account and profit and loss account for the Year 2022–2023

|  | Rs. |
|---|---|
| Reserve for Unexpired Risk on 1.4.2002 @ 50% | 1,80,000 |
| Additional Reserve | 36,000 |
| Estimated Liability for claims Intimated on 01 .4.2022 | 31,000 |
| Estimated Liability for claims Intimated on 31 .3.2023 | 42,000 |
| Claims paid | 3,65,000 |
| Legal Expenses | 6,000 |
| Re-insurance Recoveries | 32,000 |
| Medical Expenses | 4,000 |
| Bad Debts | 800 |
| Premiums recovered | 4,86,000 |
| Premiums on re-insurance accepted | 32,000 |
| Premiums on re-insurance ceded | 43,000 |
| Commission on Direct Business | 48,600 |
| Commission on re-insurance accepted | 1,600 |
| Commission on re-insurance ceded | 2,150 |
| Expenses of Management | 90,000 |
| Interest. Dividend and Rent | 24,000 |
| Profit on Sale of investments | 3,000 |

Create Reserve on 31.3.2023 to the same extent as on 1.4.2022

34. The following are the balances of Yes Bank Ltd. for the year ended 31-12-2022

| Particulars | (Rs) |
|---|---|
| Interest on loans | 5,18,000 |
| Interest on fixed deposits | 5,50,000 |
| Commission received | 16,400 |
| Salaries and allowances | 1,08,000 |
| Discount on bills discounted· | 3,90,000 |

| Particulars | (Rs) |
|---|---|
| Interest on cash credits | 4,46,000 |
| Interest on current a/cs | 84,000 |
| Rent and taxes | 36,000 |
| Interest on overdrafts | 3,08,000 |
| Director's fees | 8,400 |
| Interest on savings a/cs | 1,36,000 |
| Postage and telegrams | 8,600 |
| Lockers rent | 2,000 |
| Transfer fees | 1,400 |
| Depreciation on Bank's properties | 10,000 |
| Sundry charges | 3,400 |

Other information:

(a) Rebate on Bills Discounted Rs. 98,000

(b) Bad Debts Rs. 80,000.

(c) Provision for Income Tax Rs. 3,00,000.

From the above information, prepare the Profit and Loss account of the bank for the year ended 31-12-2022.

35. Briefly explain the powers and duties of comptroller and Auditor General.

(2 × 15 = 30 Marks)
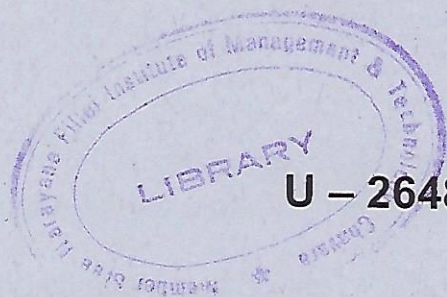
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Reg. No. : .............................

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## Fifth Semester B.Com. Degree Examination, December 2024

### 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. What do you mean by product line?

2. Define social marketing.

3. What is skimming price policy?

4. What do you mean by promotion mix?

5. What is E-Commerce?

6. List out two indoor media of advertisement.

7. What is concentrated marketing?

8. What do you mean by branding?

9. Define pricing.

10. What do you mean by customer relationship management?

(10 × 1 = 10 Marks)

SECTION – B

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

11. What do you mean by product mix?

12. State the economic factors influencing consumer behavior.

13. Differentiate between selling and marketing.

14. What are the basic features of advertising?

15. Briefly explain the concept of supply chain management.

16. What are the functions of packaging?

17. What is cost based pricing?

18. State the features of personal selling.

19. What do you mean by sustainable marketing?

20. Briefly explain the concept brand loyalty.

21. What do you mean by geographic segmentation?

22. What is two level channels of distribution?

(8 × 2 = 16 Marks)

## SECTION – C

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

23. Explain the steps involved in product positioning.

24. What are the reasons for the growth of digital or online marketing?

25. Explain the factors influencing the distribution channel.

26. What marketing strategy do you suggest during the decline stage of product life cycle?

27. Briefly explain the factors influencing the selection of advertisement media.

28. What are the requisites of a good package?

29. Briefly explain the unique features of publicity.

30. Differentiate between commercial marketing and social marketing.

31. Explain the objectives of pricing.

(6 × 4 = 24 Marks)

## SECTION – D

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

32. Define relationship marketing. What are the advantages and limitations of relationship marketing?

33. Explain different bases or methods of market segmentation.

34. What do you mean by pricing decision? Explain various methods of pricing.

35. Define branding. What are the advantages and limitations of branding?

(2 × 15 = 30 Marks)
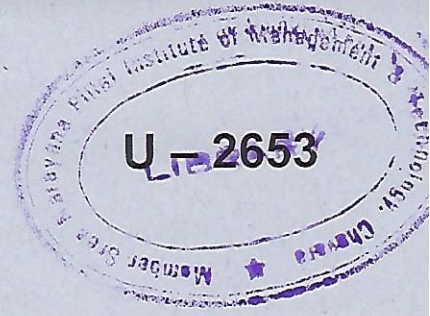
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Reg. No. : ...............................

