

Reg. No.:



Name:

University of Kerala

First Semester FYUGP Degree Examination, December 2025

Discipline Specific Core Course

MANAGEMENT

UK1DSCMGT104 - Management Functions and Specialisations

Academic Level: 100-199

2024 Admission onwards



W7909

Time: 2 Hours(120 Mins)

Max. Marks: 56

Part A.6 Marks: Time 5 Minutes. (Cognitive Level : Remember(RE)/Understand(UN)) Objective Type. 1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	ISO deals with Options : A) Production B) Marketing C) Quality D) Finance	RE	2
2	Recall the element of the marketing mix which is related to value of the commodity. Options : A) Product B) Price C) Place D) Promotion	RE	3
3	Outline the father of Scientific management. Options : A) Henry Fayol B) F W Taylor C) Elton Mayo D) Peter Drucker	UN	1
4	The key factor to be considered while deciding plant location is Options : A) Colour of the building B) Distance from suppliers C) Availability of men, materials, money and machinery D) Type of advertising media used	UN	2
5	Outline the function of management which involves guiding and motivating the employees. Options : A) Planning B) Directing C) Staffing D) Controlling	UN	1
6	The specialised recruitment agents who concentrate on recruitment of senior and key positions in organisations are	UN	4

Qn No.	Question	CL	CO
	Options : A)Advertising B)Head Hunters C)Job Fair D)Gate Hiring		

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Describe the various applications of management in business.	UN	1
8	Discuss how training differ from development in HRM.	UN	4
9	Exhibit with an example, what is meant by fixed product layout and how it is used in production.	AP	2
10	Employ the concept of co-ordination if a manager observe that team members are not co-operating.	AP	1
11	Use two promotional tools suitable for a new bakery to reach young customers, and justify your choices.	AP	3

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Apply the determinants of plant layout. OR B) Apply capacity planning techniques to a real-life situation in a firm where poor capacity management caused delays and suggest solutions.	AP	2, 2
13	A) Exhibit the key steps in the manpower planning process. OR B) Employ a training programme for new employees in a company.	AP	4, 4
14	A)	AN	1, 1

	Question	CL	CO
	Analyse how the different levels of management are interdependent in achieving organisational goals. OR B) Examine how does budgeting serve as a tool for managerial control.		
15	A) Analyse the scope of marketing in a digital environment. OR B) Examine the advantages and disadvantages of different new product pricing strategies.	AN	3, 3

Part D.24 Marks. Time: 60 Minutes. (Cognitive Level : Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each. Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Compare planning and controlling. OR B) Analyse the importance of management functions in achieving organisational goals.	AN	1, 1
17	A) Evaluate the effectiveness of social media marketing compared to television advertising for building brand awareness. OR B) Assess the effectiveness of the societal marketing concept in today's CSR-driven environment.	EV	3, 3
18	A) Assess how effectively organisations can overcome challenges in operations management. OR B) Review the approaches to Quality Management.	EV	2, 2
19	A) Create a model for a recruitment and selection process in a startup.	CR	4, 4

Qn. No.	Question	Ck	CO
OR B)	Design an employee engagement framework for improving quality of work life.		

Reg. No.:



W7449

Name:

University of Kerala

First Semester FYUGP Degree Examination, December 2025

Discipline Specific Core Course

COMMERCE

UK1DSCCOM100 - Accounting Principles and Standards

Academic Level: 100-199

2024 Admission onwards

Time: 2 Hours(120 Mins)

Max. Marks: 56

Part A.6 Marks: Time 5 Minutes. (Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	The main aim of a Not-for-profit organisation is to Options : A)earn profit B)maximise sales C)provide services D)increase capital	RE	2
2	Identify the accounting assumption on which the proprietor is treated as creditor to the extent of amount invested by him in the business Options : A)Money Measurement Concept B)Going Concern Concept C)Accounting Entity Concept D)Accounting Period Concept	RE	1
3	The primary purpose of preparing a Trading Account is to ascertain the: Options : A)Net Profit B)Financial Position C)Gross Profit or Gross Loss D)Operating Profit	UN	3
4	Income and Expenditure account is prepared by Options : A)a. Trading concerns B)b. Non- Trading concerns C)c. Manufacturing concerns D)d. Government	UN	4
5	GAAP stands for	UN	1
6	State with reasons whether the following statements are TRUE or FALSE: If there appears a sports fund, the expenses incurred on sports activities will be shown on the debit side of Income and Expenditure Account.	UN	6

