

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Tourism and Hospitality Management

SDC 3HR 26—HUMAN RESOURCE MANAGEMENT

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer all questions.
Each question carries 1 mark.*

1. Activities undertaken to attract, develop and retain an effective workforce within an organization.
2. Name any *two* managerial functions of Human Resources Management.
3. _____ refers to moving employee from one job to other.
4. _____ test is useful for judging the intelligence of a candidate.
5. Expand HRMS. Human Resource Management System.
6. Name any *two* forms of the internal recruiting.
7. Apprenticeship training is a type of _____.
8. A series of specific steps used to decide which recruits should be hired.
9. _____ is the total of all rewards provided to employees in return for their services.
10. A goal-oriented conversation in which the interviewer and applicant exchange information _____.

(10 × 1 = 10 marks)

Section B (Short Answer Type Question)

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

11. Define Personnel Management.
12. What is Macro Human Resource Planning ?
13. What do you understand by induction ?
14. What is Task analysis ?

Turn over

15. What is Closure ?
16. What is HRD ?
17. What is model grievance procedure ?
18. Define Job Rotation.
19. What Is Performance Appraisal ?
20. What is an indirect cost ?
21. What is collective bargaining ?
22. What do you mean by fringe benefits ?

(8 × 2 = 16 marks)

Section C (Short Essay Type Question)

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

23. Explain the difference between external recruitment and internal recruitment.
24. Write short note on job simplification.
25. Write down the differences between Recruitment and Selection.
26. Explain the need for placement in an organization.
27. Write down the concept of compensation management.
28. Explain the different methods of job evaluation.
29. Point out the various limitations of performance appraisal.
30. Explain the various factors influencing wage system.
31. Write down the essentials of a good grievance handling procedure.

(6 × 4 = 24 marks)

Section D (Long Essay Type Question)

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

32. Discuss the duties and responsibilities of a personnel manager in a luxurious hotel.
33. Explain the scope and importance of human resource management.
34. Analyze the advantages and disadvantages of Job Analysis.
35. Discuss the functions of human Resource Management with relevant examples.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Tourism and Hospitality Management

SDC 3TC 25—TOUR PACKAGING AND COSTING

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. In which year American Express Agency started ?
2. Who organized world's first package tour ?
3. Expand VFR.
4. The total cost incurred or attributed to various elements of package tour is called _____.
5. Which document is endorsed in a passport ?
6. Name the person who typically combines the travel components to create a package holiday ?
7. Tour organized only for one country is called _____.
8. A tour wholesaler who sells tour components individually, without assembling them is called _____.
9. The wholesaler in travel trade is called _____.
10. Name any *two* type of tour cost.

(10 × 1 = 10 marks)

Section B (Short Answer Type Questions)

Answer any eight questions.

Each question carries 2 marks.

11. What is a hosted tour ?
12. Who is an outbound tour operator ?
13. Write any *four* types of package tours.
14. What is an escorted tour ?
15. Define tour itinerary.

Turn over

16. What are the components of tour costing ?
17. What is tour costing ?
18. Define 'cost sheet'.
19. What do you mean by 'Travel Insurance' ?
20. What do you understand by Special-Interest Itinerary ?
21. Write any *two* factors influencing tour pricing.
22. Define Tour Package.

(8 × 2 = 16 marks)

Section C (Short Essay Type Questions)

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

23. Explain the classification of package tour.
24. Write down the various elements of package tour.
25. Point out the importance of tour itinerary.
26. Explain the merits of Group Inclusive Tour Itinerary.
27. Write down the various tools for preparing tour itinerary.
28. Point out the significance of profit margin.
29. What are the basic considerations while planning a tour itinerary ?
30. Give short note on the costing process in tourism.
31. Write down the significance of package tours.

(6 × 4 = 24 marks)

Section D (Long Essay Type Questions)

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

32. Discuss the steps involved in developing a package tour.
33. Discuss the pricing strategy for package tour.
34. Explain the procedure for cost determination while planning tour itinerary.
35. Prepare a week-end tour to a tourist destination in your vicinity for your family comprising the accommodation, transportation, food and attractions at the destination and calculate the approximate tour cost.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Tourism and Hospitality Management

SDC 3CH 24—CULTURAL HISTORY AND TOURISM RESOURCES OF KERALA

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. Name the highest peak in Kerala.
2. Which is the oldest river boat fiesta in Kerala.
3. Who are the oldest group of Jews in India ?
4. Whose philosophy was 'One Caste, One Religion, One God for All' ?
5. Name the largest fresh water lake in Kerala.
6. Jatayu Earth center is situated in which place ?
7. Where is hill palace situated ?
8. Which is the first church in Kerala ?
9. The Marthoma Pontifical Shrine is situated in which place ?
10. Chandragiri Fort is situated in which district of Kerala ?

(10 × 1 = 10 marks)

Section B (Short Answer Type Questions)

Answer any eight questions.

Each question carries 2 marks.

11. What do you mean by untouchability ?
12. Who is Sri Narayana Guru ?
13. What is Tulumadan Kalari ?
14. What is Hortus Malabaricus ?
15. What do you understand by Tirunavaya ?

Turn over

16. What was Ezhava Memorial ?
17. What is Guruvayoor Sathyagraham ?
18. Who was Maharaja Chithira Thirunal Balarama Varma ?
19. What do you mean by mamangam ?
20. Who is Muziris ?
21. What is the Significance of Eravikulam National Park ?
22. What is Neelakurunji ?

(8 × 2 = 16 marks)

Section C (Short Essay Type Questions)

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

23. Write short note on the northern and southern styles of kalari payattu.
24. What was the after effects of Punnapra-Vayalar uprising ?
25. Explain the religious reform movements in Kerala.
26. Write short note on Kurichya Revolt.
27. Give detailed note on the features of Athirappalli Waterfalls.
28. Explain the tourism significance of Idukki district.
29. Write short note on any four wildlife sanctuaries from Kerala on tourism perspective.
30. Give detailed note on any four hill stations in Kerala.
31. Explain the role of Ayyankali in Kerala renaissance.

(6 × 4 = 24 marks)

Section D (Long Essay Type Questions)

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

32. Discuss the royal temple entry proclamation and its aftermath.
33. Write an essay on the archeological source of Kerala history.
34. Give detailed account on the Hindu pilgrim centers in south Kerala.
35. Write an essay on the backwater tourism in Kerala.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Tourism and Hospitality Management

GEC 3P M09—PRINCIPLES OF MANAGEMENT

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer all questions.
Each question carries 1 mark.*

1. Name the different levels of Management ?
2. Which is the basic function of management ?
3. Expand HRM.
4. Which is the kind of training is given to increase people's creativity and decisional ability ?
5. Who is known as the "Father of the Scientific Management" ?
6. ——— is a graphic display of reporting relationships, which sometimes displays position titles and position holders.
7. Who identified fourteen principles of management ?
8. Name any *one* internal source of recruitment.
9. Who introduced path goal approach ?
10. The duties of the job, authority relationship, skills requirement, conditions of work is called ———.

(10 × 1 = 10 marks)

Section B (Short Answer Type Question)

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

11. Write down the role of managers.
12. Define Management.
13. What is scientific management ?
14. What is career management ?

Turn over

15. Define planning.
16. What are the elements of the MBO process ?
17. What do you mean by Span of control ?
18. Define organizational structure.
19. What is job specification ?
20. What do you mean by 'on the job training' ?
21. Define the term 'supervision' ?
22. What is informal organization ?

(8 × 2 = 16 marks)

Section C (Short Essay Type Question)

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

23. Explain the various functions of management.
24. Explain the importance of planning.
25. Write down the limitations and weakness of MBO.
26. What is line organization and explain its merits ?
27. Distinguish between delegation and decentralization.
28. Explain the importance of organizational structure.
29. Explain the various techniques of control.
30. Explain the different forms of organization structure.
31. Briefly explain the different styles of leadership.

(6 × 4 = 24 marks)

Section D (Long Essay Type Question)

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

32. Give a detailed account on the neoclassical school of management.
33. Discuss the current trends and issues in management.
34. Explain the functions and principles of management.
35. Mention the different schools of management and explain the contribution of human behavior school.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Tourism and Hospitality Management

GEC 3AR 08/ARB 3A 09—READING ARABIC LITERATURE—2

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

أ. أجب حسب الإرشادات

(1/2 x12=6)

• اختر الجواب الصحيح مما بين القوسين

1. أمية بن أبي الصلت (شاعر جاهلي/ شاعر إسلامي/ شاعر أموي)
2. من مؤلفات الأصمعي (المسلمون في الهند/ النظرات/ البخيل)
3. كانت حليلة زوجة (عبد الله بن الحارث/ الحارث بن عبد العزى/ الحارث بن عبد الله)
4. أوجب أحدكم أن يأكل لحم (أبيه/ أخيه/ عدوه)

• وفق بين العمودين

5. حياتي كملا سرياً
6. الأضداد إيليا أبو ماضي
7. الجداول أحمد أمين
8. سيرتي الأصمعي

• املأ الفراغ بكلمة مناسبة

9. إن أكرمكم عند الله
..... رجل من دهاة العرب
10. كل ما هو آت
..... كم تشنكي وتقول: إنك

(2x10=20)

ب. أجب لعشرة من الآتية

13. اكتب المفرد: شُهْب، نوافذ
14. اكتب الجمع: فكر، شارع

Turn over

15. اكتب المضارع: أحب، خاف
16. اكتب الضد: مساء، يسر
17. اكتب الأمر: ينام، يأخذ
18. اكتب المصدر: خدم، عاش
19. استعمل في الجمل: اخترع، حصل
20. اكتب المعنى: عبقرية، تيار
21. نقرأ لغرضين. ما هما ؟
22. ما المماثل في الإنجليزية لمثل "وافق شن طبقة" ؟
23. "هي آية في الهندسة والبناء". ما هي ؟
24. من الملك العاقل المجنون ؟
- III. اكتب عن ستة من الآتية (6x5=30)
25. بم عرف العلماء القرآن ؟
26. من هو أحمد أمين ؟
27. ما هو الشبه بين المنفلوطي وبين القمر ؟
28. من هو الشيخ معين الدين الجشتي ؟
29. كيف ينطق هوكنج مع أنه فاقد النطق ؟
30. ما هو أهم شرط للقراءة الصحيحة ؟
31. "لا بأس عليك، خذيه، فعسى أن يجعل الله فيه خيرا" – من قال؟ ولمن قال ؟
32. ما الفرق بين الشعوب والقبائل ؟
- IV. اكتب مذكرة عن اثنين من العناوين الآتية (2x12=24)
33. إله العالمين
34. القراءة
35. حليلة السعدية
36. زين الدين المخدوم الكبير

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Tourism and Hospitality Management

GEC 3FN 08/FL (F) 1A 07 (1)—COMMUNICATIVE SKILLS IN FRENCH

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. (a) Complétez avec un, une, des :

- 1 _____ journal.
- 2 _____ animateur.
- 3 _____ immigrés.
- 4 _____ chanteuse.
- 5 _____ tableaux.

(b) Complétez avec de, du, de la, de l', des :

- 6 Le blog _____ Monica.
- 7 Les professeurs _____ école.
- 8 La serveuse _____ restaurant.
- 9 L'île _____ Marie Galante.
- 10 Les cinémas _____ la rue Champillon.

(10 × 1 = 10 marks)

II. (a) Faites les phrases avec les verbes suivants :

- 11 aimer.
- 12 préférer.
- 13 venir.
- 14 écrire.
- 15 faire.

Turn over

(b) Répondez par les phrases complètes :

- 16 Quel est le nom du chant national français ?
- 17 Qui est Edith Piaf ?
- 18 Nommez un écrivain français.
- 19 Quelle est la capitale de la France ?
- 20 Qui est le président de la France ?

(10 × 2 = 20 marks)

III. Répondez à 5 des questions suivantes :

21 Complétez avec les verbes :

- (a) Ils _____ (regarder) les photos.
- (b) Vous _____ (lire) un livre.
- (c) Tu _____ (comprendre) la langue française.
- (d) Elle _____ (travailler) en France.

22 Complétez avec quel, quels, quelle, quelles :

- (a) _____ pays ?
- (b) _____ restaurant ?
- (c) _____ ville ?
- (d) _____ langues ?

23 Complétez avec à, au, en, aux :

- (a) Il habite _____ Mumbai.
- (b) Nous allons _____ cinéma.
- (c) Elle va _____ piscine.
- (d) Maria va souvent _____ concerts.

24 Associez les personnes et les professions :

- | | |
|-----------------------|---------------------|
| (a) Renault | (i) Des avions. |
| (b) Jean Paul Gautier | (ii) Des montres. |
| (c) Air bus | (iii) Des voitures. |
| (d) Rolex | (iv) Des parfums. |

25 Conjuguez les verbes :

- (a) Faire.
- (b) être.

26 Accordez les noms et les adjectifs :

- (a) Des hommes. (célèbre)
- (b) Des artistes. (international)
- (c) Les femmes. (beau)
- (d) Les garçons. (grand)

27 Répondez par des phrases complètes :

- (a) Tu aimes les cinémas ?
- (b) Tu connais des pays étrangers ?
- (c) Vous aimez les films français ?
- (d) Ils aiment les chansons françaises ?

28 Complétez avec le masculin et le féminin.

- (a) Une Brésilienne un _____.
- (b) Un étudiant : une _____.
- (c) Un acteur : une _____.
- (d) Une artiste : un _____.

(5 × 4 = 20 marks)

IV. Répondez en français à deux des sujets suivants (en 50 mots) :

- 29 Présentez un personnage de votre choix.
- 30 Vous rencontrez un ami. Ecrivez le dialogue.
- 31 Que savez-vous de la France ? [les régions, les villes, les activités].

