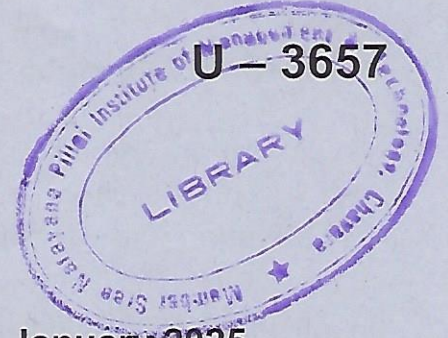


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Reg. No. :

Name :

Third Semester B.Com. Degree Examination, January 2025

First Degree Programme under CBCSS

Language Course – English

EN 1311.2 : BUSINESS ENGLISH

(2019 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer the following questions in a word or sentence.

1. What is a business letter?
2. Mention any two points to be remembered while writing a suitable reply to a letter of complaint.
3. What is a subject line?
4. Create a tagline promoting the sale of a brand of coffee named 'Splendid Coffee'.
5. Any two points to be remembered while preparing the agenda.
6. Any two points to be remembered while making an advertisement.
7. Expand CV.
8. What kind of attire is best suited for an interview?
9. What does Arthur Helps mean by fluency in writing?
10. In which year did Sudha Murty resign from her job at Telco?

(10 × 1 = 10 Marks)

P.T.O.

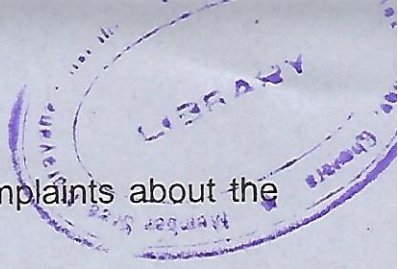
II. Answer **any eight** questions in a short paragraph not exceeding **50** words.

11. What are the things to be avoided while writing minutes?
12. Mention a few interview etiquettes.
13. How does Daniel Gulati argue that Facebook contributes to dissatisfaction and unhappiness among its users?
14. Imagine a situation in a firm and write a short report in 50 words.
15. What are the key elements of a standard business letter?
16. What is a letter of complaint?
17. How did Sudha Murthy's interaction with J.R.D. Tata during her early career at TELCO reflect his leadership qualities and influence her.
18. What should the temperament of a man of business be like according to Arthur Helps?
19. How do you make a business letter appealing to customers?
20. Complimentary close.
21. What is the purpose of a resume?
22. Who is N.R. Narayana Murthy?

(8 × 2 = 16 Marks)

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

23. What are the essential points to be included while preparing a checklist for an interviewer?
24. Explain the different stages of writing a report.
25. Imagine that you are a manager of a business firm organizing a team meeting tomorrow. Write a detailed agenda for the meeting.

- 
26. Write a letter to the HR manager of a firm regarding your complaints about the behaviour of the staff.
27. Imagine that you are the sales manager of a firm. Draft an e-mail to the production unit of your company, requesting more quantity of products to be sent by the end of next week.
28. Mention any one advertisement you like and describe the reason in a paragraph.
29. Write a letter to the manager of a bank requesting him/her to issue a new ATM card.
30. How did J.R.D Tata influence Sudha Murthy?
31. What are the lessons of life shared by N.R. Narayana Murthy?

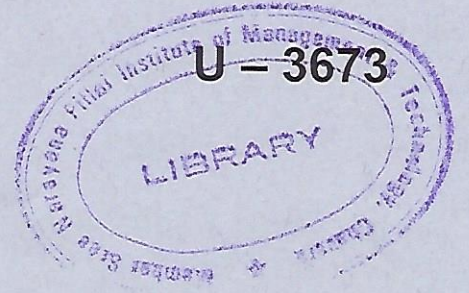
(6 × 4 = 24 Marks)

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

32. Describe the essential qualities required for a man of business.
33. Imagine a situation where you are attending an interview for the post of HR manager. Write an Interview with at least 12 exchanges.
34. How is Facebook making our lives miserable?
35. Prepare a CV and cover letter for the post of Assistant Professor in a Self-Financing college.

(2 × 15 = 30 Marks)

(Pages : 3)



Reg. No. :

Name :

Third Semester B.Com. Degree Examination, January 2025

First Degree Programme under CBCSS

Core Course

CO 1341/CC 1342 : ENTREPRENEURSHIP DEVELOPMENT

(Common for Commerce/Commerce with Computer Application)

(2018 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

PART – A

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

1. Define the term bounty.
2. What do you mean by innovation?
3. Who is a pure entrepreneur?
4. What is short term finance?
5. Expand KVIC.
6. What do you mean by bridge finance?
7. What do you mean by pay back period?