Part B.10 Marks: Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each. Answer all questions

	Question	CL	CO
	Discuss the meaning of Marshalling of assets and liabilities	UN	3
8	Explain Contingent liability	UN	1
9	Varun enterprises purchased a machinery on 1.4.2021 at a cost of ₹ 800000 and spend ₹ 5000 for its installation. It is expected to have a working life of 6 years and by the end of which it would get a scrap value of ₹ 10000. Compute depreciation.	AP	3
10	Prepare a balancesheet with imaginary figures	AP	1
11	The following relate to a concern for the year 2019 Opening stock 15000 , Purchase 35000 , Direct expenses 4000 , Sales 80000 , Closing stock 12000 Find out Gross profit?	AP	3

Part C.16 Marks:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) On 01.04.2021, X Ltd bought a machinery costing ₹ 90,000 and spent ₹10,000 on its installation. Addition is made on 01.10.2021 for the value of ₹ 40,000. Depreciation is provided at 20% per annum. Prepare Machinery Account for the first 4 years under Diminishing Balance Method. Accounts are closed on March 31 OR B) On January 1, 2021, a company purchased a new machine for ₹100,000. The machine has an estimated useful life of 5 years and a residual value of ₹ 10,000. On July 1, 2021, the company purchased another machine for ₹ 50,000 with an estimated useful life of 4 years and a residual value of ₹ 5,000. On July 1, 2022, the company sold the first machine for ₹ 70,000. On July 1, 2023, the company purchased another machine for Rs. 80,000 with an estimated useful life of 6 years and a residual value of ₹ 8,000. Calculate the depreciation expense for the first three years (2021, 2022, and 2023) using the straight-line method. Assume, books of accounts closed on 31st December every year.	AP	2, 4
13	A) Construct a Trading Account from the following:- Opening stock Rs.18000 Purchases Rs.40500 Sales Rs.120000 Purchases return Rs.500	AP	3, 3

Question		CL	CO
14	ges Rs. 4000 ales return Rs1000 Carriage Rs.2900 Power and Fuel Rs.2010 Closing Stock is valued at Rs.24000 OR B) Give adjusting entries for the following cases (a) Goods drawn for personal use (b) Goods used in office (c) Goods distributed as free samples (d) Goods sent on sale or return basis		
	A) Explain the different statements prepared by a non-profit organization at the end of the accounting year OR B) Distinguish between Receipt and payment account and income and Expenditure account	AN	4, 3
15	A) Analyse the significance of accounting standards in preparing financial statements. OR B) Explain the Consistency Principle and Conservatism Principle	AN	1, 1

Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Critically analyze how the fundamental accounting concepts, principles, and conventions collectively influence the preparation and presentation of financial statements. OR B) Explain the significance of Indian GAAP Accounting Standards.	AN	1, 3

A manufacturing company, Sunrise Plastics Ltd., purchased machinery on 1st April 2020 for ₹1,800,000. The machinery has an estimated useful life of 10 years and an estimated scrap value of ₹100,000. The company follows the Written Down Value Method of Depreciation at a rate of 20% per annum, calculated on the book value at the beginning of each year.

On 1st October 2022, the company purchased an additional machine for ₹600,000. The same depreciation rate applies. On 31st March 2024, the company sold the first machine purchased in 2020 for ₹900,000. The company charges depreciation up to the date of sale using the WDV method. Books of accounts are prepared on 31st March every year.

17

Prepare Machinery Account for the years 2020–2021, 2021–2022, 2022–2023, and 2023–2024.

OR
B)

On 1st July 2018, a company purchased a plant for ₹20,000, depreciation was provided at 10% per annum on straight line method on 31st December every year. With effect from 1st January 2020, the company decided to change the method of depreciation to diminishing balance method @ 15% per annum. Prepare plant account from 2018 to 2021.