Name : ..................................

**Fifth Semester B.Com. Degree Examination, December 2024**

**First Degree Programme under CBCSS**

**Elective Course/Core Course**

**CO 1561.5/CC 1544 : WEB DESIGNING AND PRODUCTION FOR BUSINESS**

**(2018 Admission Onwards)**

**(Common for Commerce/Commerce with Computer Applications)**

Time : 3 Hours                                                                              Max. Marks : 80

SECTION – A

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

1.  Name any two types of websites commonly used in business.

2.  Define the term "site structure" in web design.

3.  What is an HTML editor? Give an example.

4.  Mention any two image formats suitable for the web.

5.  What is a site map?

6.  How does a hyperlink differ from a navigation bar?

7.  List two key functions of CSS in web design.

8.  What does XML stand for?

9. What is a cascading style sheet?

10. Define the term "web hosting."

## SECTION – B

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

11. Explain the importance of download time in website design.

12. Describe the role of meta tags in web pages.

13. What is meant by "absolute address" in web design?

14. How do forms enhance user interaction on websites?

15. What is the significance of "three-click navigation"?

16. Outline the process of linking CSS to an HTML document.

17. List two uses of animations in web pages.

18. Briefly explain the purpose of XML DTD.

19. Differentiate between embedded and linked CSS.

20. What are the main components of a blog?

21. Explain any two attributes of an <img> tag.

22. What is an XSL style sheet?

(8 × 2 = 16 Marks)

## SECTION – C

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

23. Explain how effective page design improves user experience.

24. What are the main differences between HTML and XML?

25. Describe the steps involved in creating a blog using XML.

26. Explain the significance of font and color in web design.

27. Compare relative addressing with absolute addressing in URLs.

28. Discuss the importance of testing and maintaining a website.

29. Describe the concept and purpose of "frames" in HTML.

30. List the benefits of using thumbnails on websites.

31. How can CSS be used to create responsive designs?

(6 × 4 = 24 Marks)

## SECTION – D

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

32. Outline the entire process of designing and publishing a website for a small business, detailing each stage.

33. Discuss the role and types of multimedia elements in modern web design, including examples of practical applications.

34. Describe the steps involved in creating a dynamic educational website, incorporating HTML, CSS and basic scripting.

35. Explain in detail the various tags and properties used for creating a form in HTML, including their functionalities.

(2 × 15 = 30 Marks)

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Reg. No. : ...........................

Name : ................................

## Fifth Semester B.Com. Degree Examination, December 2024

### First Degree Programme under CBCSS

### Stream 2 — Co-operation

### Elective Course :

### CO 1561.2 — CO-OPERATIVE LEGAL SYSTEM

### (2018 Admission onwards)

Time : 3 Hours          Max. Marks : 80

## PART – A

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

1. Define member as per Co-operative Societies Act 1912.

2. Who is a Registrar?

3. What is a registration certificate?

4. How to change the name of a co-operative society?

5. State any two functions of general body of a co-operative society.

6. Who has the power to appoint a committee of a Co-operative society?

7. What is a co-operative tribunal?

8.  State the meaning of arbitration.

9.  What is dissolution of a co-operative society?

10. Who is a liquidator?

<div align="right">(10 × 1 = 10 Marks)</div>

## PART – B

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

11. Define Co-operative Society with limited liability as per the provision of Andhra Pradesh Mutually Aided Co-operative Societies Act, 1995.

12. State the provisions for application for registration of a co-operative society.

13. What are the provisions with regard to the rights of members to get information under Kerala Co-operative Societies Act, 1969.

14. Narrate the provisions of expulsion of members of a co-operative society.

15. Who may become a member of a co-operative society?

16. Discuss the exemption from taxes, fees and duties of co-operative societies.

17. State the provisions of Charges and set-off in respect of shares or interest of members in the capital of a society.

18. Discuss the provisions regarding the appointment of Co-operative Tribunal.

19. What does an offence mean?

20. State the powers of Chairman of a Co-operative Tribunal.

21. What is the process of Liquidation of a society?

22. What are the stages of a settlement?

<div align="right">(8 × 2 = 16 Marks)</div>

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## PART – C

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

23. Discuss the main objectives of co-operative societies.

24. Trace the history of co-operative movement in Kerala.

25. Discuss the contents of bye-law of a co-operative society.

26. Narrate the provisions of charges and set-off in respect of shares or interest of members in the capital of a society.

27. Explain the role of Registrar of co-operative societies.

28. What are the purposes of annual general body meeting?

29. Discuss the provisions of awards on disputes under Co-operative Societies Act.

30. State the provisions of appeal to minister.

31. What are the powers of liquidators?

(6 × 4 = 24 Marks)

## PART – D

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

32. State the major difference between Co-operative Societies Act 1904 and 1912.

33. 'The Co-operative Election Commission is the apex body regarding election to cooperatives'. Discuss.

34. Who is Registrar of a co-operative society? Explain the conditions for registering a society.

35. Discuss Co-operative Ombudsman Scheme stating its provisions.

(2 × 15 = 30 Marks)

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