P.T.O.

8. What is subsidy?
9. What is SISI?
10. What is NIESBUD?

(10 × 1 = 10 Marks)

PART – B

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

11. Who is a woman entrepreneur?
12. What do you mean by project?
13. Explain the types of entrepreneurs on the basis of motivation.
14. What are the risks involved in entrepreneurship?
15. What do you mean by entrepreneurial development?
16. Explain technical entrepreneur and non technical entrepreneur.
17. Describe the need for EDP.
18. What are the functions of an entrepreneur?
19. What is feasibility study report?
20. What do you mean by project identification?
21. Explain the importance of venture capital financing.
22. Write short note on Techno park?

(8 × 2 = 16 Marks)

PART – C

Answer any **six** questions not exceeding **1** page. Each question carries **4** marks.

23. Explain the factors influencing entrepreneurial growth?
24. What are the differences between entrepreneur and intrapreneur?

25. Explain the need for incentives and subsidies.
26. What are the objectives of industrial estates?
27. What are the symptoms of industrial sickness?
28. Explain the benefits of SSI registration.
29. What are the components of feasibility analysis?
30. Explain the major activities of DIC.
31. Suggest measures to prevent industrial sickness.

(6 × 4 = 24 Marks)

PART – D

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

32. Explain the qualities of a successful entrepreneur.
33. Briefly describe the features, objectives and importance of MSME.
34. Explain phases and stages of project life cycle.
35. Discuss the role of entrepreneurs in economic development.

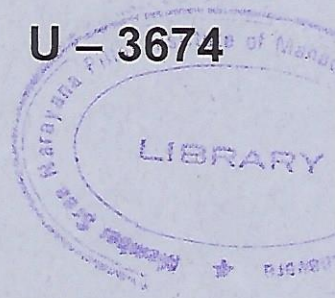
(2 × 15 = 30 Marks)

(Pages : 4)

U – 3674

Reg. No. :

Name :



Third Semester B.Com. Degree Examination, January 2025

First Degree Programme under CBCSS

Elective Course

Stream I — Finance

CO 1361.1 : FINANCIAL MANAGEMENT

(2018 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What do you mean by variable working capital?
2. What do you understand by cash flows?
3. What is EPS?
4. What is trading on equity?
5. What do you mean by cash cycle?
6. What is capital gearing?
7. Define dividend.
8. What is NPV?
9. What is capital structure?
10. What is stock dividend?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer **any eight** questions in not exceeding **one** paragraph each.

Each question carries **2** marks.

11. What is WACC?
12. What do you mean by gross working capital?
13. What is optimum capital structure?
14. What is interim dividend?
15. What is combined leverage?
16. What is discounting?
17. Distinguish between gross working capital and net working capital.
18. What are the limitations of Pay-back period?
19. What is Profit maximization?
20. What is cost of equity?
21. What are the different forms of dividends?
22. A company issues 1,000 7% Preference shares of Rs.100 each at a premium of 10% redeemable after 5 years at par. Compute the cost of preference capital.

(8 × 2 = 16 Marks)

SECTION – C

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

Each question carries **4** marks.

23. Assuming that a firm pays tax at 50% rate, compute the after tax cost of debt capital in the following cases:
 - (a) A perpetual bond sold at par, coupon rate of interest being 7%;
 - (b) A 10 year, 8%, Rs.1,000 per bond sold at Rs.950 less 4% underwriting commission.

24. The following information is available for Awadh Corporation:

Earnings per share	Rs.4
Rate of return on investment	18 per cent
Rate of return expected by the shareholder	15 per cent

What will be the price of per share as per the Walter's model if the payout ratio is 40 per cent and 60 per cent?

25. Bring out the significance of adequate working capital for a business concern.
26. Briefly explain the discounted cash flow techniques for evaluating capital budgeting proposals.
27. A company has sales of Rs.5,00,000, variable cost of Rs.3,00,000, fixed cost of Rs.1,00,000 and long term loans of Rs.4,00,000 at 10% rate of interest. Calculate the composite leverage.
28. What do you mean by cost of capital? What are the factors determining cost of capital?
29. Briefly explain the functions of a finance manager.
30. Describe NOI approach of capital structure.
31. A company plans to issue 1000 new shares of Rs.100 each at par. The floatation costs are expected to be 5% of the share price. The company pays a dividend of Rs.10 per share initially and the growth in dividend is expected to be 5%. Compute the cost of new issue of equity shares.

(6 × 4 = 24 Marks)

SECTION – D

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

Each question carries **15** marks.