18 A)

From the following balances extracted from the books of Raga Ltd. Calculate net profit for the year ended December 31, 2024

EV 2, 2

EV 3, 3

Question

CL CO

Debit Balances	Amount	Credit Balances	Amount
Drawings	20,000	Sales	2,20,000
Land and Buildings	12,000	Capital	1,01,110
Plant and Machinery	40,000	Discount	1260
Carriage Inwards	100	Apprentice Premium	5230
Wages	500	Bills Payable	1,28,870
Salary	2,000	Purchase return	10,000
Sales Return	200		
Bank Charges	200		
Coal, Gas and Water	1200		
Purchases	1,50,000		
Trade Expenses	3800		
Stock (opening)	76,800		
Cash at Bank	50,000		
Rates and taxes	870		
Bills Receivables	24,500		
Sundry debtors	54,300		
Cash in Hand	30,000		
TOTAL	4,66,470	TOTAL	4,66,470

The additional information is as under:

1. Closing Stock was valued at the end of the year Rs.20,000.
2. Depreciation on plant and machinery charged at 5% and land and building at 10%.
3. Discount on debtors at 3%.

OR

B)

Explain the adjustment entries that are required to be made in the final accounts of a sole trader for the following:

- a) Wages outstanding ₹ 4,000.

Question

N.L. CO

Rent prepaid ₹ 1,500.

c) Goods in stock worth ₹ 1600 are destroyed by fire. The insurance company accepts the claim of ₹ 1,200.

d) A debt of ₹ 700 previously written off is now recovered to the extent of ₹ 360.

e) Interest has accrued on Investment ₹ 1,000.

f) The proprietor has withdrawn goods worth ₹1,000 out of stock

19 A)

CR 4, 4

From the following prepare Income and Expenditure Account

Receipts and Payments account for the year ended 31st December 2024

Receipts	Rs.	Payment	Rs.
Balance cash in hand on 01/01/2024	9000	Honorarium to Secretary	3200
Subscription	12000	Printing and Stationery	1800
Entrance fees (½ to be capitalised)	6000	sports expenses	3800
Entertainment receipts	3000	Furniture	10000
sale of old newspaper	200	Entertainment expenses	2300
Bank loan	5000	Rent and rates	2400
		General Expenses	500
		Subscription to newspaper	1200
		Balance cash in hand on 31/12/2024	10000
	35200		35200

OR

B)

The following is the receipts and payments of Account of Officers Club , Trivandrum for the year ended 31 December 2020, Calculate the opening capital fund of the club.

Receipts and payments Account

Question

Receipts

	Amount	Payment	Amount
To Balance b/d.		By salary	4,200
Cash in hand	300	General expense	4,500
Cash in current account	2,100	News papers and periodicals	1,500
Subscription(Rs.300 relate to 2019 and Rs. 200 relate to 2021)	12,000	Books	3,000
Fixed deposit	5,000	Printing and stationary	1,500
Entrance fee	1,000	Balance c/d:	
Miscellaneous collection	3,000	Fixed deposit	5,000
		Current account	300
		Cash in hand	3,400
	23,400		23,400

The following information are given

	01-01-2020	31/12/202
Salary o/s	300	450
stock of stationary	120	160
Due for stationary	300	410
Books	4000	5500
Furniture	5000	----

Reg. No.:



Name:

University of Kerala

First Semester FYUGP Degree Examination, December 2025

Multi-Disciplinary course

COMPUTER APPLICATION

UK1MDCCAP103 - Digital Marketing

Academic Level: 100-199

2024 Admission onwards

Time: 1 Hour

Max. Marks: 28

Part A ,4 Marks ,Time 5 Minutes (Cognitive Level :Remember(RE)/Understand(UN))Objective Type 1 mark each,
Answer all questions

Qn No.	Question	CL	CO
1	Name one software used for email marketing.	RE	1
2	Define firewall.	RE	2
3	State the purpose of a digital signature.	UN	2
4	Explain SMS marketing?	UN	1

Part B ,8 Marks ,Time 15 Minutes (Cognitive Level :Understand(UN)/Apply(AP))Short Answer 2 marks each, Answer all questions

Qn No.	Question	CL	CO
5	Explain the main objectives of cyber security?	UN	3
6	Distinguish between inbound marketing and outbound marketing?	UN	2
7	Prepare a note on social media marketing platforms	AP	4
8	Apply content marketing to promote a health and wellness brand.	AP	3