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Software Development

SDC 3IT 10—INTRODUCTION TO RDBMS AND SQL

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. In an E-R diagram attributes are represented by :
 - (a) Rectangle.
 - (b) Square.
 - (c) Ellipse.
 - (d) Triangle.
2. The view of total database content is called _____.
 - (a) Conceptual view.
 - (b) Internal view.
 - (c) External view.
 - (d) Physical view.
3. Data Independence means :
 - (a) Data is defined separately and not included in programs.
 - (b) Programs are not dependent on the physical attribute of data.
 - (c) Program are not dependent on the logical attributes of data.
 - (d) Both (b) and (c).
4. A table joined with itself is called :
 - (a) Join.
 - (b) Self join.
 - (c) Outer join.
 - (d) Equal join.
5. In the _____ normal form, a composite attribute is converted to individual attributes.
 - (a) First.
 - (b) Second.
 - (c) Third.
 - (d) Fourth.

Turn over

6. The number of tuples in a relation is called its _____, while the number of attributes in a relation is called its _____.
- (a) Degree, Cardinality. (b) Cardinality, degree.
(c) Rows, columns. (d) Column, rows.
7. A statement used for allocating system privileges to users :
- (a) Create. (b) Grant.
(c) Revoke. (d) Role.
8. Name any *two* events in Triggers.
9. A dynamic cursor in SQL server allows you to see _____ data.
- (a) Updated. (b) Inserted.
(c) Deleted. (d) All the above.
10. A _____ is used to define code that is executed /fired when certain action or event occur.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. Define functional data model.
12. Explain the levels of data abstraction.
13. Briefly explain physical and logical schema.
14. Write short note on functional dependencies.
15. Write short note on BCNF ?
16. What is query language ?
17. Explain the syntax of CREATE table command.
18. What is view in SQL ? How is it defined ?
19. Define tuple variable.
20. Briefly explain group by clause.

21. Compare and contrast between DELETE and DROP command ?
22. Write short note on database security.

(8 × 2 = 16 marks)

Section C (Short Essays)

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

23. Explain entity relation model.
24. Who is DBA ? What are the responsibilities of DBA ?
25. Write query for :
 - (a) Retrieve second maximum value from salary field of employ table.
 - (b) Retrieve employees with salary greater than average salary.
26. Write short note on relational calculus.
27. List SQL statements used for transaction control.
28. Discuss different type of joins.
29. Write short note on data types in SQL with example.
30. Differentiate between implicit and explicit cursor.
31. What is functions in SQL ? Discuss different type of functions.

(6 × 4 = 24 marks)

Section D (Essays)

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

32. Explain the architecture of DBMS in detail ?

Or
33. What is the need of normalization ? Explain various normal form with suitable example.
34. Explain stored procedure ? What are the advantage of stored procedures ?

Or
35. Explain components of PL/SQL block in detail with suitable example.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Software Development

SDC 3IT 09—BASIC NETWORKING CONCEPTS

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. Transmission media is classified in to two as _____ and _____.
2. A television broadcast is an example for _____ transmission.
3. In _____ switching all data grams of a message follows the same channel of a path.
4. An error detection is usually done in the _____ layer of the OSI model.
5. In stop and wait ARQ, if data 1 has an error, the receiver send a _____ frame.
6. In ARP dynamic mapping method that finds a _____ address for a _____ address.
7. What is the full form of HTTP ?
8. Which of the following is flow characteristics ?
 - (a) Reliability.
 - (b) Delay.
 - (c) Jitter.
 - (d) All the above.
9. In public key encryption, public key used for _____.
10. What does MIME stands for ?

(10 × 1 = 10 marks)

Section B (Short Questions)

Answer any eight questions.

Each question carries 2 marks.

11. Define bandwidth and frequency.
12. What is a protocol and protocol stack ?
13. What do you mean by periodic and aperiodic signals ?
14. Write short note on burst error.

Turn over

15. Briefly explain basic mechanism for congestion control ?
16. What is sub net mask ?
17. What is selective flooding ?
18. What do you mean by remote login ?
19. What is DNS ?
20. Write short note on FTP.
21. What do you mean by symmetric key cryptography ?
22. List the uses of digital signature.

(8 × 2 = 16 marks)

Section C

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

23. Briefly explain various switching methods in networks.
24. Explain various network topology in detail.
25. Write in detail sliding window protocol.
26. Explain in detail ALOHA and its types.
27. Explain Address Resolution Protocol (ARP).
28. Write short note on SCTP.
29. Explain TCP connection ?
30. Name and explain different type of cryptography
31. Explain Mpeg and Mpeg frame.

(6 × 4 = 24 marks)

Section D

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

32. With suitable diagram explain ISO OSI model, explain functions of each layer.

Or

33. Explain different congestion handling techniques in open loop and close loop algorithm.
34. Explain in detail UDP .

Or

35. Explain the significance of firewall ? Explain the categories of fire walls.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Retail Management

SDC 3RM 10—STORE DISPLAY AND VISUAL MERCHANDISING

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. _____ displays are placed strategically near high foot traffic areas in the store.
2. _____ customers are the key contributor to a company's cash flow.
3. _____ refers to the width, breadth and depth of products offered for sale.
4. _____ is a data driven approach to selecting, buying, presenting and selling merchandise to maximize the return on investment and satisfy consumer demand.
5. _____ colour that the eye registers first and used for hard hats and safety equipment.
6. _____ refers to the element in the composition that first attracts the eye.
7. _____ display is a collection of unrelated items that happen to be sold in the same store.
8. _____ floor space allocated to items that are kept in inventory.
9. Purchase made without any planning is called _____.
10. _____ means billing counters.

(10 × 1 = 10 marks)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. What is Gondola display ?
12. What is Focal point ?
13. What do you meant by Open-to-buy planning ?
14. What do you meant by Monochromatic colours ?
15. What is realistic display setting ?
16. What is Platforms and Elevations ?

Turn over

17. What are stands ?
18. What is Kiosk ?
19. What do you meant by Three-part rack ?
20. What are Shadow boxes ?

(8 × 2 = 16 marks)

Part C

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

21. What the importance of Data Ware House ?
22. Explain the Composition of lines and its relationship to Visual merchandising.
23. What are the Promotional and Institutional displays ?
24. Explain the five categories Display settings.
25. Explain the role visual merchandiser in improving store appeal.
26. What are the advantages of EFTPOS ?
27. Explain the process of Merchandise planning.
28. What are the different types of inventory procedure ?

(6 × 4 = 24 marks)

Part D

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

29. What are mannequins ? Briefly explain the different types of mannequins.
30. What is retail store display ? Briefly the different ways to improve retail store displays.
31. What is visual merchandising ? What are its principles ?
32. What do you mean by Consumer behavior ? Explain the factors influencing Buying behavior.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Retail Management

SDC 3RM 09—RETAIL STORES AND OPERATIONS MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Internet marketing and telemarketing are the recent trends in _____ business.
2. The fastest growing segment of retailing is _____.
3. A franchises is a contractual agreement between _____ and _____.
4. Wall Mart and home depot belong to the country of _____.
5. The oldest and most heavily trafficked city area is called _____.
6. Guitarz is a group of _____.
7. The strategy that encourages dealers and distributors to sell a product is known as _____.
8. Couponing is an example of _____.
9. Door to door selling is carried out by _____.
10. Different social classes tend to have different attitudinal configurations and _____ that influence the behavior of individual members.

(10 × 1 = 10 marks)

Part B

*Answer any **eight** questions.*

Each question carries 2 marks.

11. What is Retail Management ? What are the Characteristics of Retailing ?
12. Explain briefly the different Planned Shopping centers.
13. State the different layout patterns.
14. Give any two advantages of Business district.
15. What do you mean by Store security ?

Turn over

16. What do you mean by Shopping mall ? What are its features ?
17. What do you mean by sustainable competitive advantage in retailing ?
18. What is Service Marketing ?
19. Give any two advantages of Vending Machine.
20. Explain visual merchandising techniques.

(8 × 2 = 16 marks)

Part C

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

21. Briefly explain the socio - economic influences on retail management.
22. Explain different Retail Promotion strategies.
23. What is the importance of Material Handling in Stores ?
24. How do you design Shopping Mall Management System ?
25. What is Trading Area ? What are the factors to be consider for selection of trading area ?
26. What are the features of Supermarket ?
27. State about traditional retail format and modern retail format.
28. What are the responsibilities of a Store Manager ?

(6 × 4 = 24 marks)

Part D

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

29. Explain the role of a retailer in marketing intermediaries in a distribution channel.
30. What is FDI in retail ? What are the Advantages and Disadvantages ?
31. Give notes on : (a) Specialty stores ; (b) Convenience store ; and (c) Franchises.
32. Examine the Importance of Mall Management. List out the features of a mall.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Retail Management

GEC 3HR 09/BCM 3C 03—HUMAN RESOURCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. _____ is the first main operative function of personnel management.
2. _____ is a process which verifies whether everything of course in the organization according to plans.
3. Critical incident method is a method of _____.
4. Shifting of an employee from one job to another without special reference to change in responsibility or compensation is known as _____.
5. All formal procedures used in working organization to evaluate personalities and contributions and potential of group members is _____.
6. _____ is defined as downgrading an employee by reducing his salary decrease his responsibility and authority and status.
7. _____ introduced the concept of MBO.
8. The process of changing employees from one job to another is called _____.
9. _____ is a process of searching for prospective employees and stimulating them to apply for more jobs in the organization.
10. _____ method is a combination of graphic rating scales, and critical incidents method.

(10 × 1 = 10 marks)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. What do you mean by Role Playing ?
12. What is Paired Comparison Method ?

Turn over

13. What is an Assessment Centre ?
14. What is Career Development ?
15. What is Halsey Plan ?
16. What is Code of Discipline ?
17. What is Total Quality Management ?
18. Discuss the scope of Human Resource Management.
19. What are Structured Interview ?
20. Distinguish between Job Design and Job Analysis.

(8 × 2 = 16 marks)

Part C

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

21. Explain the importance of HRM.
22. What are the methods used in Job Analysis ?
23. Compare and contrast Domestic and International HRM
24. What are the important factors influencing Wage system ?
25. What do you mean by Performance Appraisal ? Explain its features.
26. Define Career Planning. Discuss its features.
27. What are the essential features of Compensation Management ?
28. What are the important factors influencing Wage System prevalent today ?

(6 × 4 = 24 marks)

Part D

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

29. Explain various methods of training employees. Pointing out the merits and demerits of each methods.
30. Growth of strategic HRM in organization is due to economic liberalization". Comment.
31. What do you mean by Recruitment ? Explain the process of recruitment.
32. What do you understand by Executive Development ? Explain its objectives.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Retail Management

GEC 3PS 08—PERSONALITY AND SOFT SKILL DEVELOPMENT

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. New money is regarded as the symbol of _____ success.
2. First and last names and nick names have more influence on the self-concept than _____.
3. The Perceptual, Conceptual and Attitudinal are the three major components of _____.
4. In qualitative change, traits already present are _____.
5. _____ skills are identified and measured by tests.
6. _____ provides the person with the capacity to meet and solve the problems that adjustment to life requires.
7. _____ is a state of emotional stress which is characterized by confusion, annoyance and anger.
8. _____ is the ability to resolve conflicts positively and with confidence.
9. _____ described as a feeling of being overloaded.
10. Public speaking are also called _____.

(10 × 1 = 10 marks)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. What is psychophysical system ?
12. What are rigid personality syndromes ?
13. What are the symbols of age ?
14. What are the conditions required to play symbol of self successfully ?
15. What are the different kinds of names ?
16. What is qualitative change ?
17. What are Soft skills ?

Turn over

18. What are the direct and indirect effects physical changes on personality ?
19. What are the causes of Frustration ?
20. What is meant by School Phobia ?

(8 × 2 = 16 marks)

Part C

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

21. What are the importance of Time management ?
22. Briefly explain the role of names as a symbol of self.
23. Briefly explain the role of club membership as a symbol of self.
24. What are the methods used for studying persistence of personality pattern ?
25. What are the effects of body build on energy level ?
26. What are the judgments of attractiveness ?
27. What are the conditions influencing intellectual capacities ?
28. What are the causes of jealousy ?

(6 × 4 = 24 marks)

Part D

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

29. Explain about : (a) Symbols of self ; (b) Clothing ; (c) Names and nicknames.
30. What are Group skills or Team work skills ? Explain the different team work skills.
31. What is a Positive relationship ? Explain the ways to develop positive relationships.
32. What is meant by Body language ? What are its characteristics and different types ?

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Pharmaceutical Chemistry

SDC 3P IC 01—ADVANCED PHARMACEUTICAL OPERATION AND INORGANIC
PHARMACEUTICAL CHEMISTRY

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. The molecular formula of Kaolin is _____.
2. The substances which inhibit oxidation of free radicals are _____.
3. The molecular formula of Disodium hydrogen phosphate is _____.
4. Alpha rays are now known as _____.
5. Gamma rays have _____ mass _____ charge.
6. Within the extracellular fluid the major cation is _____.
7. _____ dissociates in the solution.
8. Name liver function test.
9. ALP stands for _____.
10. Name kidney test.

(10 × 1 = 10 marks)

Section B

Answer any eight questions.

Each question carries 2 marks.

11. What is efflorescence ?
12. Lewis theory of acids and bases.
13. Differentiate pH and pOH.
14. What are the functions of GM counter ?
15. Give the example for biological effect of radiation.

Turn over

16. What are stable isotopes ? Give its examples.
17. What is Sodium Chloride injection USP XVIII ?
18. Explain solubility of potassium replacement therapy.
19. How Bicarbonate and Sodium act as physiological ions ?
20. Write a note on ALT.
21. Write a note on Renal Test.
22. Explain GFR.

(8 × 2 = 16 marks)

Section C

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

23. Write a note on HSAB Principle.
24. Note on Chemical property of water.
25. Explain the biological effect of radiation.
26. Write a note on rate of decay.
27. What are the major physiological ions ? Explain.
28. Explain the buffer system present in body.
29. What are the steps involved in acid excretion in kidney ?
30. Write a note on fluoresin resin.
31. What are radio-opaques ?