32. Discuss the different techniques of capital budgeting.

33. ABC Ltd. sells its products on a gross profit of 20% on sales. The following information is extracted from its annual accounts for the year ended 31st March 2023:

	Amount (Rs.)
Sales (3 months credit)	40,00,000
Raw materials	12,00,000
Wages (15 days in arrears)	9,60,000
Manufacturing expenses (one month in arrears)	12,60,000
Administration expenses (one month in arrears)	4,80,000
Sales promotion expenses (payable half yearly in advance)	2,00,000

The company enjoys one month's credit from suppliers of raw materials and maintains 2 months stock of raw materials and one and a half months finished goods. Cash balance is maintained at Rs.1,00,000 as a precautionary balance. Assuming a 10% margin, find out the working capital requirements of ABC Ltd. Cost of sales for computation of debtors and stock of finished goods may be taken at sales minus gross profit as per rate of gross profit given.

34. XYZ Company has the following capital structure on 31st December:

10% Debentures	3,00,000
12% Preference Shares	6,00,000
60,000 Equity shares of Rs.10 each	6,00,000
Total	<u>15,00,000</u>

Equity shares are quoted at Rs.102 and it is expected that the company will declare a dividend of Rs.9 per share at the end of the current year. The dividend is expected to grow at 5% in the coming years. The company's tax rate is 50%. Calculate the weighted average cost of capital of the company.

35. "The objective of financial management is wealth maximization and not profit maximization." Comment.

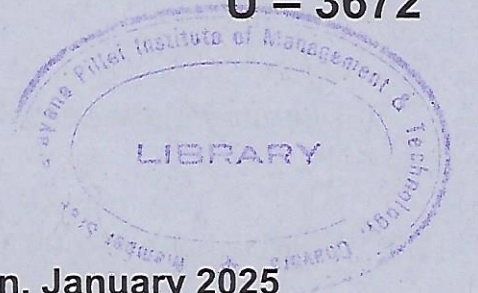
(2 × 15 = 30 Marks)

(Pages : 3)

U – 3672

Reg. No. :

Name :



Third Semester B.Com. Degree Examination, January 2025

First Degree Programme under CBCSS

Complementary Course

CO 1331/CC 1331/HM 1331/CX 1331 : E-BUSINESS

(2018 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is Online Banking?
2. Name any one type of e-auction.
3. What is e-Tailing?
4. What are EC projects?
5. Give one example of an e-business application.
6. What is E-Marketplace?
7. What is e-SCM?
8. What is ERP?
9. Name one benefit of e-governance.
10. What is the full form of ICT?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

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

11. What is meant by online publishing?
12. List two examples of e-tailing platforms.
13. What is Internet Marketing?
14. Define CRM.
15. Explain the concept of e-society.
16. What is e-filing?
17. What is e-citizen?
18. List two successful e-governance initiatives in India.
19. What are the features of e-grocers?
20. Mention two techniques for funding an online business.
21. List two applications of e-business in the entertainment and media sector.
22. What is meant by digital delivery of products?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Explain the elements of CRM.
24. What are the benefits and limitations of e-business?

25. Elaborate on different online advertisement strategies.
26. Discuss the role and features of e-marketplaces in the digital economy.
27. Differentiate between e-commerce and e-business with examples.
28. Discuss the benefits and risks of e-governance in India.
29. Elaborate on the processes for launching a successful online business.
30. What are the features of online education?
31. What is e-auction? Explain its types and provide examples of their uses.

(6 × 4 = 24 Marks)

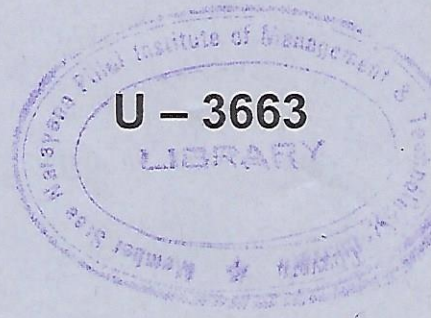
SECTION – D

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

32. Explain the various types of e-governance models with examples.
33. Explain the concept of ERP. Discuss its features and benefits in integrating e-business systems.
34. What are the considerations in website design?
35. Explain the opportunities and challenges of e-learning.

(2 × 15 = 30 Marks)

(Pages : 3)



Reg. No. :

Name :

Third Semester B.Com. Degree Examination, January 2025

First Degree Programme under CBCSS

Elective Course :

Stream 2 - Co-operation

CO 1361.2 : PRINCIPLES OF CO-OPERATION

(2013 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What are Consumer cooperatives?
2. Define the concept of "Cooperative common wealth".
3. What are the functions of PACS?
4. What do you mean by International Cooperative Alliance?
5. What do you mean by Socialism?
6. What is the need of dairy societies?
7. What was the primary objective of the Karve Committee?