Part C ,16 Marks ,Time 40 Minutes (Cognitive Level :Apply(AP)/Analyse(AN)/Evaluate(EV))Long Answer 4 marks each, Answer all questions choosing among options* within each question

Qn No.	Question	CL	CO
9	A) Demonstrate different electronic payment systems. OR B) Identify different type of mails using in email marketing	AP	2, 1

Qn No.	Question	CL	CO
10	A) Analyze how Pay-Per-Click (PPC) advertising and Search Engine Optimization complement each other in improving website traffic. OR B) Analyse how the evolution of digital marketing has transformed traditional business models.	AN	4, 4
11	A) Discover the Security Risks in digital marketing. OR B) Outline the importance of digital marketing.	EV	3, 1
12	A) Design a social media campaign to boost engagement for a newly launched fashion brand. OR B) Propose an integrated marketing model applying the 10 Ps for an online grocery delivery startup.	CR	4, 4

Reg. No.:



W7665

Name:

University of Kerala

First Semester FYUGP Degree Examination, December 2025

Discipline Specific Core Course

MANAGEMENT

UK1DSCMGT104 - Management Functions and Specialisations

Academic Level: 100-199

2024 Admission onwards

Time: 2 Hours(120 Mins)

Max. Marks: 56

Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each,
Answer all questions

Qn No.	Question	CL	CO
1	Identify the primary function of management Options : A) Finance B) Planning C)Marketing D)Operations	RE	1
2	The 4Ps of the marketing mix. Options : A)Product, Price, Promotion, Place B)Product, People, Process, Promotion C)Price, Planning, Packaging, Place D)Promotion, Positioning, People, Price	RE	3
3	Quality of Work Life is associated with: Options : A) Employee Engagement B)Market Segmentation C) Plant Layout D)Pricing	UN	4
4	Scheduling in operations management involves deciding _____. Options : A)Only the wages of workers B)When to start and finish each task and which resources to use C)The type of product to be manufactured D)The financial budget for marketing	UN	2
5	Outline the management function that ensures organizational activities are in line with set plans. Options : A)Organising B)Staffing C)Controlling D)Planning	UN	1
6	is the type of training that involves employees learning while performing their actual job tasks.	UN	4

Qn No.	Question	CL	CO
	Options : A)Classroom training B)On-the-job training C)Off-the-job training D)Vestibule training		

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Explain why management is considered both an art and a science.	UN	1
8	Discuss the difference between recruitment and selection.	UN	4
9	Apply the controlling function to correct a situation where employees are not meeting daily targets.	AP	1
10	Apply the factors influencing pricing decisions to set a product's price.	AP	3
11	Apply the concept of capacity management to a real business scenario.	AP	2

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Apply the principles of organising to a retail store. OR B) Employ the Importance of motivation and leadership in directing.	AP	1, 1
13	A) Demonstrate how poor work-life balance can affect organisational performance in a real-world situation. OR B) Apply the role of HRM in an organisation.	AP	4, 4
14	A) Break down the major challenges of operations management and discuss their impact on efficiency.	AN	2, 2

Question		CL	CO
15	OR B) Analyse the importance of Total Quality management (TQM).		
	A) Categorize the objectives and functions of marketing.		
15	OR B) Examine the evolution of marketing concepts and identify the major changes over time.	AN	3, 3

Part D.24 Marks. Time: 60 Minutes. (Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each. Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Analyse how ineffective planning affects the overall performance of an organisation.		
	OR B) Assess whether formal or informal organisation structures are better for fostering innovation.	AN	1, 1
17	A) Evaluate the role of digital marketing in today's business environment.		
	OR B) Evaluate the role of marketing mix decisions (4Ps) in improving the competitiveness of a company, with reference to a real-world business example..	EV	3, 3
18	A) Assess the recent trends in quality management.		
	OR B) Evaluate factors you consider for plant location for your manufacturing industry with different types of plant location.	EV	2, 2
19	A) Design an internal recruitment strategy to fill a vacancy quickly and justify why this approach is the most suitable for the company.	CR	4, 4

Reg. No.:



Name:

University of Kerala

First Semester FYUGP Degree Examination, December 2025

Discipline Specific Core Course

MANAGEMENT

UK1DSCMGT103 - E-Commerce and Cyber Law

Academic Level: 100-199

2024 Admission onwards

Time: 2 Hours(120 Mins)