(6 × 4 = 24 marks)

Section D

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

32. Explain the methods for softening of hard water.
33. Explain the types of Radionuclides.
34. Write a note on the electrolytes used for replacement therapy.
35. Explain ELISA test.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Pharmaceutical Chemistry
SDC 3PC 01—PHARMACEUTICS
(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer all questions.
Each question carries 1 mark.*

1. Posology deals with _____.
2. Ephedrine is usually used for _____.
3. To calculate weight and capacity Indian pharmacopia follows _____ system.
4. 1 Lb = _____ oz.
5. Dentrifrices means _____.
6. Lotions are applied for _____.
7. Investigation of adverse events is the responsibility of _____.
8. If a doctor says a MSR about adverse event he should do _____.
9. An example for protein deficiency diseases _____.
10. A diagnosing method of AIDS _____.

(10 × 1 = 10 marks)

Section B

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

11. Write note on Synergism and Antagonism.
12. What is meant by CRAMS ?
13. What is proof spirit ?
14. Give the general principles to adjust isotonicity.
15. Write the prescription for turpentine liniment.
16. Write note on types of suppositories.

Turn over

17. Write note on patient counselling.
18. What are the functions of Folic acid ?
19. What are the modes of transmission of T.B. ?
20. Write the symptoms of AIDS.
21. Write note on nutrition.
22. What are the effects of deficiency of Vitamin A ?

(8 × 2 = 16 marks)

Section C

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

23. What is Stockist ?
24. Discuss isotonic solution.
25. Differentiate between lotion and liniments.
26. Explain community pharmacy.
27. Write note on leprosy.
28. What are emergency treatments of shock ?
29. Which vaccines are used for hepatitis ?
30. Explain the effects of deficiency of Vitamin A, D, E and C.
31. Write a note on vitamins.

(6 × 4 = 24 marks)

Section D

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

32. Discuss about posology.
33. Define the term Powder. What are the disadvantages and advantages of powder ?
34. What is the role of community pharmacist in health care and education ?
35. Explain first aid treatment of burns.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Pharmaceutical Chemistry

GEC 30C 01/CHE 4B 04—ORGANIC CHEMISTRY—I

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions and each question carries 1 mark.

1. Cyclohexane and hex-2-ene is a pair of structural isomer called _____ isomers.
2. The IUPAC name of acetic acid is _____.
3. The most stable conformation of ethane is the _____ conformation.
4. The conversion of enantiomers into the racemic modification is called _____.
5. What are the particles resulting from bond homolysis called ?
6. Which has a higher pka value-ethanoic acid or propanoic acid ?
7. Ethylene reacts with Baeyers reagent to give _____.
8. What is major product of dehydrohalogenation of 2-bromopentane ?
9. Which is the electrophile in aromatic bromination reaction carried out in the presence of a halogen carrier.
10. Hückels rule is obeyed by conjugated cyclic polyenes with _____ π electrons where n is an integer.

(10 × 1 = 10 marks)

Section B

Answer any eight questions and each question carries 2 marks.

11. Draw the structural isomers of the formula C_3H_8O . Give their IUPAC names.
12. What is meant by a racemic mixture ?

Turn over

13. Draw the Fischer projections of the optical isomers of 2-chlorobutane.
14. What is geometrical isomerism due to? Draw the geometrical isomers of 2-butene.
15. Arrange ammonia, methylamine, dimethylamine and trimethylamine in the decreasing order of their basicities.
16. What is electromeric effect ?
17. How can butane be obtained from 2-bromobutane ?
18. Name and formulate the two carbonyl compounds obtained as products of ozonolysis of but-1-ene.
19. What is Diels-Alder reaction ? Illustrate with an example.
20. Explain electrophilic addition with one example.
21. Give important resonance structures of benzene
22. Give the names and formulae of two non-benzenoid aromatic compounds.

(8 × 2 = 16 marks)

Section C

Answer any six questions and each question carries 4 marks.

23. What are the important characteristics of a homologous series.
24. What are axial and equatorial bonds.
25. Assign the configuration R or S to the following compounds.
26. Explain the term hyperconjugation and its significance with illustrative example.
27. Give an example each for : (a) A rearrangement reaction ; (b) An oxidation reduction reaction in organic chemistry.
28. Explain with equations how the following conversions can be carried out :
 - (a) 2, 3-dimethylbut-2-ene to propanone.
 - (b) But-2-yne to but-2-ene ?
29. What is peroxide effect ? Explain why it is shown only by HBr ?
30. Explain Haworth synthesis of naphthalene.
31. What are anti-aromatic compounds ? Give two examples.

(6 × 4 = 24 marks)

Section D

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

32. Discuss geometrical isomerism related to cis-trans, syn-anti and E-Z notation with example.
33. Discuss elimination reactions and the two kinds of operative mechanism with illustrative examples.
34. Discuss the various reactions intermediates with reference to carbocations, carbanions and free radicals.
35. Discuss the electrophilic substitution reaction in benzene with mechanisms.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Pharmaceutical Chemistry

GEC 3PHY01—PHYSICS-I

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions and each question carries 1 mark.

1. The unit of modules of elasticity is _____.
2. Which material is more elastic :
 - (a) Rubber.
 - (b) Wood.
 - (c) Steel.
 - (d) Lead.
3. The unit of co-efficient of viscosity is _____.
4. The viscosity of gases _____ with increase in temperature.
5. Detergents _____ surface tension.
6. During isothermal process internal energy of the system remains _____.
7. Give an example for adiabatic process.
8. Write down isobaric equation.
9. A train moving with constant velocity is :
 - (a) An inertial frame.
 - (b) A non-inertial frame.
 - (c) Neither inertial nor non inertial frame.
 - (d) Sometimes inertial and Sometimes non inertial.
10. The presence of muon on the surface of earth is due to _____.

(10 × 1 = 10 marks)

Section B

Answer any eight questions and each question carries 2 marks.

11. What is torsion pendulum ?
12. Which is more elastic, air or water ? Why ?
13. Define the term terminal velocity of a body taking through a highly viscous medium.

Turn over

14. What is meant by Brownian motion ? How does temperature affect this movement ?
15. What is isochoric process ?
16. Draw VT diagram for isothermal expansion.
17. State Clausius theorem.
18. What do you meant by potential well ?
19. What is meant by centre-of-momentum frame of reference ?
20. What is meant by Centre of mass ?
21. Under what condition Lorentz transformation reduces to Galilean transformation ?
22. State the postulates of special theory of relativity.

(8 × 2 = 16 marks)

Section C

Answer any six questions and each question carries 4 marks.

23. Find the work done in stretching a wire.
24. Explain why a cork is more suitable than rubber for making bottle stopper.
25. Derive an expression to find the period of oscillation of a torsion pendulum.
26. What are the postulates of Quantum Mechanics ?
27. Describe the expression for work done during isothermal processes.
28. Write a note on principle of the increase of entropy.
29. Write a note on entropy and disorder.
30. Explain the effects of impurities on surface tension.
31. Explain time dilation.

(6 × 4 = 24 marks)

Section D

Answer any two questions and each question carries 15 marks.

32. Discuss the method of determining rigidity modulus of a wire using torsion pendulum.
33. Explain, how impurities and contamination affect surface tension. How does the curvature of a liquid surface affect evaporation ?
34. Derive the expression for work done isothermal and adiabatic process.
35. (a) Explain conservative and non-conservative forces with suitable examples.
(b) Show that the conservative forces can be expressed as the negative gradient of potential energy.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Multimedia

SDC 3MM 10—INTRODUCTION TO ANIMATION

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short Answer Questions)

Answer all questions.

1 mark each.

1. An animation depends on_____ per second.
2. Write two type of mouse event.
3. Name the extension of the file created when a Flash movie is published using a Macintosh projector.
4. Why do give goto and play action script ?
5. Full form of SWF is _____.
6. Short key of image place in library is _____.
7. Write example of button name.
8. Where do we insert the sound track in flash software ?
9. Most important video format in flash is _____.
10. Which image asset type can be scaled without losing quality ?

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer any eight of the following.

2 marks each.

11. Different types of tween in flash software.
12. Write about bone tool in flash software.
13. How to unlock the layers in flash software ?
14. What is layers in flash software ?
15. Draw Bouncing Ball Animation using steps.
16. Write about creative motion tween.
17. Howto write script for Visibility of an object ?

Turn over

18. What is the difference between hiding a layer and locking a layer ?
19. What are the advantages of Flash movie over animated GIF movie ?
20. How can we create and call a scalar function ?
21. Explain Working With Variables and Arrays ?
22. What is the meaning of Stage in Flash ?

(8 × 2 = 16 marks)

Section C (Short Essay Questions)

Answer any six of the following.

4 marks each.

23. What is a Symbol ? Explain each Symbol with Example.
24. Explain Scenes and Frame Labels.
25. How can we implement triggers ?
26. Write the difference between a guide layer and a mask layer with example.
27. Differentiate between a Symbol and an Instance.
28. Explain about Creating Action Script Loops.
29. Differentiate between Motion Tween and Shape Tween.
30. What is a Symbol ? Explain each Symbol with example ?
31. Differentiate between a Frame and a Key Frame.

(6 × 4 = 24 marks)

Section D (Essay Questions)

Answer any two questions.

15 marks each.

32. Describe the use of the fill transform tool in flash with example.
33. How can we modify an Object with Action Script ?
34. Describe the steps to create the simplest form of mask with suitable example.
35. Explain about symbols in flash software and use.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Multimedia

SDC 3MM 09—DIGITAL VIDEO PRODUCTION

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short Answer Questions)

Answer all questions.

Each question carries 1 mark.

1. What shot is used to show the emotions on a characters face ?
 - (i) Extreme close up.
 - (ii) Close up.
 - (iii) Aerial shot.
 - (iv) Scooby doo shot.
2. Which is the best type of screen shot to use to show a conversation between two people ?
 - (i) Long shot.
 - (ii) Over the shoulder shot.
 - (iii) Extreme close up shot.
 - (iv) Aerial shot.
3. Replacing a specific colour in with another image source in a studio product is called as :
 - (i) Chroma Key.
 - (ii) Cut.
 - (iii) Dissolve.
 - (iv) Montage.
4. What happens if you double-click on a clip in a sequence ?
 - (i) All clip segments at that time are selected.
 - (ii) The clip is opened in the Source monitor.
 - (iii) The clip is opened in the Program monitor.
 - (iv) The clip is opened in Trim mode.
5. ——— is the smallest addressable full-colour (RGB) element in a digital imaging device.
 - (i) Raster.
 - (ii) Pixel.
 - (iii) Vector.
 - (iv) None of these.

Turn over

6. _____ refers to the amount of distance from the camera that will be in very sharp.
- (i) Focus.
 - (ii) Depth of Field.
 - (iii) Aperture.
 - (iv) Tilt Frame.
7. Transitions are available in the _____ and the _____ bins in the Effects panel.
- (i) Audio and Video.
 - (ii) Video and Effects.
 - (iii) Audio and Effect.
 - (iv) Video and Effect Control.
8. _____ and _____ are the common methods of keyframe interpolation.
- (i) Liner interpolation and Bezier interpolation.
 - (ii) Key frame and Bezier interpolation.
 - (iii) Liner and Key frame Interpolation.
 - (iv) None of these.
9. In which format the closed captions are exported ?
- (i) TXT.
 - (ii) WMV.
 - (iii) DOC.
 - (iv) SCC.
10. Which of the following options will you select in Adobe Encore's Project panel to check the DVD transcoded state of the asset ?
- (i) DVD Transcode Settings.
 - (ii) Blu-ray Transcode Settings.
 - (iii) Blu-ray Transcode Status.
 - (iv) DVD Transcode Status.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

*Answer any **eight** of the following.*

2 marks each.

11. Difference between Close-up (CU) and Extreme Close Up.
12. Explain Montage.

13. Write the short note on Linear Editing.
14. Explain POV.
15. Write a short note on Transitions.
16. Explain Cow boy shot.
17. What are the three component of mercury playback Engine.
18. Describe Freeze frames and frame holds and Subclips.
19. Explain two video transition effects.
20. Write the short note on video editing ? Give three examples of video editing softwares.
21. What are specialized editing tools ?
22. How many clips in a multicam can you have while connected to a broadcast monitor using thunderbolt ?

(8 × 2 = 16 marks)

Section C (Short Essay Questions)

Answer any six of the following.

4 marks each.

23. Explain the wide camera shot in film making.
24. Difference between close up and extreme close up shot ? Write basic function.
25. Write down the different types of camera movements.
26. Write a note on Fictions and non-fictions.
27. How to make a rolling (extend) edit to the play head ?
28. What difference between Mpeg2 and Bluray extension.
29. How to bring one timeline from one project to another ?
30. Explain interface of the any editing software.
31. Why did we use time remapping ?

(6 × 4 = 24 marks)

Turn over



Section D (Essay Questions)

*Answer any **two** questions.*

Each question carries 15 marks.

- 32. What are the different types of shots ?
- 33. How to make video presentation using still images ?
- 34. What are the different stages in pre-production ?
- 35. What is the Sequence Presets ? Explain this function ?

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

M.L.T.

SDC 3BT 10—BLOOD BANK PROCEDURES, COAGULATION STUDIES AND
TRANSFUSION TECHNOLOGY

Time : Three Hours

Maximum : 80 Marks

I. Answer the following. Each question carries 1 mark :

- 1 Anti-A and Anti-B are ———— Antibodies.
- 2 ———— is a component of choice for haemophilia A.
- 3 Normal platelet count is ————.
- 4 Serum of Bombay blood group contains ———— antibodies.
- 5 Rh blood group system was discovered by ————.
- 6 Haemophilia B is due to the deficiency of coagulation factor ————.
- 7 Rh antibody is ———— in nature.
- 8 Normal bleeding time is ————.
- 9 FFP should be stored in ————.
- 10 Prothrombin time measures defects in ———— coagulation pathway.