P.T.O.

8. What is HUDCO?
9. What is SCB?
10. Which ICA principle emphasized member involvement in decision-making?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Differentiate between consumer and producer cooperatives.
12. What are PCARDBS?
13. How primary marketing societies benefit from NAFED in agricultural marketing?
14. List out any two features of cooperation.
15. What are the benefits of housing cooperative societies?
16. Highlight the strengths of the British consumer cooperative movement.
17. What are the functions of Fishery cooperatives?
18. List out the benefits of UCBs.
19. What are the key areas funded by Kerala State Cooperative Agricultural and Rural Development Bank?
20. What is the significance of rubber cooperatives?
21. What are the services offered by General Purpose Agricultural Marketing Societies?
22. What is the primary focus of Employee Credit Societies?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Describe the features of cooperatives in China.
24. What are the challenges faced by Industrial cooperatives?
25. What are the features of communism?
26. How do Urban Cooperative Banks cater to their members' needs compared to traditional banks?
27. Explain the factors hindering the growth of Urban Cooperative Banks in Kerala.
28. Briefly describe the structure of the cooperative credit system in India.
29. Explain the role of the International Cooperative Alliance (ICA).
30. How does cooperation differ from capitalism?
31. Explain the key features of the 1995 ICA principles.

(6 × 4 = 24 Marks)

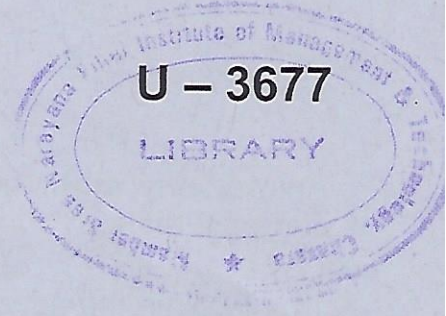
SECTION – D

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

32. Compare and Contrast Cooperatives with other forms of business organisations.
33. Explain the evolution of cooperation.
34. Evaluate the economic and social impact of workers' cooperatives in Kerala's industrial sector.
35. Explain the features of Cooperative movement in Germany.

(2 × 15 = 30 Marks)

(Pages : 3)



Reg. No. :

Name :

Third Semester B.Com. Degree Examination, January 2025

First Degree Programme under CBCSS

Elective/Core

CO 1361.5/CC 1345 : COMPUTER APPLICATION FOR PUBLICATIONS

(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. What is the primary feature of free software?
2. How to copy text in MS Word?
3. How do you open Microsoft Word for word processing tasks?
4. What is the primary function of Mail Merge in MS Word?
5. What is the main use of Adobe InDesign?
6. How can you delete a row in table?
7. What is the purpose of the "Auto Content Wizard" in Microsoft PowerPoint?
8. What does the term "LaTeX" stand for?
9. Which Microsoft Word feature is used for automating repetitive tasks?
10. What is the primary function of headers in word processing?

(10 × 1 = 10 Marks)

P.T.O.

PART – B

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

11. Explain the advantages of using free software for document preparation.
12. Describe the basic commands of LaTeX for page creation.
13. What are the steps involved in creating a table in Microsoft Word?
14. What are the steps to find and replace text?
15. How do you remove digital signatures in MS Word documents?
16. Explain the page formatting option in MS Word.
17. What is the significance of using the “Blank Presentation” option in Microsoft PowerPoint?
18. How to save a document in MS Word?
19. How do you navigate between pages in Adobe InDesign?
20. Explain the process of converting PowerPoint presentations into a video clip.
21. How to insert watermark in MS Word?
22. What do you mean by slide in MS PowerPoint?

(8 × 2 = 16 Marks)

PART – C

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

23. Discuss the advantages of using free software in document preparation.
24. Elaborate on the significance of the \documentclass command in LaTeX.
25. Explain the process of creating slide show.

26. Detail the steps involved in using Mail Merge in MS Word.
27. Describe the process of printing a document.
28. Explain the nature of the following in MS Word
 - (a) Bullets
 - (b) Margin setting
29. Discuss the steps involved in selecting blocks of text in MS Word.
30. Elaborate on the steps to add and play audio clips in Microsoft PowerPoint presentations.
31. Discuss about line spacing in MS Word.

(6 × 4 = 24 Marks)

PART – D

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

32. Explain the uses and advantages of LaTeX in the preparation of scientific documents.
33. Discuss the advanced features of Microsoft Word, focusing on the Mail Merge process.
34. Elaborate on the process of working with text and graphics in Adobe InDesign.
35. Explain the steps involved in creating a presentation using Microsoft PowerPoint, covering key features like animations and slide transitions.

(2 × 15 = 30 Marks)