Max. Marks: 56

**Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each,
Answer all questions**

Qn No.	Question	CL	CO
1	Identify the first cyberlaw for legal security in E-Commerce. Options : A)The Information Technology Act 2002 B)The Information Technology Act 2000 C)The Information Technology Act 1998 D)The Information Technology Act 1990	RE	1
2	NEFT is used for _____. Options : A) Electronic fund transfer B) Cash deposit C) Bill printing D) Loan sanctions	RE	2
3	Encryption refers to: Options : A)Storing data B)Converting readable data into unreadable form C)Erasing data D)Printing data	UN	4
4	E-Commerce relies primarily on: Options : A)Postal services B)Radio networks C)The internet D)Television	UN	1
5	Digital signature ensure Options : A)Confidentiality only B)Integrity only C)Authenticity and integrity D)Availability	UN	2
6	Phishing is a cyber-crime that involves:	UN	3

Qn No.	Question	CL	CO
	Options : A)Physical theft B) Fake emails to steal information C) Manual data handling D)Repairing software		

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Describe the concept of E-Cash	UN	2
8	Explain any two E-banking services.	UN	2
9	Demonstrate the measures to improve cyber security	AP	4
10	Apply the data protection principles to safeguard user's privacy.	AP	3
11	Demonstrate the working of ATM.	AP	2

Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Demonstrate the most suitable E-Commerce Model for selling handmade crafts and justify your choice. OR B) Exhibit the impact of social media on internet marketing and advertising strategies.	AP	1, 1
13	A) Demonstrate how encryption protects sensitive customer data during online transactions. OR B) Demonstrate the application of cryptography in mobile communication.	AP	4, 4
14	A) Examine the various security features used in the ATM to protect against cyber crimes and attacks.	AN	3, 3

	Question	CL	CO
	OR B) Investigate the scope of cyber laws.		
15	A) Distinguish between e-commerce and e-business by examining their scope, functions, and impact on business operations, and explain how these differences influence decision-making in an organization. OR B) Analyse the key features of e-commerce and discuss how they contribute to business growth and customer satisfaction.	AN	1, 1

Part D.24 Marks. Time: 60 Minutes. (Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each. Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Analyze the common cyber offenses or crimes. OR B) Examine the ways to protect privacy in cyber transactions.	AN	4, 4
17	A) Assess the significance of digital signature in verifying authenticity of online platforms. OR B) Evaluate how different antivirus softwares protect a system by classifying their features and identifying their strengths and weaknesses.	EV	4, 4
18	A) Evaluate the effectiveness of various types of E-banking services in enhancing customer experience and satisfaction. OR B) Evaluate the potential impact of emerging mobile payment trends in India on the financial ecosystem, providing justification for your judgments.	EV	2, 2
19	A)	CR	1, 1

Qn No.	Question	CL	CO
	Develop a step-by-step implementation plan for launching a startup as an E-Business, from idea generation to market launch.		
OR			
B)			
	Design an e-commerce model for a new online service-based start-up.		

Reg. No.:



Name:

University of Kerala

W7664

First Semester FYUGP Degree Examination, December 2025

Discipline Specific Core Course

MANAGEMENT

UK1DSCMGT103 - E-Commerce and Cyber Law

Academic Level: 100-199

2024 Admission onwards

Time: 2 Hours(120 Mins)

Max. Marks: 56

**Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each,
Answer all questions**

Qn No.	Question	CL	CO
1	E-business primarily refers to: Options : A)Buying and selling offline B)Conducting business activities online C)Only digital payments D)Only email communication	RE	1
2	NEFT stand for Options : A)National Electronic Fund Transfer B)National Electronic Fund Trade C)National Electronic Fund Transaction D)National Electronic Fund Treatment	RE	2
3	UPI stands for: Options : A)Universal Payment Internet B)Unified Pay Integration C)Unified Payment Interface D)User Payment Instruction	UN	2
4	B2C Model refers to: Options : A)Business to Company B)Business to Customer C)Buyer to Customer D)Bank to Customer	UN	2
5	Decryption refers to: Options : A)Converting encrypted data back into readable form B)Making data permanently inaccessible C)Compressing large files D)Compressing large files	UN	4
6	Name the primary law governing cybercrimes in India.	UN	3