(10 × 1 = 10 marks)

II. Answer any *eight* of the following. Each question carries 2 marks :

- | | |
|------------------------------|--------------------------|
| 11 Thrombocytopenia. | 12 DCT. |
| 13 Subgroups of A. | 14 Aplastic anaemia. |
| 15 Blood bank refrigerators. | 16 Major crossmatch. |
| 17 FFP. | 18 Coagulation pathways. |
| 19 Reverse grouping. | 20 Bleeding time. |
| 21 Autoagglutination. | 22 CPDA. |

(8 × 2 = 16 marks)

Turn over

III. Answer any *six* of the following. Each question carries 4 marks :

- 23 Donor selection.
- 24 Prothrombin time.
- 25 Preparation, storage use of platelet concentrate.
- 26 Adverse donor reactions.
- 27 Preparation of cryoprecipitate.
- 28 Transfusion-transmitted diseases.
- 29 Errors in ABO grouping.
- 30 Autologous blood transfusion.
- 31 Safety precautions in the blood bank.

(6 × 4 = 24 marks)

IV. Answer any *two* of the following. Each question carries 15 marks :

- 32 Transfusion reactions.
- 33 Quality control in blood transfusion system.
- 34 ABO blood group system.
- 35 HDN.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Logistics Management

SDC 3LM 11—SHIPPING AND OCEAN FREIGHT LOGISTICS MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Left side of a ship is called :

- | | |
|-------------------|-------------------|
| a) Berthing side. | b) Harbour Side. |
| c) Port Side. | d) None of these. |

2. Suez canal is :

- | | |
|-------------|-------------------|
| a) Natural. | b) Man Made. |
| c) Lake. | d) None of these. |

3. Who is in charge of a vessel ?

- | | |
|------------------------|-------------------|
| a) Chief engineer. | b) Navigator. |
| c) Master of the ship. | d) None of these. |

4. Ship operating with in a schedule and fixed port of rotation is called _____ service.

5. Purpose of the load line is :

- a) To know the space availability in the ship.
- b) To indicate the depth of the shipping channel.
- c) To indicate the high/low tide level.
- d) None of the above.

6. Port digging work is carried out by :

- | | |
|----------------|-----------------------|
| a) Hydrofoils. | b) Dredgers. |
| c) Ferries. | d) None of the above. |

Turn over

7. One advantage of liner ship is :
- a) Regularity of sailing to schedule port of call.
 - b) All crews are with minimum 30 years of seafaring experience.
 - c) Will go to sea early when it is calm.
 - d) None of the above.
8. Speed of ship is measured in _____.
9. Ocean covers what percent of the Earth's surface ?
- a) 70 percent.
 - b) 98 percent.
 - c) 3 percent.
 - d) None of the above.
10. _____ is the deepest ocean in the world.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

- 11. What is Shipping in logistics management ?
- 12. What is Tonnages ?
- 13. What is load lines ?
- 14. What is Trimming ?
- 15. What is vessel operations ?
- 16. What is lighterage services ?
- 17. What is MTD ?
- 18. What is Lead ?
- 19. What is FCL ?
- 20. What is container destuffung ?
- 21. What is HBL ?
- 22. What is MTD ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

*Answer any **six** questions.*

Each question carries 4 marks.

23. Explain the tonnages and cubic's in shipping.
24. Write a brief note on seaports.
25. Write a brief note on Automated container handling.
26. Explain container and container numbering.
27. Differentiate between FCL and LCL.
28. Differentiate between MBL and HBL.
29. Write a note on FCL.
30. Explain sea way bill.
31. Explain Multimodal transport document.

(6 × 4 = 24 marks)

Part D (Essay Questions)

*Answer any **two** questions.*

Each question carries 15 marks.

32. What is cargo ships ? Explain different types of cargo ships ?
33. Explain the securities at Ports and Harbours.
34. Explain the role of security agents in shipping.
35. What is Shipment planning ? Explain the process of advanced scientific shipment planning.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Logistics Management

SDC 3LM 10—INVENTORY MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Outbound Logistics is called upstream logistics :
 - a) True.
 - b) False.
2. Which of the following is not part of transportation ?
 - a) Warehouse.
 - b) Rail.
 - c) Truck.
 - d) Ship.
3. The final phase of the order cycle is called order :
 - a) Picking and assembly.
 - b) Delivery.
 - c) Receiving.
 - d) Replenishment.
4. Reverse logistics refers to :
 - a) Returning truck from delivery.
 - b) Backward scheduling delivery.
 - c) Movement of goods from customers back to the producers.
 - d) Transport from the producer directly to the retailer.
5. Major pricing strategies does not include -
 - a) Competition based pricing.
 - b) Customer value based pricing.
 - c) Cost based pricing.
 - d) Discount and bonus pricing.
6. Decision model to calculate optimal quantity of inventory to be ordered is called _____.
 - a) Efficient order quantity.
 - b) Economic order quantity.
 - c) Rational order quantity.
 - d) Optimized order quantity.

Turn over

- (10 × 1 = 10 marks)

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

11. What is M R P ?
12. What is Bar Code System. ?
13. What is transit inventory ?
14. What is stock review ?
15. What is core competency ?
16. What is semi-finished goods ?
17. What are goods ?
18. What is Batch Control ?
19. What is anticipation inventory ?
20. What is safety stock ?

21. What you mean by luxury goods ?
22. What is JIT ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

23. Explain the cost associated with inventory.
24. Explain the concept of outsourcing.
25. Explain the use of computers in inventory management.
26. Explain work in progress inventories
27. Explain different types of stock.
28. What are the factors affecting make or buy decisions ?
29. Explain different forecasting techniques.
30. Explain the evaluation of performance of materials function.
31. What are the basic ideas involved in EOQ ?

(6 × 4 = 24 marks)

Part D (Essay Questions)

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

32. What is EOQ ? Explain the uses of EOQ
33. Write a brief note on Spare part inventories.
34. Briefly explain Selective Inventory control.
35. Explain the cost associated with inventory.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Logistics Management

SDC3LM09—PRINCIPLES OF LOGISTICS INFORMATION SYSTEM

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. In today's supply chain, there has been a shift in the power structure in a chain towards :
 - (a) Raw-material-suppliers.
 - (b) Manufacturers.
 - (c) Distributors.
 - (d) Retailers.
2. The purpose of LSCM is :
 - (a) To provide customer satisfaction.
 - (b) Improve quality of a product.
 - (c) Integrating supply and demand management.
 - (d) Increase production.
3. Which of the following does not belong to the function of logistics ?
 - (a) Billing.
 - (b) Order processing.
 - (c) Manufacturing.
 - (d) Marketing.
4. Which of the following is an example of reverse logistics ?
 - (a) Recycle.
 - (b) Billing.
 - (c) 3PL.
 - (d) None.
5. Outbound Logistics is called upstream logistics :
 - (a) True.
 - (b) False.

Turn over

6. Reduction of inventory is a key objective of Logistics :
- (a) True.
 - (b) False.
7. Logistics aspect of a value delivery chain is :
- (a) Supply chain.
 - (b) Direct store delivery.
 - (c) Value orientation.
 - (d) Inventory planning.
8. Reverse logistics refers to _____.
- (a) Returning truck from delivery.
 - (b) Backward scheduling delivery.
 - (c) Movement of goods from customers back to the producers.
 - (d) Transport from the producer directly to the retailer.
9. Which of the following is not a strategic supply management activity ?
- (a) Activity based costing.
 - (b) Environment based costing.
 - (c) Integrated Supply Strategy.
 - (d) Commodity Strategies.
 - (e) Data Management.
10. Major pricing strategies does not include _____.
- (a) Competition based pricing.
 - (b) Customer value based pricing.
 - (c) Cost based pricing.
 - (d) Discount and bonus pricing.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. What is personal computer ?
12. What is artificial intelligence ?

13. What is scanning ?
14. What is information ?
15. Define SCM.
16. Define LIS.
17. What is e-commerce ?
18. What is forecasting technique ?
19. What is B2E E-commerce model ?
20. What is IT ?
21. What is Bar coding ?
22. What is Bull whip effect ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

Answer any six questions.

Each question carries 4 marks.

23. Explain communication, Bar coding and Scanning.
24. Explain EDI standards.
25. Explain cash flow in SCM.
26. Explain the importance of LIS architecture.
27. Explain the components of LIS.
28. Explain information forecasting.
29. Explain B2B E-commerce ?
30. Explain the qualitative methods of forecasting.
31. What are the advantages of E-commerce ?

(6 × 4 = 24 marks)

Turn over

Part D (Essay Questions)

*Answer any **two** questions.*

Each question carries 15 marks.

- 32. What is information technology and logistics ? Explain its advantages.
- 33. What is SCM ? Explain the impact of internet on SCM.
- 34. What is LIS ? Explain its components.
- 35. What is EDI ? Explain EDI problems.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020

Logistics Management

GEC 3BS 09—BUSINESS STATISTICS

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.
Each question carries 1 mark.

1. _____ method is the most widely used to measuring the relationship between two variables.
2. The range of simple correlation co-efficient is :
 - a) 0 to ∞ .
 - b) $-\infty$ to ∞ .
 - c) 0 to 1.
 - d) -1 to 1.
3. A positive significant correlation between the number of shoes produced and the steel produced per year is :
 - a) A nonsense correlation.
 - b) A spurious correlation.
 - c) A meaningless correlation.
 - d) All the above.
4. The idea of product moment correlation was given by :
 - a) Fisher.
 - b) Francis.
 - c) Karlpearson.
 - d) Spearman.
5. A _____ study is usually less expensive than census and produces information faster than a census and thus save times.
6. In _____ size of the slice represents the proportion of the component out of the whole.
 - a) Percentage bar diagram.
 - b) Pie chart.
 - c) Multiple bar diagram.
 - d) None of these.

Turn over

(10 × 1 = 10 marks)

(8 × 2 = 16 marks)

Part C (Short Essay Questions)*Answer any six questions.**Each question carries 4 marks.*

23. What is bar diagrams ? Explain the advantages of bar diagram.
24. Calculate Karl Pearson's correlation co-efficient between x and y from the following data :
- $$n = 10, \sum x = 35, \sum x^2 = 203, \sum y = 28, \sum y^2 = 140, \sum xy = 168.$$
25. Write a brief note on frequency Polygon.
26. What is data collection ? Explain the methods for collection of primary data.
27. What is tabulation of data ? Explain different types of tabulation.
28. What is Spearman's rank correlation ? Explain the merits and demerits of Spearman's Rank correlation.
29. Differentiate between Correlation and Regression.
30. Calculate a three-yearly moving average from the following sales figures of a publisher. From the year 1990 to 2004 :
- $$5, 7, 9, 12, 11, 10, 8, 12, 13, 17, 19, 14, 13, 12, 15.$$
31. Explain the advantages and disadvantages of mode.

 $(6 \times 4 = 24 \text{ marks})$ **Part D (Essay Questions)***Answer any two questions.**Each question carries 15 marks.*

32. Find rank correlation co-efficient between Poverty and Overcrowding from the table below :

Town	A	B	C	D	E	F	G	H	I	J
Poverty	17	13	15	16	6	11	14	9	7	12
Overcrowding	36	46	35	24	12	18	27	22	2	8

33. The weights of 50 college students are given in the following table. Find the mode of the distribution :

Weights	60-64	65-69	70-74	75-79	80-84
No. of students	5	9	16	12	8

Turn over

34. What is graphic representation ? Explain different methods of graphic representation ?

35. Compute Karl Pearson's Co-efficient of correlation :

Price (Rs)	:	11	12	13	14	15	16	17	18	19	20
Demand (Rs)	:	30	29	29	25	24	24	24	21	18	15

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Logistics Management

GEC 3BC 08—BUSINESS COMMUNICATION

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.
Each question carries 1 mark.*

1. Which of the following are not psychological barriers ?
 - a) Different comprehension of reality.
 - b) Negative emotions.
 - c) Negative attitude.
 - d) Distance.
2. The disadvantages of informal communication include :
 - a) Misleading information.
 - b) Distortions.
 - c) No responsibility.
 - d) All the above.
3. The characteristic of memo include :
 - a) Quick.
 - b) Direct.
 - c) Inexpensive.
 - d) All the above.
4. Which of the following statement is correct ?
 - a) E-mail is economic means to transfer the message.
 - b) E-mail is spontaneous means of communication.
 - c) Both (a) and (b).
 - d) None of the above.
5. What are the semantic barriers of communication ?
 - a) Different languages.
 - b) Different context for words and symbols.
 - c) Poor vocabulary.
 - d) All of the above.

Turn over

6. Which of the following are not communication skills ?
- a) Hard skills.
 - b) Body language skills.
 - c) Speaking skills.
 - d) None of the above.
7. Which of the following is not part of letter ?
- a) Inside address.
 - b) Salutation.
 - c) Reference.
 - d) None of above.
8. Memos are issued in following cases :
- a) Asking explanation from the subordinates.
 - b) Writing to higher authorities.
 - c) Writing to external parties.
 - d) All the above.
9. The drawbacks of memo include :
- a) Provocation of reactions.
 - b) Resentment among employees.
 - c) Both (a) and (b).
 - d) None of above.
10. Communication skills include the following skills :
- a) Oral communication skills.
 - b) Listening skills.
 - c) Writing skills.
 - d) All of the above.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

- 11. What is fax ?
- 12. What is one way communication ?
- 13. What is SMS ?
- 14. What do you mean by Feed Back ?
- 15. What you mean by rumours ?
- 16. What is meant by Bcc in email messages ?
- 17. What is communication process ?
- 18. What is upward communication ?
- 19. What you mean by speeches ?
- 20. What is nominal group technique ?

21. What is emphatic listening ?
22. What you mean by voice mail ?

(8 × 2 = 16 marks)

Part C

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

23. Explain the advantages and disadvantages of group decision making.
24. What is face to face communication ? Explain its advantages and disadvantages.
25. What are the characteristics of effective e-mail messages ?
26. What are the various channels of communication ? Write detailed notes on the importance, advantages and limitations of any one of them.
27. Why communication an important in a business organisation ?
28. What is meant by Cc and Bcc in email messages ?
29. Draft a specimen of receiving and outgoing e-mail.
30. What is SMS ? Explain its benefits to subscribers and service providers.
31. What are medias of written communication ?

(6 × 4 = 24 marks)

Part D (Essay Questions)

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

32. Differentiate between Emphatic listening and Selective listening.
33. Write a brief note on new trends in communication.
34. What do you mean by communication networks ? Explain various networks in brief.
35. What is communication ? Explain 7C's of communication.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Jewellery Designing

SDC 3JD 10—ADVANCED JEWELLERY DESIGNING—I

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short / Objective Questions)

Answer all questions.

Each question carries 1 mark.

1. How much percentage of Silver is contained in Sterling Silver ?
2. _____ is called the King of Stone.
3. _____ is an example for Semi Precious Stone.
4. Chain attached to a watch for carrying in a waistcoat or waistband pocket is called _____.
5. _____ type of Enamel work conceals whatever is underneath them.
6. A long pin, typically with an ornamental head, that holds a woman's hat in position by securing it to her hair
7. A _____ is a variation of the fish hook hanger.
8. A _____ chain is comprised of oval links, each with a horizontal bar across the center.
9. What is a signet ring ?
10. A ring with a lengthy inscription on its outer surface is known as _____.

(10 × 1 = 10 marks)

Section B (Short Answers)

Answer any eight questions.

Each question carries 2 marks.

10. What do you mean by Titanium Jewellery ?
11. What are the Precious Stones ?
12. What is Curve of Beauty ?
13. What do you mean by Bar pin Brooch ?
14. What is Lariat Necklace ?
15. Name the types of Figure Ring.
16. What do you mean by Concave Rings ?
17. What is Pendant Slides ?

Turn over

18. What is Pendant Connection ?
19. Draw any *two* types Bud forms.
20. What is Watch fob ?
21. What is Hat Pin ?
22. What is Springring Clasp ?

(8 × 2 = 16 marks)

Section C (Short Essays)

Answer any six questions.

Each question carries 4 marks.

23. Explain the properties of Precious stones used in Jewellery.
24. Design a Fancy Earring on the motif Moth Mullen.
25. Draw any *four* examples for Snow Crystal.
26. What do you mean by Engraved Work in Jewellery ? Give an Example.
27. Design any *two* Convex Rings.
28. Design any *three* Engraved Cuff links based on the motif Snow Crystals.
29. Design a Chandelier earring with 4 circles.
30. Design a fancy Pendant based on the Motif Leaf outline.
31. What are the different types of Figure Rings ? Give Example.

(6 × 4 = 24 marks)

Section D (Essays)

Answer any two questions.

Each question carries 15 marks.

32. Design a Party wear Necklace based on the theme Snow Crystals.
33. Design naturalistic necklace made of diamond in gold.
34. Illustrate, how to design a vintage large flower spray brooch set in gold ?
35. Design a necklace based on the following leaf outline.



(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Jewellery Designing

SDC 3JD 09—INDIAN AND INTERNATIONAL JEWELLERY MARKETS

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short / Objective Questions)

Answer all questions.

Each question carries 1 mark.

1. Which is the primary metal in the American market ?
2. ————— Karat gold is widely used in Italian market.
3. Which market uses larger size diamond other than any European country ?
4. What are the cleaning aids recommended by GIA for coloured gemstones ?
5. Which city is famous for glass enamelling ?
6. What is it known, when meenakari work is done on front and back side of the jewellery ?
7. Give an example for one axis of symmetry.
8. What are basic units in kundan work ?
9. What do you mean by kundan ?
10. Tribal jewellery of Maharashtra is derived from —————.

(10 × 1 = 10 marks)

Section B (Short Answers)

*Answer any **eight** questions.*

Each question carries 2 marks.

11. What are integral parts of Kundan jewellery ?
12. What is polka work ?
13. What are smallest semantic units ?
14. What is known as Janchana ?
15. What are Terracotta ornaments ?
16. Name the temple jewellery used in Kerala.

Turn over

17. How cracks and fractures develop in gems ?
18. Which are the typical French products ?
19. Which are typical Japanese products ?
20. Write about the setting used in German market.
21. What is western jewellery in India ?
22. What are the properties of a good market ?

(8 × 2 = 16 marks)

Section C (Short Essays)

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

23. Explain the classification of smallest semantic units.
24. What is Kolhapuri style of jewellery ?
25. Explain tarakasi technique.
26. Write a note on Ivory jewellery.
27. What jewellery are US consumers buying ?
28. Design a stacked pendant.
29. Write a note on Estate jewellery.
30. Discuss on re-bridal market of jewellery.
31. Discuss the growth of branded jewellery.

(6 × 4 = 24 marks)

Section D (Essays)

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

32. Design temple set ornaments for a lady of sixty years old.
33. Design a traditional and modern Japanese necklace.
34. Compare Lac jewellery and Stone jewellery.
35. Discuss about the jewellery style of Maharashtra.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Gemmology

SDC 3GM 10—ADVANCED GEMMOLOGY—Paper II

Time : Three Hours

Maximum : 80 Marks

Draw neat sketches wherever necessary.

Section A (Objective Type Questions)

Answer all ten questions.

Each question carries 1 mark.

1. What two colours do true padparadschas have ?
2. The name of this violet variety of quartz comes from Ancient Greek and means “not intoxicated”. The gemstone is ———.
3. Known as “The Victory Stone”, it was said to be the favourite gemstone of Alexander the Great.
 - (a) Emerald.
 - (b) Chrysoprase.
 - (c) Jade.
 - (d) Diamond.
4. What is the term for the ‘Cat’s Eye effect common in many Chrysoberyl stones, resulting from tiny, parallel, fibrous inclusions in the stone ?
 - (a) Asterism.
 - (b) Rutilation.
 - (c) Colour Banding.
 - (d) Chatoyancy.
5. Reflection of light from particles or crystalline inclusions below the surface of a gemstone is known as ———.
6. Name the instrument used for determining pleochroism in gemstones.
7. Number of facets on upper Girdle in Round Brilliant Cut.
 - (a) 8.
 - (b) 25.
 - (c) 16.
 - (d) 33.
8. The kite shaped facets situated between the star facets are called ——— facets.

Turn over

9. One carat is equivalent to how many milligrams ?
10. What are the lowest and highest levels of colour saturation levels of gemstones ?

(10 × 1 = 10 marks)

Section B (Short Answer Type Questions)

*Answer any **eight** questions.*

Each question carries 2 marks.

11. What is chatoyancy ? Give an example.
12. Write a short note on pavilion of a gemstone.
13. What is iridescence of a pearl ?
14. What is metamerism ? Give an example.
15. What is differential hardness ?
16. Define cleavage.
17. Define a mineral.
18. What is diaphaneity ?
19. Compare opalescence and play of colour.
20. What are transparent stones ? Give an example.
21. Distinguish between saturation and tone of colour.
22. Write about gemstone weights.

(8 × 2 = 16 marks)

Section C (Short Essay Type Questions)

*Answer any **six** questions.*

Each question carries 4 marks.

23. Explain the type of lighting that intensifies red colours.
24. Explain phenomenal gemstones. Give two examples.
25. Comment on the fire in diamond.
26. Describe the 4C's of gemstones.
27. Write a note on metallic, adamantine, vitreous and waxy lustre.

28. Give an account of the normal shape of briolettes.
29. Explain the use of culet and girdle in round brilliant cut.
30. Describe the early techniques of pricing of gemstone with respect to carat.
31. Write a note on the eight factors that can affect the price of coloured gemstones.

(6 × 4 = 24 marks)

Section D (Essay Type Questions)

Answer any two questions.

Each question carries 15 marks.

32. Discuss the visual differences between : (a) Chrome tourmaline and Bicolour tourmaline ; (b) Synthetic star sapphire and Natural Star Sapphire ; (c) Rhodolite and Tsavorite ; (d) Natural blue topaz and Irradiated/heated blue topaz ; and (e) Burma ruby and Thai ruby.
33. Give an account of the chemical composition, crystal system and optical properties/constants of ruby.
34. Draw a neat diagram of brilliant cut, identify the facets and draw and briefly describe each of the facets separately.
35. Explain step cut, mixed cut, cabochon cut, tumbled cut and plaque cut with the help of neat diagrams.

(2 × 15 = 30 marks)

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(Pages : 3)

Name.....

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**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Gemmology

SDC 3G M09—ADVANCED GEMMOLOGY PAPER-I

Time : Three Hours

Maximum : 80 Marks

Draw neat sketches wherever necessary.

Section A (Objective Type Questions)

Answer all ten questions.

Each question carries 1 mark.

1. The most valuable play-of-colour in opal is that which shows :
 - (a) A mosaic pattern, with lots of yellow.
 - (b) A 'flash' or 'flame' pattern.
 - (c) A pinfire pattern, with lots of blue.
 - (d) An abundance of red and violet.
2. Most of the world's aquamarine comes from :
 - (a) Thailand.
 - (b) United States.
 - (c) Brazil.
 - (d) Sri Lanka.
3. The most obvious difference between commercial-grade blue sapphire and top - grade blue sapphire is :
 - (a) Poorer clarity.
 - (b) Darker colour and poorer transparency.
 - (c) Much poorer cut.
 - (d) Overtones of yellow or gray, giving a paler blue.
4. The Verneuil process is also known as _____.
5. Which is used as a raw material for synthesizing corundum family gems ?
6. Name the treatment applied to diamonds for changing its colour.
7. Which synthetic gem is used to imitate alexandrite ?
8. The R.I. of synthesized zirconia is _____.

Turn over

9. Which instrument is diagnostic for identifying synthetic blue spinel ?
10. The size of boule used in flame fusion method.

(10 × 1 = 10 marks)

Section B (Short Answer Type Questions)

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

11. What are synthetic gemstones ?
12. What is the advantage of hydrothermal process ?
13. Why are synthetic rubies brighter than natural ones under UV radiation ?
14. What happens when a boule doesn't cool and split after removing from Verneuil furnace ?
15. What are Semi-Genuine Doublets ?
16. Why are metallic oxides used in glass making ?
17. What are chatons ?
18. What is meant by 'paste' in gemology ?
19. What is meant by doping in diamond synthesis ?
20. Write down the parameters that control size of the crystal in hydrothermal process.
21. What is Jade composite ?
22. What is Spinel composite ?

(8 × 2 = 16 marks)

Section C (Short Essay Type Questions)

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

23. Give a brief account of phenomenal glass stones.
24. Distinguish between the properties of synthetic cubic zirconia and diamond.
25. Write a short note on the reaction cell in diamond synthesis.
26. Compare Belt Apparatus Process and Split Sphere Process.
27. Write down the mechanism of identifying plato lines in synthetic corundum.
28. Give a short account on gemstones produced by ceramic process.
29. Write a note on colour alteration in diamond by HPHT methods.

30. Explain briefly synthetic opal production.
31. Differentiate synthetic gem, imitation gem and natural gem.

(6 × 4 = 24 marks)

Section D (Essay Type Questions)

Answer any two questions.

Each question carries 15 marks.

32. Write an essay on composite gemstones, their types and properties.
33. Describe Flame Fusion method and identification properties of gemstones synthesized by flame fusion.
34. Write an essay on Gel Growth Process and Ceramic Process for synthesizing Synthetic Opal.
35. Discuss various synthetic diamond synthesizing methods. Add a note on the identification properties.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Food Science

SDC 3FS 11—FOOD ADDITIVES AND FLAVOUR TECHNOLOGY

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. E 101 is the E number of _____.
2. Chlorophylls in plants responsible for _____ color.
3. Name the antimicrobial peptide produced by *Lactococcus lactis*.
4. What are the Carcinogenic compounds produced by the use of nitrites ?
5. Name the pigment present in turmeric.
6. Name two techniques used of isolation of essential oils.
7. Define Nutraceuticals.
8. What is pH level of benzoic acid ?
9. Expand ADI and define.
10. What is solvent extraction ?

(10 × 1 = 10 marks)

Part B (Short Questions)

Answer any eight questions.

Each question carries 2 marks.

1. What is the importance of food additives in food ?
2. Write a short note on incidental food additives.
3. Salt is a preservative - explain its functions.
4. Explain briefly E numbering.
5. Expand BHA- Explain briefly its role in foods.
6. Write the general formula of Nitrosamines - what is the major effect of nitrosamines in foods ?
7. Name the six types of food additives.

Turn over

8. Write a short note on artificial sweeteners.
9. Differentiate between acidic buffer and basic buffer with examples.
10. What are fructooligosaccharides ? Provide examples.
11. How is the safety of food additives determined ?
12. Write a short note on xylitol.

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

1. Explain detailed classification of food preservatives.
2. Salt and sugar are preservatives in food - Describe their role in food.
3. Write short note on antioxidants with examples.
4. Make a list of the toxicants produced during food processing.
5. What are the types of spices used as flavoring agents ? Explain.
6. Describe the factors affecting the stability of flavor.
7. Write a short note on solvent extraction using a spice.
8. Explain in detail about potential health benefits of fructooligosaccharides.
9. Write short essay on food additives.

(6 × 4 = 24 marks)

Part D (Essay Questions)

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

1. "All food additives are carcinogenic". Justify the statement.
2. Highlight the functional properties and applications of proteins in foods.
3. Explain the concept and definition of terms :
 - (i) Hydrocolloids.
 - (ii) Humectants.
 - (iii) Anti-caking agents.
 - (iv) Buffering salts.
4. Write a detailed account of the following :
 - (i) Essential oils.
 - (ii) Oleoresins.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Food Science

SDC 3FS 10—TECHNOLOGY OF SPICES AND PLANTATION CROPS

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all the questions in one sentence or a word.

Each question carries 1 mark.

1. Expand GCMS _____.
2. Colour pigment in Turmeric is _____.
3. Write two names of leafy spices _____, _____.
4. Botanical name of Cinnamon _____.
5. Principal constituent present in Cinnamon _____.
6. _____ largest producer and consumer of Spices.
7. _____ Principal constituent present in Vanilla.
8. Expand HPLC.
9. Write Two prominent commercial cultivars of black pepper.
10. Colour Pigment in Capsicum (Chilli) _____.

(10 × 1 = 10 marks)

Part B

Answer any eight of the following briefly.

Each question carries 2 marks.