Qn No.	Question	CL	CO
	Options : A) Indian Penal Code B) Companies Act 2013 C) Information Technology Act 2000 D) Indian Evidence Act		

Part B.10 Marks:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each. Answer all questions

Qn No.	Question	CL	CO
7	Discuss the significance of ATMs in modern day banking system.	UN	2
8	Explain the public policy issues in E-Commerce.	UN	3
9	Execute a plan to send money to a relative, studying in an interstate university for educational purpose, using the most reliable mobile payment app available now a days.	AP	4
10	Demonstrate tips to design an E-Advertisement for a newly launched clothing brand for young adults.	AP	4
11	Demonstrate the working of B2C business Model.	AP	1

Part C.16 Marks:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options * within each question

Qn No.	Question	CL	CO
12	A) Demonstrate the concept of encryption for protecting the user data while transacting online for a business. OR B) Execute the different ways the antivirus software can be used to recover the system after a Malware attack.	AP	4, 4
13	A) Exhibit the electronic payment systems in India with examples. OR B) Demonstrate the role of online payment gateways in E-commerce.	AP	2, 2
14	A) Categorise different types of cyber crimes	AN	3, 3

Qn No.	Question	CL	CO
	OR B) Examine the various types of cyber threats and analyse how their techniques and attack patterns help in determining suitable defence strategies for an organization.		
15	A) Analyse the impact of social media advertising on consumer buying behaviour. OR B) Differentiate E-Commerce from E-Marketing.	AN	1, 3

Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	A) Examine the different types of e-commerce business models with suitable examples. OR B) Analyse the various components and the different stages involved in the process of building an E-Business.	AN	4, 4
17	A) Judge the overall performance of four top mobile payment apps in India, providing justification based on their features and user acceptance. OR B) Assess the different types of Internet Banking services and assess its benefits.	EV	2, 2
18	A) Evaluate the importance of firewall and antivirus in cybersecurity. OR B) Appraise the effectiveness of encryption techniques in safeguarding sensitive data during online communication.	EV	4, 4
19	A) Create an e-business plan for a small retail shop that wants to start selling products online.	CR	1, 1

Qn No.	Question	CL	CO
OR B)	Create a comprehensive internet marketing plan for a startup business by selecting appropriate digital tools and strategies to drive online growth and address potential concerns.		

Reg. No.:

Name:



University of Kerala

First Semester FYUGP Degree Examination, December 2025

Ability Enhancement Courses

MALAYALAM

UK1AECMAL101 - സിനിമയും ഭാഷയും

Academic Level: 100-199

2024 Admission onwards



Time: 1 Hour

Max. Marks: 28

Part A, 4 Marks, Time 5 Minutes (Cognitive Level :Remember(RE)/Understand(UN))Objective Type 1 mark each,
Answer all questions

Qn No.	Question	CL	CO
1	'ഒരു കട്ട ലോക്കൽ പടാ' എന്ന ലേബലോടെ അവതരിപ്പിച്ചിരിക്കുന്ന സിനിമ ഏത്?	RE	4
2	മമ്മൂട്ടി 'ദരശിപ്രാഞ്ചി' എന്ന കഥാപാത്രത്തെ അവതരിപ്പിച്ച സിനിമ ഏത്?	RE	4
3	'ഒരു വടക്കൻ വീരഗാഥ' എന്ന സിനിമയുടെ സംവിധായകൻ ആര്?	UN	1
4	തിരുവനന്തപുരം ഭാഷ കടന്നുവരുന്ന ഏതെങ്കിലും രണ്ട് സിനിമയുടെ പേരെഴുതുക.	UN	4

Part B ,8 Marks ,Time 15 Minutes (Cognitive Level :Understand(UN)/Apply(AP))Short Answer 2 marks each, Answer all questions

Qn No.	Question	CL	CO
5	സൗബിൻ താഹിർ കുറിപ്പെഴുതുക.	UN	2
6	കടലോര ജീവിതവും ഭാഷയും പ്രതിഫലിക്കുന്ന സിനിമകൾ പരിചയപ്പെടുത്തുക.	UN	2
7	ന്നാ താൻ കേസ് കൊട് എന്ന സിനിമയുടെ ഭാഷാപരമായ പ്രത്യേകതകൾ വ്യക്തമാക്കുക.	AP	4
8	'അങ്കമാലി ഡയറീസ്' എന്ന സിനിമയിൽ ആവിഷ്കരിക്കപ്പെട്ടിട്ടുള്ള ക്രൈസ്തവബിംബങ്ങൾ എന്തെല്ലാം?	AP	3

Part C ,16 Marks ,Time 40 Minutes (Cognitive Level :Apply(AP)/Analyse(AN)/Evaluate(EV))Long Answer 4 marks each, Answer all questions choosing among options* within each question

Qn No.	Question	CL	CO
9	A)	AP	3, 3

Qn No.	Question	CL	CO
	'പ്രാഞ്ചിയേട്ടൻ ആന്റ് ദി സെയിന്റ്' എന്ന ചലച്ചിത്രത്തിലെ തൃശ്ശൂർ ഭാഷയുടെ അനുഭൂതിതലം വ്യക്തമാക്കുക. OR B) 'രാജമാണിക്യം' എന്ന സിനിമയുടെ വിജയത്തിനു അതിലെ ഭാഷയ്ക്ക് സ്ഥാനമുണ്ടോ? നിങ്ങളുടെ അഭിപ്രായമെഴുതുക.		
10	A) തീരദേശഭാഷയുടെ ആഖ്യാനം മലയാള സിനിമകളിൽ - അമരം എന്ന ചലച്ചിത്രത്തെ മുൻനിർത്തി വിശകലനം ചെയ്യുക. OR B) 'ഇതാ ഇവിടെ വരെ' എന്ന ഐ.വി. ശശിയുടെ സിനിമയ്ക്ക് ഒരു ആസ്വാദനം തയ്യാറാക്കുക.	AN	3, 3
11	A) ദളിത് ഭാഷ കെഞ്ചിര എന്ന സിനിമയിൽ എപ്രകാരമാണ് ആവിഷ്കരിച്ചിരിക്കുന്നതെന്ന് വിലയിരുത്തുക. OR B) പ്രാദേശിക ഭാഷാവിഷ്കാരം ഫലപ്രദമായി നടത്തിയിട്ടുള്ള നാല് മലയാള സിനിമകളെ പരിചയപ്പെടുത്തുക.	EV	2, 2
12	A) രജനീകാന്ത്, അമിതാഭ് ബച്ചൻ എന്നിവരിൽ നിന്ന് മമ്മൂട്ടി വ്യത്യസ്തനാകുന്നതെങ്ങനെ? OR B) പ്രാദേശികഭാഷയിൽ പ്രതിഫലിക്കുന്ന സാമുദായിക- സാംസ്കാരിക സ്വഭാവങ്ങൾ ഉദാഹരണസഹിതം സ്ഥാപിക്കുക.	CR	3, 4

Reg. No.:



Name:

University of Kerala

First Semester FYUGP Degree Examination, December 2025

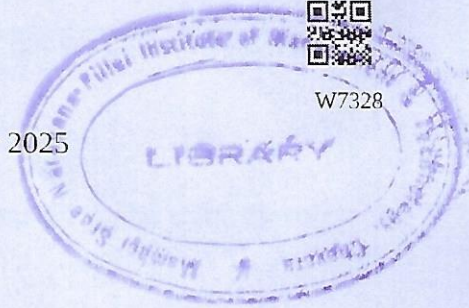
Ability Enhancement Courses

HINDI

UK1AECHIN102 - HINDI KAVITA

Academic Level: 100-199

2024 Admission onwards



W7328

Time: 1 Hour

Max. Marks: 28

Part A ,4 Marks ,Time 5 Minutes (Cognitive Level :Remember(RE)/Understand(UN))Objective Type 1 mark each,
Answer all questions

Qn No.	Question	CL	CO
1	'कामायनी' महाकाव्य के रचयिता कौन है ?	RE	1
2	'कोशिश करनेवालों की हार नहीं होती' कविता किसने लिखी?	RE	2
3	'हिमाद्रि तुंग श्रृंग' से गीत किस नाटक से लिया गया है ?	UN	1
4	वीर पुत्र कहकर गीत में किसे संबोधित किया गया है ?	UN	1