1. Define Essential oils.
2. List out the Seed spices.
3. White pepper.
4. Dehydrated green pepper.
5. List out the major types of vanilla.
6. Vanilla curing.
7. Cumin oil.

Turn over

8. Define cryogrinding of spices.
9. Define adulteration in chilli powder.
10. Define spice powders and curry powders.
11. Define leafy spices.
12. Rolling step of cinnamon.

(8 × 2 = 16 marks)

Part C

Answer any six of the following.

Each question carries 4 marks.

1. Describe quality specifications of spices.
2. Fresh ginger processing.
3. Explaining about the curing.
4. Explain briefly about Cocoa products.
5. By products from cashew.
6. Turmeric uses.
7. Gas Chromatography.
8. Super critical extraction.
9. Synthesis of Flavour identical (enzymatic).

(6 × 4 = 24 marks)

Part D

Answer any two of the following.

Each question carries 15 marks.

1. Write essay on Pepper Processing.
2. Status on Spice oils and oleoresins.
3. Write essay on spice processing and importance of spices in food industry.
4. Write essay on Vanilla curing.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Food Science

SDC 3FS 09—TECHNOLOGY OF FISH, MEAT AND EGG PROCESSING

Time : Three Hours

Maximum : 80 Marks

Part A

I. Objective answer questions. Answer *all* questions (1 mark each) :

Answer the following :

- 1 Name the organisms responsible for the pink rots in egg.
- 2 Define rigor mortis.
- 3 Pigment responsible for the dark red coloration of the meat.
- 4 Define Osmosis.
- 5 Define drip loss.
- 6 Composition of meat.

Say True or False :

- 7 Candling is used for external evaluation of egg.
- 8 Egg albumin is rich in essential amino acids.
- 9 Ultimate pH of red meat after rigor mortis is 7.0.
- 10 Animal fat is rich in saturated fatty acids.

(10 × 1 = 10 marks)

Part B

II. Short answer questions. Answer any *eight* questions (2 marks each) :

- 1 Note on quality evaluation of eggs.
- 2 What is fish Surimi ?
- 3 Define Silage.
- 4 Differentiate fresh water and marine water fish.
- 5 How does tenderness of meat increases with age ?
- 6 What are RTE meat poultry products ?

Turn over

- 7 What are the changes that occur during storage of eggs ?
- 8 Draw a labeled diagram of muscle.
- 9 Note on two thermal processing methods in meat industry.
- 10 How is egg preserved by coating ?
- 11 Differentiate traditional and modern production lines of fishery products.
- 12 What is the role of nitrate in curing of meat ?

(8 × 2 = 16 marks)

Part C

III. Short essay questions. Answer any *six* questions (4 marks each) :

1. Post mortem inspection.
2. Freezing of eggs.
3. Note on fish protein concentrate.
4. Write short note on sliding filament theory.
5. Explain the details on different types of stunning and slaughtering.
6. Describe two most important theories of rigor mortis.
7. What is homeostasis? Summarize the muscle to meat conversion process.
8. Write technology of sausage preparation.
9. Draw the flow chart for canning of fish.

(6 × 4 = 24 marks)

Part D

IV. Essay questions. Answer any *two* questions (15 marks each) :

- 1 Give a detailed account on :
 - (a) Curing.
 - (b) Chemistry.
 - (c) Method of curing.
- 2 Give a detailed account on the current challenge to meat industry in India.
- 3 Write down the :
 - (a) Production of smoked fish.
 - (b) Smoke components.
 - (c) Quality and nutritive value of smoked fish.
- 4 Draw a labeled diagram of egg. Write a short note on :
 - (a) Composition.
 - (b) Nutritive value.
 - (c) Egg protein.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Food Science

GEC 3FM 09—FOOD MICROBIOLOGY—II

(FTL 5B 09—From B.Sc. Food Technology CUCBCSS 2014)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.
Each question carries 1 mark.*

Multiple Choices :

1. Serial dilution is used for :
 - (a) Killing of Micro-organism.
 - (b) Enumeration of Micro-organism.
 - (c) Cultivation of Micro-organism.
 - (d) Contamination of Micro-organism.
2. Meat products is spoiled mainly by :
 - (a) Coliform Bacteria.
 - (b) Proteolytic Bacteria.
 - (c) Lactic Acid Bacteria.
 - (d) Photosynthetic Bacteria.
3. MPN test is generally used for the analysis of :
 - (a) Sauer Kraut.
 - (b) Bread.
 - (c) Water.
 - (d) Fish.
4. Micro-organism used for the production Fermented Food Products :
 - (a) Lactic Acid Bacteria.
 - (b) Lactic Acid Fungi.
 - (c) Lipolytic Bacteria.
 - (d) Autrophic Bacteria.

Fill in the blanks :

5. _____ plate method is generally used for enumeration of microbial count.
6. _____ is the principal organism responsible for the spoilage of canned foods.
7. Heat liable materials usually sterilized by _____ method.
8. Baird-Parker agar medium is used for the selective isolation of _____.

Turn over

Name the following :

9. Name of the organism responsible for fermentation of Yoghurt.
10. Name of illness caused by eating of contaminated food with *Listeria Monocytogenes*.

(10 × 1 = 10 marks)

Part B

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

11. Note on *Escherichia Coli* O157:H7.
12. Define Cheese and Pickle.
13. Differentiate pour plate and streak plate method.
14. What is food intoxication ? Give an example.
15. What is low temperature sterilization ? Give an example.
16. Explain sources of microbial contamination of milk.
17. Name any *two* bacteria and *two* fungi involved in spoilage of fruit and vegetable.

(5 × 2 = 10 marks)

Part C

*Answer any six questions.
Each question carries 5 marks.*

18. Explain preservation by high temperature.
19. Differentiate selective, differential and enrichment media.
20. What is Yoghurt ? Describe the process involved in the production of Yoghurt.
21. Describe Microbiological testing of Water.
22. Briefly explain spoilage of canned food.
23. Explain chemical agents used for controlling micro-organism.
24. Explain in details chemical changes due to spoilage.
25. Explain various methods used in the preparation of pure culture.

(6 × 5 = 30 marks)

Part D

Answer any two questions.

Each question carries 15 marks.

26. Describe in detail sources of contamination and microbial spoilage of fresh meat and meat products.
27. Explain in details food poisoning caused by bacteria.
28. Describe in details methods of prevention and investigation of food borne disease outbreak.
29. Explain the following :
 - (a) What is a fermented food product ?
 - (b) Name and characteristic of different micro-organisms involved in the production of fermented food products.
 - (c) Nutritional and health benefit fermented food products.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Fish Processing Technology

SDC 3AQ 11—OPERATION MANAGEMENT IN FISH PROCESSING PLANTS

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer all questions.
Each question carries 1 mark.*

1. 'Masmin' is traditionally prepared from the meat of _____.
 - a) Soles.
 - b) Flat fishes.
 - c) Tunas.
 - d) Catfishes.
2. 'Rigor mortis' is characterised by :
 - a) Stiffening of body.
 - b) Softening of body.
 - c) Asphyxiation.
 - d) Red cheeks.
3. How much product is wasted due to improper post harvest handling ?
 - a) About 40%.
 - b) 10%.
 - c) 5%.
 - d) 2%.
4. Scombrototoxin is a biological hazard in :
 - a) Mackerel.
 - b) Shrimp.
 - c) Crab.
 - d) All above.
5. The chief spoilage organism on smoked fish are :
 - a) Molds.
 - b) Bacteria.
 - c) Both 'a' and 'b'.
 - d) Fungi.
6. Frozen food should be kept at :
 - a) 0 degree.
 - b) 15 degree or lower.
 - c) - 18 degree or lower.
 - d) 20 degrees or lower.
7. At what temperature does water freeze ?
 - a) 100 degree Celsius.
 - b) 0 degree Celsius.
 - c) 32 degree Celsius.
 - d) 212 degree Celsius.

Turn over

8. A food additive that prevents colour and flavour loss :
- a) Fruit butter.
 - b) Ascorbic acid.
 - c) Yeast.
 - d) Enzyme.
9. ————— prevent the growth of pathogen in food.
- a) Danger zone.
 - b) Cross contamination.
 - c) Food preservation.
 - d) Shelf life.
10. Sterilisation by steam at 100 degree Celsius or higher for at least 15 minutes :
- a) Autoclaving.
 - b) Blanching.
 - c) Sulfuring.
 - d) Salting.

(10 × 1 = 10 marks)

Section B

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

- 11. Give layout of a canning plant.
- 12. Which are the commonly used equipments in fish processing plants ?
- 13. What are the functions of a refrigeration system ?
- 14. Explain standards of an ETP.
- 15. What is principle-of air floatation devices ?
- 16. Explain any four safety controls for freezing plant.
- 17. What is adsorption ?
- 18. What is granular media filtration ?
- 19. What is role of aeration in waste water treatment ?
- 20. What is sludge ?
- 21. What are active sensors ?
- 22. What is boiler and explain its function ?

(8 × 2 = 16 marks)

Section C

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

- 23. Describe the legislative requirements connected to effluent treatment plant in seafood industry.
- 24. Describe the fundamentals of a fish processing plant design.
- 25. Give an account on construction of refrigeration systems in a fish processing unit.

26. What is dissolved air flotation ? Explain it as an effective method for waste water treatment.
27. What is carbon absorption ? Describe its significance in fish processing plant.
28. Explain selection of boilers, boiler mounting and accessories.
29. What are sensors ? Explain passive and active sensors with examples.
30. Describe the need and functions of effluent treatment plants.
31. What are safety controls for freezing and canning plants ?

(6 × 4 = 24 marks)

Section D

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

32. What is a granular media filtration ? What is the role of granular media filtration in fish processing factory ?
33. Explain water pollution and control measures in food industry and describe the waste water treatment methods in fish processing establishments.
34. What are thermometers ? Explain different types of thermometers, their characteristics and application.
35. Explain : (a) Seafood export promotion and organisations involved (b) Role of co-operatives in fisheries (c) Instrumentation for measurement of a_w value, temperature, pH, freshness, gel strength, salinity and brine concentration.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Fish Processing Technology

SDC 3AQ 10—THERMAL PROCESSING OF FISHERY PRODUCTS

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. Name a spore forming organism in seafood.
2. What can be used as a heating medium in blanching.
3. *Clostridium botulinum* causes _____ diseases.
4. Expand CCP.
5. Expand GMP.
6. Expand a_w .
7. What is known as combined method technology ?
 - a) Hurdle technology.
 - b) Canning.
 - c) Irradiating.
 - d) Thermal processing.
8. Which of the following factor affects the storage stability of food ?
 - a) Type of raw material used.
 - b) Quality of raw material used.
 - c) Method/effectiveness of packaging.
 - d) All of the mentioned.
9. What is the purpose of blanching (immersing food in hot water) vegetables during canning ?
 - a) To soften products to fill better.
 - b) To denature enzymes that change colour, texture.
 - c) To reduce microbial population.
 - d) All of the above.

Turn over

10. In canning methods, what are the two safe ways in processing the food ?
- a) Boiling water bath method and pressure canner method.
 - b) Boiling water bath and sun dry.
 - c) Pressure canner method and vacuuming.
 - d) Boiling water bath and vacuuming.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

*Answer any **eight** questions.*

Each question carries 2 marks.

- 11. What is Radurization ?
- 12. What are the significance of hurdle technology ?
- 13. What is the principle of canning ?
- 14. What is aseptic canning ?
- 15. What is absolute sterility ?
- 16. Methods of blanching ?
- 17. What are the containers for thermally treated products ?
- 18. Micro-organisms in retorted foods.
- 19. What is retort pouching ?
- 20. What UHT ?
- 21. What are the symptoms of botulism ?
- 22. What is hurdle technology ?

(8 × 2 = 16 marks)

Section C (Short Essays)

*Answer any **six** questions.*

Each question carries 4 marks.

- 23. Microbial spoilage of canned products.
- 24. Micro-organisms in retorted foods.
- 25. Explain the principles of hurdle technology.

26. Explain the recommended substances for reducing pH.
27. What are the effects of irradiation on protein, lipid and vitamins.
28. Explain safety and HACCP in canned fishes.
29. Explain the principle and steps in canning.
30. What is Sterility ? Explain different types of sterility.
31. Describe the heating equipments used in fish preservation.

(6 × 4 = 24 marks)

Section D (Essays)

*Answer any **two** questions.*

Each question carries 15 marks.

32. What is thermal processing ? What are the common methods applied in seafood industry ?
33. Explain the type of spoilage in canned fish.
34. What is hurdle technology ? Explain its applications in seafood sector.
35. Explain irradiation as a method of fish preservation.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Fish Processing Technology

SDC3AQ09—FREEZING TECHNOLOGY IN SEAFOOD PLANTS

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. _____ is added to fruits prior to freezing commercially to protect their quality.
 - (a) Vitamin C.
 - (b) Ascorbic acid.
 - (c) Water.
 - (d) None of the mentioned.
2. Fats in frozen fish tissue tend to become rancid quicker than fats in frozen animal tissue.
 - (a) True.
 - (b) False.
3. Pork has a higher shelf life than beef.
 - (a) True.
 - (b) False.
4. What is the ideal temperature for pathogen to flourish ?
 - (a) 10 degree.
 - (b) 37 degree.
 - (c) 55 degree.
 - (d) 90 degree.
5. How can you tell if food has enough bacteria to cause food poisoning ?
 - (a) It will smell.
 - (b) You can't, it will appear normal.
 - (c) It will have a different colour.
 - (d) IT will taste different.
6. At which temperature does water freeze ?
 - (a) 100 Degree Celsius.
 - (b) 0 Degree Celsius.
 - (c) 32 Degree Celsius.
 - (d) 212 Degree Celsius.

Turn over

7. Expand AFD.
8. MPN stands for _____.
9. Which shrimp is bigger ?
 - (a) U15.
 - (b) 21/25.
 - (c) 26/30.
 - (d) 100/200.
10. How should live calms be stored ?
 - (a) In the refrigerator water, covered by a damp cloth or seaweed
 - (b) On ice.
 - (c) In aerated salt water.