Part B ,8 Marks ,Time 15 Minutes (Cognitive Level :Understand(UN)/Apply(AP))Short Answer 2 marks each, Answer all questions

Qn No.	Question	CL	CO
5	मैथिलीशरण गुप्त की दो रचनाओं के नाम लिखिए ?	UN	2
6	6: बेजगह कविता का उद्देश्य क्या है?	UN	2
7	ज्ञानेंद्रप्रति के अनुसार कुआँ प्यासा क्यों है ?	AP	3
8	"कुछ नहीं सोचने और कुछ नहीं बोलने पर आदमी मर जाता है"। - किस कविता की पंक्ति है और लेखक कौन है? पंक्ति के अर्थ स्पष्ट कीजिए।	AP	4

Part C ,16 Marks ,Time 40 Minutes (Cognitive Level :Apply(AP)/Analyse(AN)/Evaluate(EV))Long Answer 4 marks each, Answer all questions choosing among options* within each question

Qn No.	Question	CL	CO
9	A)	AP	3, 3

Qn No.	Question	CL	CO
	'कोशिश करने वालों की हार नहीं होती' नामक कविता का संदेश व्यक्त कीजिए। OR B) 'धूमिल की अंतिम कविता' की भावनाओं का विश्लेषण कीजिए ?		
10	A) 'ठाकुर का कुआँ ' कविता दलितों की स्थिति का यथार्थ चित्र प्रस्तुत करती है - अपना विचार प्रकट कीजिए। OR B) 'मरना ' कविता से उदय प्रकाश हमें क्या बताना चाहते हैं?	AN	4, 4
11	A) 'भिक्षुक' कविता का मूल्यांकन कीजिये। OR B) 'भिक्षुक' कविता मानवीयता पर आधारित है।" मूल्यांकन कीजिए।	EV	4, 4
12	A) 'कोशिश करनेवालों की हार नहीं होती'। इस कथन पर अपना मत प्रकट कीजिए। OR B) 'सबसे ज़रूरी सवाल' कविता क्यों लिखा गया? क्या आज ऐसे कविता की अनिवार्यता हैं?	CR	5, 4

Reg. No.:



W7305

Name:

University of Kerala

First Semester FYUGP Degree Examination, December 2025

Ability Enhancement Courses

ENGLISH

UK1AECENG104 - Business Communication I

Academic Level: 100-199

2024 Admission onwards

Time: 1 Hour

Max. Marks: 28

Part A, 4 Marks, Time 5 Minutes (Cognitive Level :Remember(RE)/Understand(UN)) Objective Type 1 mark each, Answer all questions

Qn No.	Question	CL	CO
1	Define scanning	RE	2
2	WHAT IS ACTIVE LISTENING?	RE	2
3	Comment on why some people refused to buy mike's water in <i>A Short Story About Wealth Creation</i> ?	UN	1
4	Suggest one tip to improve public speaking skills.	UN	2

Part B, 8 Marks, Time 15 Minutes (Cognitive Level :Understand(UN)/Apply(AP)) Short Answer 2 marks each, Answer all questions

Qn No.	Question	CL	CO
5	Based on Aaron Hall's article, explain how metaphors help in simplifying business strategy.	UN	4
6	Explain about note making.	UN	2
7	How can one overcome the barriers to effective listening?	AP	3
8	When should one use branding tools?	AP	3

Part C, 16 Marks, Time 40 Minutes (Cognitive Level :Apply(AP)/Analyse(AN)/Evaluate(EV)) Long Answer 4 marks each, Answer all questions choosing among options* within each question

Qn No.	Question	CL	CO
9	A) Apply the elements of communication to analyse a real-life classroom communication scenario. OR B)	AP	1, 4

Qn No.	Question	CL	CO
	Apply the concept of barriers to listening to explain why customer service fails in many organisations		
10	A) Analyze "The Business Man" short story as a critique of Capitalism. OR B) Classify and compare the reading techniques of skimming, scanning, intensive reading, and extensive reading.	AN	4, 4
11	A) 10.a) Evaluate how the use of language affects the outcome of business negotiation. OR B) 10.b) Evaluate the effectiveness of branding tools in marketing campaigns for various businesses.	EV	2, 4
12	A) Prepare a business letter. OR B) Suggest some strategies to develop speaking skills.	CR	4, 4