(10 × 1 = 10 marks)

Section B

Answer any **eight** questions.

Each question carries 2 marks.

11. What is IQF ?
12. What is shelf life ?
13. Freezing curve for fish.
14. What is cryoprotectant?
15. What is glazing ?
16. Expand whole, HL, PD, PUD and CPD.
17. What is freezing time ?
18. What is slow freezing ?
19. What is plate freezing ?
20. What are the chemical changes during freezing ?
21. What is freezing burn ?
22. What are the chemical changes occurring in protein due to freezing ?

(8 × 2 = 16 marks)

Section C

Answer any **six** questions.

Each question carries 4 marks.

23. What are the different freezing methods ?
24. Explain different methods of thawing frozen fish.

25. What is thawing ? What are the advantages and disadvantages of thawing ?
26. Explain quick freezing.
27. Supercooling.
28. Eutectic point.
29. Briefly explain the techniques of freezing.
30. What are the steps involved in freezing of fishery products ?
31. What is the difference between slow freezing and quick freezing ?

(6 × 4 = 24 marks)

Section D

Answer any two questions.

Each question carries 15 marks.

32. What are the post-mortem changes in fish muscle ? Explain rigor mortis.
33. What are the different types of freezers ? Explain.
34. Explain chemical changes in lipids, proteins, and nucleotides; pH, bacterial changes, sensory changes, texture, taste, odour and sensory qualities due to freezing.
35. Explain :
 - (a) Air blast freezer.
 - (b) Contact plate freezer.
 - (c) Spray and immersion freezer.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Fish Processing Technology

GEC 3GI 09—GENERAL INFORMATICS (A 12)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. Which of the following devices is considered the brain of the computer ?
 - a) Read Only Memory.
 - b) Central Processing Unit.
 - c) Random Access Memory.
 - d) Mother Board.
2. Link You can click on a web site include :
 - a) Highlighted text.
 - b) Highlighted graphics.
 - c) Buttons.
 - d) All the above.
3. The term 'band width' refers to :
 - a) How much data can be sent through a connection.
 - b) The amount of data in a multimedia file.
 - c) How fast your computer is ?
 - d) None of the above.
4. Notebook and smaller computers usually use :
 - a) Liquid crystal displays.
 - b) Electroluminescent displays.
 - c) Field emission displays.
 - d) All the above.
5. Which of the following is the first general purpose computer ?
 - a) Mark I.
 - b) ENIAC.
 - c) IBM132.
 - d) APPLE II.

Turn over

6. First personal computer was introduced by _____.
a) IBM. b) Commodore International.
c) Apple. d) None of these.
7. Memory of the computer is generally expressed in terms of 'K' where 'K' stands for :
a) 1042. b) 1024.
c) 1204. d) None of the above.
8. The function of ALU is _____.
a) To do arithmetic operation.
b) To control other parts of computer.
c) To do arithmetic and logic operation.
d) To produce output.
9. UBS means _____.
a) Universal Serial Bus. b) University Sector Bus.
c) Unique Serial Bus. d) None of these.
10. Nanotechnology is the Science of thing on the order of :
a) Inches. b) Millimeters.
c) Nanometers. d) Nano bytes.

(10 × 1 = 10 marks)

Section B

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

11. Briefly explain SSL.
12. What is shopping cart software ?
13. What is E-commerce ?
14. What is Firewall ?
15. What is Corporate Purchasing ?
16. What is ERP ?

17. What is B2B E-Commerce ?
18. What is EFT ?
19. What is Micro Commerce ?
20. What are peripherals of a computer ?
21. What is mobile computing ?
22. What is digital certificate ?

(8 × 2 = 16 marks)

Section C

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

23. Explain the elements of a Web Site.
24. Describe the techniques for promoting E-Commerce.
25. What are the benefits of Networking ?
26. Explain Peer to Peer Payment.
27. Explain the ASCII.
28. Describe the features of an ideal privacy policy.
29. Describe the positives of mobile commerce.
30. What is Topology ? Explain it in detail.
31. Explain the role of I.T. in National Integration.

(6 × 4 = 24 marks)

Section D

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

32. Explain the various card processing system.
33. Explain the Computer localization with special reference to using local languages India.
34. Explain the various Input and Output devices of Computers.
35. What is web development ? Explain the measure for the promotion of websites.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Fish Processing Technology

GEC 33EFI 03—ENTREPRENEURSHIP IN FOOD INDUSTRIES

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. According to the governing bodies of common laws, the life of trade secret is :
 - a) 12 years.
 - b) 17 years.
 - c) 20 years.
 - d) As long as it remains confidential.
2. Having more than 50% ownership position that provides the entrepreneur with managerial control is called :
 - a) Joint venture.
 - b) Majority interest.
 - c) Horizontal merger.
 - d) Diversified activity merger.
3. How would you define an entrepreneur ?
 - a) An owner-manager.
 - b) Somebody who makes money by improving productivity.
 - c) Somebody who creates or exploits change through innovation.
 - d) Somebody who makes money through new inventions.
4. Which of the following shows the process of creating something new ?
 - a) Business model.
 - b) Modelling.
 - c) Innovation.
 - d) Creative flexibility.
5. Entrepreneurial behaviour typically requires all of the following EXCEPT :
 - a) Invention of something new.
 - b) Willingness to take risks.
 - c) Drive.
 - d) Creativity.

Turn over

6. What is the most common reason given for why people choose to become entrepreneurs ?
- a) To make a lot of money.
 - b) To escape the long hours associated with corporate jobs.
 - c) To be their own boss.
 - d) To be able to retire early.
7. What is a fixed cost ?
- a) Cost that go up and down.
 - b) Cost that remain the same.
 - c) Measure the disadvantages of production.
 - d) Measure advantages of production.
8. Gazelles are the firms with :
- a) High growth rate.
 - b) Moderate growth rate.
 - c) Zero growth rate.
 - d) Low growth rate.
9. Venture capital is concerned with :
- a) New project having potential for higher profit.
 - b) New project of high technology.
 - c) New project having high risk.
 - d) All the above.
10. The activity which occurs when the new venture is started is called :
- a) Motivation.
 - b) Business skills.
 - c) Departure point.
 - d) Goal orientation.

(10 × 1 = 10 marks)

Section B

Answer any eight questions.

Each question carries 2 marks.

11. Define Entrepreneurship. Differentiate between Entrepreneur and Manager.
12. Write on the function and characteristics of entrepreneur.

13. How is a Project report is useful for an Entrepreneur ?
14. What is Accounting ? What are its objectives ?
15. Write explanatory note on (1) PERT ; and (2) CPM.
16. Explain the concept of Total quality management ? Describe its elements.
17. What is ISO : 9000 series ? What is the benefit of its in industrial enterprise ?
18. Define Marketing Mix ? What are its elements ?
19. Explain the term strike and lockout.
20. Explain with examples current ratio and quick ratio.
21. Define Central Sales Tax, Excise Duty and PAN ?
22. What is Industrial Dispute Act, 1947 ? Explain.

(8 × 2 = 16 marks)

Section C

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

23. Describe mobilization of resource.
24. Define the concept and nature of project.
25. What is project life cycle and demand analysis ?
26. What is project appraisal ? Describe the aspects of project appraisal.
27. Differentiate between small scale industries and large scale industries.
28. Briefly explain the contents of project report.
29. Define Trial Balance, Profit and Loss account and balance sheet.
30. What is ratio analysis ? Why ratio analysis is important for a business enterprise ?
31. What are cash flow statement and fund flow statement ?

(6 × 4 = 24 marks)

Turn over

Section D

*Answer any **two** questions.*

Each question carries 15 marks.

32. Explain :

- (a) Project Formulation.
- (b) Feasibility analysis.
- (c) Intellectual Property rights.

33. Role of entrepreneurs in food industry.

34. What is Business planning ? Explain its elements, significance and purpose.

35. Explain product pricing and pricing strategies for profit generation.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Fashion Technology

SDC 3FT 11—FASHION MERCHANDISING MARKETING AND MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Section A

I. Answer *all* the questions. Each question carries 1 mark :

- 1 Retailer is a person who sells the goods in a _____.
(a) Large quantities. (b) Small quantities.
(c) Both (a) and (b). (d) None of the above.
- 2 Who is the last link in the chain connecting the producer and consumer ?
(a) Wholesaler. (b) Retailer.
(c) Agent. (d) Store keeper.
- 3 The concept of marketing mix was developed by :
(a) N. H. Boden. (b) Philip Kotler.
(c) Stanton. (d) W. Anderson.
- 4 The process of determining what to charge for the product or the service is :
(a) Price. (b) Pricing.
(c) Promotion. (d) Product.
- 5 Advertising is a _____.
(a) Short term. (b) Long term.
(c) Middle term. (d) None of the above.

Turn over

6. The person who is in charge of the entire presentation of the show :
- (a) Fitting. (b) Pivots.
(c) Created audience. (d) Fashion show co-ordinator.
7. _____ is that can be seen by the customer inside and outside the store.
- (a) Display. (b) Store layout.
(c) Store exterior. (d) Visual Merchandising.
- 8 Which is the first step in advertising process ?
- (a) Select the medium. (b) Create the ad.
(c) Identify your purpose. (d) Target your audience.
- 9 _____ is the mean of gratification.
- (a) Satisfaction. (b) Loyalty.
(c) Response. (d) None of the above.
- 10 _____ is evaluated based on what is received against what was expected.
- (a) Loyalty. (b) Satisfaction.
(c) Response. (d) Relation.

(10 × 1 = 10 marks)

II. Answer any *eight* of the following. Each question carries 2 marks :

- 11 Define customer relationship management.
- 12 What is buying behavior ?
- 13 What is sales promotion ?
- 14 What is product ?
- 15 What is Retail Management ?
- 16 Define Service Quality.

- 17 What is retail ?
- 18 List the different types of retail operations.
- 19 What is merchandise ?
- 20 Differentiate loyalty and response.
- 21 Define personal selling.
- 22 What are the 6 factors which is essential in apparel merchandising ?

(8 × 2 = 16 marks)

III. Answer any *six* of the following. Each question carries 4 marks :

- 23 Describe trade fair participation.
- 24 Explain the types of advertising.
- 25 What is the difference between digital marketing and internet marketing ?
- 26 How to increase customer satisfaction in 3 steps ?
- 27 Explain the functions performed by apparel merchandiser in apparel industry.
- 28 Write about Market Research.
- 29 Explain visual merchandising and its purpose.
- 30 Differentiate market survey and research.
- 31 Explain *two* types of Merchandising.

(6 × 4 = 24 marks)

IV. Answer any *two* of the following. Each question carries 15 marks :

- 32 Describe the merchandising correspondence orders and handling of orders.
- 33 Explain the difference between fashion and advertising.
- 34 Define Marketing. Explain the 4 ps of marketing.
- 35 Explain retail management and different types of retail operations.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Fashion Technology

SDC 3FT 10—HISTORIC COSTUMES

Time : Three Hours

Maximum : 80 Marks

Section A

I. Answer *all* the questions. Each question carries 1 mark :

1 Fur coats, expensive jewellery and expensive clothes are called as _____.

- | | |
|----------------|--------------------|
| (a) Insignias. | (b) Status symbol. |
| (c) Uniforms. | (d) Style. |

2 Slab like gems were known as :

- | | |
|---------------|--------------|
| (a) Ekavalli. | (b) Karnika. |
| (c) Palaka. | (d) Hara. |

3 The hip belt use to tie the lower garment is called _____.

- | | |
|--------------|----------------|
| (a) Mekhala. | (b) Pravara |
| (c) Upavita. | (d) Paridhana. |

4 The veil word "textile" in Latin means :

- | | |
|-------------------|---------------|
| (a) To weave. | (b) To style. |
| (c) To fabricate. | (d) To spin. |

5 Which period in Indian history saw the increased in the drapes being replaced by stitched garments ?

- | | |
|---------------------|-------------------------|
| (a) Mauryan period. | (b) Gupta period. |
| (c) Kushan period. | (d) Satavahanas period. |

Turn over

- 6 What is Ratnavalli ?
- (a) Ring. (b) Jeweled net.
(c) Decorative hair pin. (d) Bracelet.
- 7 Laticlavus worn by ——— as an emblem of office.
- (a) Young men. (b) Magistrates.
(c) Adults. (d) Senators.
- 8 Toga is differentiated by :
- (a) Colour. (b) Texture.
(c) Pattern. (d) Design.
- 9 What is innaphi ?
- (a) Shawl. (b) Skirt.
(c) Kurta. (d) Top.
- 10 Name the turban used by men in Rajasthan :
- (a) Safa. (b) Kanchli.
(c) Ghagra. (d) Lugade

(10 × 1 = 10 marks)

Section B

II. Answer any *eight* of the following. Each question carries 2 marks :

- 11 How does clothing of Eskimo help them from cold weather ?
- 12 Describe the dyes and fabrics used in Indus Valley Civilization.
- 13 "Clothing was related to social and economic status of the people during early India". Explain.
- 14 Describe karnika and its types.
- 15 What is ikat ?
- 16 Describe the kind of sari used by Andhra Pradesh.
- 17 What is kalasiris ?
- 18 What is a dhoti ?

- 19 Describe the costume of Jain monks and nuns.
- 20 Illustrate a brooch.
- 21 What is bhairnivasani ?
- 22 Write about tattooing.

(8 × 2 = 16 marks)

Section C

III. Answer any *six* of the following. Each question carries 4 marks :

- 23 Write a note on how clothing serves for safety in various fields of work.
- 24 Explain the costumes of Gujarat.
- 25 How a Vedic text describes clothing and jewellery.
- 26 Write about the accessories and costume of Egyptian men.
- 27 Write a note on types of kayabandh.
- 28 Explain the costumes of French.
- 29 Write a note on accessories used by people in Kerala.
- 30 Write about the jewellery used in Mauryan period.
- 31 Explain the development of textiles.

(6 × 4 = 24 marks)

Section D

IV. Answer any *two* of the following. Each question carries 15 marks :

- 32 Explain in detail the evolution of clothing in the Indus and Vedic period.
- 33 Explain the costumes, hairstyle and jewellery of men and women during ancient Greek.
- 34 Explain the evolution and purpose of clothing.
- 35 Explain the traditional dress of Madhya Pradesh.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Fashion Technology

GEC 3ET 07/CFD 4B 07—TEXTILE PROCESSING

Time : Three Hours

Maximum : 80 Marks

I. Answer *all* the questions :

- 1 _____ is the process of removing the hairs of fabrics or fibres.
(a) Singeing. (b) Desizing.
(c) Scouring. (d) Degumming.
- 2 _____ is the process of improve the lustre and the other properties of cotton by using strong cautic alkaline solution.
(a) Singeing. (b) Mercerization.
(c) Degumming. (d) Scouring.
- 3 _____ is applied to cellulosic materials like cotton or hemp to improve the lustre, strength and dyeability.
(a) Mercerization. (b) Singeing.
(c) Bleaching. (d) Carbonisation.
- 4 Polyester yarns are dyed with _____ dyes.
(a) Sulphur dyes. (b) Vat dyes.
(c) Disperse dyes. (d) Acid dyes.
- 5 _____ is the process of applying colour to fabric in definite patterns or designs.
(a) Textile dyeing. (b) Textile printing.
(c) Textile washing. (d) Textile pressing.
- 6 In _____ printing the warp yarns are printed before weaving.
(a) Warp printing. (b) Weft printing.
(c) Fabric printing. (d) Garment printing.
- 7 _____ refers to the process of trimming the pile on a fabric to a desired height.
(a) Shearing. (b) Glazing.
(c) Water repellent. (d) Mercerizing.

Turn over

- 8 _____ increases fabric resistance to laundering and wear.
- (a) Dyeing. (b) Fabric finishing.
(c) Printing. (d) Coating.
- 9 _____ uses volatile dye in the printed design.
- (a) Discharge printing. (b) Sublimation.
(c) Flock printing. (d) Roller printing.
- 10 _____ is also known as piece dyeing.
- (a) Space dyeing. (b) Bar dyeing.
(c) Fabric dyeing. (d) Garment dyeing.

(10 × 1 = 10 marks)

II. Answer any *eight* of the following :

- 11 What is wet processing ?
12 What is desizing ?
13 What is yarn dyeing ?
14 What is garment dyeing ?
15 What are protein fibres ?
16 What are the dyes used for synthetic fibres ?
17 What is block printing ?
18 What is duplex printing ?
19 What is ikat ?
20 What is transfer printing ?
21 What are the various steps involved in sublimation ?
22 What is moireing ?

(8 × 2 = 16 marks)

III. Answer any *six* of the following :

- 23 What do you mean by garment finishing ? Explain briefly.
24 Briefly explain functional finishes.
25 Explain any two mechanical finishes in detail.
26 What are the different types of dyeing ? Explain briefly.
27 What is degumming of silk ? Explain.
28 Explain reactive dyeing in detail.

- 29 Explain jigger dyeing in detail.
- 30 What do you mean by discharge printing ? Explain briefly.
- 31 What are the differences between block printing and digital printing ?

(6 × 4 = 24 marks)

IV. Answer any *two* of the following :

- 32 What do you mean by fabric finishing ? Explain in detail.
- 33 What are the new trends in printing ? Explain in detail.
- 34 Explain the dye types used for different fibres in detail.
- 35 What do you mean by textile wet processing, explain in detail.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Digital Film Production
DFC 3FP 12—MULTIMEDIA 3D

Time : Three Hours

Maximum : 80 Marks

I. Answer *all* the questions :

- 1 What is multimedia ?
- 2 What is stop motion ?
- 3 Define 'texture'.
- 4 Define storyboards.
- 5 Define 'timing'.
- 6 What is 'rendering' ?
- 7 Define 'staging'.
- 8 What is character design ?
- 9 What are leica reels ?
- 10 Write any four 3D animation movies.

(10 × 1 = 10 marks)

II. Answer any *eight* in two or three sentences :

- 11 Define 'exaggeration'.
- 12 What are shape tweens ?
- 13 Define 'concept'.
- 14 Define 'key frames'.
- 15 What is 'rigging' ?
- 16 Write a short note of Maya.
- 17 Define 3D animation.
- 18 What are traditional animations ?
- 19 What is 'motion capturing' ?
- 20 What is persistence of vision ?

Turn over

21 What are the different types of shaders ?

22 What are multimedia elements ?

(8 × 2 = 16 marks)

III. Answer any *six* in about 150 words :

23 Draw the different stages of walk cycle.

24 Explain the applications of animation in film industry.

25 Explain the importance of VFX in cinema.

26 What are the different stages in an animation project ?

27 What is the importance of characterization in animation ?

28 What is the significance of creativity in animation industry ?

29 'Computer has made a tremendous change in visual arts.' Comment on the statement.

30 Give a detailed note on different types of animation software.

31 Compare the major differences in acting for an animation film and a real film.

(6 × 4 = 24 marks)

IV. Answer any *two* in 600 words :

32 Elaborate the animation applications in media industry.

33 Explain the different stages of a 3D animation production.

34 Explain the fundamental principles of animation.

35 Discuss the future of animation industry.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Digital Film Production

DFC 3FP 11—MULTIMEDIA 2D

Time : Three Hours

Maximum : 80 Marks

I. Answer all the *ten* questions :

- 1 Who did the design of Indian National flag ?
- 2 Define CEL ?
- 3 Write any *four* animation movies.
- 4 Who designed the symbol of Indian rupee ?
- 5 Define squash and stretch.
- 6 Define 3D animation.
- 7 Define Texture.
- 8 Define stop motion animation.
- 9 Define voiceovers.
- 10 Define X sheets.

(10 × 1 = 10 marks)

II. Answer any *eight* in two or three sentences :

- 11 Define 2D animation.
- 12 What is “form” in drawings ?
- 13 Explain the term Animatics.
- 14 Define “In Between”.
- 15 What is 3D and 2D ?
- 16 What are Shape tweens ?
- 17 Explain Character Design.

Turn over

- 18 Explain functions of Animation.
- 19 Explain uses of a story board.
- 20 What are traditional animations ?
- 21 Explain animation as a medium of communication.
- 22 What are Puppetoons ?

(8 × 2 = 16 marks)

III. Answer any *six* in about 150 words :

- 23 What is the significance of creativity in animation industry ?
- 24 Explain the applications of animation in film industry.
- 25 Briefly explain "History of Animation."
- 26 Give a detailed note on modern and traditional animation methods.
- 27 Is there any advantage in watching animation films.
- 28 Give a detailed note on different types of Graphics software.
- 29 Draw the different positions of a falling ball to a ground.
- 30 Explain the GUI of Flash.
- 31 Elaborate the importance of audio in animation films.

(6 × 4 = 24 marks)

IV. Answer any *two* in 600 words :

- 32 Define "elements of Animations."
- 33 Explain the fundamental principles of animation.
- 34 Elaborate on the future of animation industry.
- 35 Write about the production pipeline of 2D animation.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Digital Film Production

DFC 3FP 10—INTRODUCTION TO VISUAL EDITING

Time : Three Hours

Maximum : 80 Marks

A. Answer all the *ten* questions in a word or sentence. 1 mark each :

- 1 What is eye level shot ?
- 2 What is low angle shot ?
- 3 What is linear editing ?
- 4 What is a scene ?
- 5 Expand PAL ?
- 6 What is NTSC ?
- 7 What is retake ?
- 8 What is intellectual montage ?
- 9 What is fade in ?
- 10 What is transition ?

(10 × 1 = 10 marks)

B. Answer any *eight* questions. 2 marks each :

- 11 What are the different types of montages.
- 12 Write about the history of film editing.
- 13 Write about the editing techniques of Alfred Hitchcock.
- 14 Explain continuity in set properties.
- 15 What is the use of colour correction ?
- 16 What is rule of thirds ?
- 17 What is EDL ?
- 18 Differentiate between linear and non-linear editing.

Turn over

- 19 What is the difference between rough cut and final cut ?
- 20 Explain the use of pan and tilt.
- 21 How will you edit for a news story.?
- 22 What are continuity concepts.

(8 × 2 = 16 marks)

C. Answer any *six* questions. 4 marks each :

- 23 How can you create filmic space and time ?
- 24 Write about your favourite editor.
- 25 What are the various types of effects used in editing ?
- 26 Briefly narrate the history of Indian cinema.
- 27 How can you break a 180 degree rule ?
- 28 Is it necessary to follow a shooting script ?
- 29 What is the difference between Act, Sequence, Scene and Shot.
- 30 An editor should be a good director. Comment.
- 31 Some shots get meaning when juxtaposed with another shot. Comment.

(6 × 4 = 24 marks)

D. Answer any *two* questions. 15 marks each

- 32 Write on the contributions of Sergei Eisenstein to world cinema.
- 33 Differentiate between Digital and Analogue editing.
- 34 Write on the seven rules of editing.
- 35 From Moviola to FCP × elaborate the growth of visual editing

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Digital Film Production

DFC 3FP 09—PREPRODUCTION

Time : Three Hours

Maximum : 80 Marks

I. Answer all the *ten* questions :

- 1 What is an f-stop ?
- 2 Name the father of Indian cinema.
- 3 What is BCU ?
- 4 What is Reflector ?
- 5 What is light meter ?
- 6 What is Story board ?
- 7 What is Retake ?
- 8 What is rule of thirds ?
- 9 What is a Frame ?
- 10 Who is responsible for the budget in a production ?

(10 × 1 = 10 marks)

II. Answer any *eight* in two or three sentences :

- 11 What are principles of composition ?
- 12 What is meant by camera angles ?
- 13 What is a log line ?
- 14 Elaborate on basic three point lighting.
- 15 What are the basic types of lenses ?
- 16 Explain the difference between natural and artificial lighting ?
- 17 What is defocus and shallow focus ?

Turn over

- 18 What are the uses of tripod ?
- 19 Explain continuity in set properties ?
- 20 How can you use color in communicating an idea ?
- 21 'Digital film making has affected the film making process.' Comment.
- 22 What are the steps of a screen play ?

(8 × 2 = 16 marks)

III. Answer any *six* in about 150 words :

- 23 Write about your favorite script writer.
- 24 Is any difference between master shot and establishing shot ? Explain.
- 25 What is a camera crew ? What are their duties ?
- 26 Is script a necessary thing to cinema ?
- 27 Differentiate between aerial shot and bird angle shot.
- 28 How much dialogue is important in a cinema ?
- 29 What is the use of filters in Cinematography ?
- 30 How will one find out a perfect location ?
- 31 Elaborate frame, shot, scene, sequence.

(6 × 4 = 24 marks)

IV. Answer any *two* in 600 words :

- 32 Explain types of microphones.
- 33 Photography is the capturing of single frame ; cinematography is the capturing of multiple frame. Elaborate.
- 34 Draw a story with board any five shots.
- 35 What is the role of a script writer in a movie ?

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Broadcasting and Journalism
SDC 3BJ 10—MOBILE JOURNALISM

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type Questions)

Answer all questions.

Each question carries 1 mark.

1. LTE is an ITU - approved — mobile broadband technology.
 - a) 5G.
 - b) 4G.
 - c) 3G.
 - d) 6G.
2. The space between the top of a subject's head and the top of the video frame is known as _____.
3. Which of the following was the first ever portable mobile phone in the world ?
 - a) Motorola Micro TAC.
 - b) Motorola Dyna TAC 8000X.
 - c) Motorola 9800X.
 - d) Motorola StarTAC.
4. _____ is a radio network distributed over land areas called cells.
5. _____ is the act of composing and sending electronic messages, typically consisting of alphabetic and numeric characters, between two or more users of mobile devices, over a cellular network.
 - a) Tethering.
 - b) Multimedia Messaging.
 - c) Text Messaging.
 - d) Electronic Mail.
6. _____ is a computer program or software application designed to run on a mobile device such as a phone or tablet.
 - a) Mobile application.
 - b) Mobile app.
 - c) App.
 - d) All of the above.
7. The numerical ratio of picture width to height is known as _____.
8. _____ is the process of gathering and delivering news using a smartphone or tablet.

Turn over

9. Which of the following is a mobile application used for Video Recording :
- a) FiLMic Pro.
 - b) Open Camera.
 - c) Mavis.
 - d) All of the above.
10. Hyper lapse is a time-lapse app from _____.
- a) Instagram.
 - b) Facebook.
 - c) Twitter.
 - d) Skype.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

- 11. Instagram.
- 12. Luma Fusion.
- 13. Snapchat.
- 14. W.M.D.
- 15. Radio Based Cell Phones.
- 16. Backpack Journalism.
- 17. Satphone.
- 18. MeerCAT.
- 19. CDMA.
- 20. Square Video.
- 21. Voice Over Internet Protocol.
- 22. Vlogging.

(8 × 2 = 16 marks)

Section C (Short Essays)

Answer any six questions.

Each question carries 4 marks.

- 23. Explain HDR setting in a mobile camera.
- 24. Write a short note on 5G.
- 25. Write a note on the Messaging services offered by mobile phones.
- 26. What is mobile network ? Explain its advantages.
- 27. Write a short note on various Photography and Photo Editing apps for mobile phones.
- 28. What are the basic skills required to be a Mojo ?
- 29. Managing the limitations of shooting and working using mobile phone is most important in Mojo. Elaborate.

30. In mobile journalism, frame-rate doesn't matter if your-story is going online or on social media, but if it's going on TV, you need to take it into consideration. Elaborate.
31. Poor quality audio can ruin a video story. Discuss various tips for recording better audio using your mobile phone.

(6 × 4 = 24 marks)

Section D (Essays)

Answer any two questions.

Each question carries 15 marks.

32. List out various mobile applications used for Mojo production with their features.
33. "Mobile journalism is an emerging form of new media storytelling where reporters use portable electronic devices with network connectivity to gather, edit and distribute news from his or her community". Elaborate.
34. Explain the process of producing a mojo story from Planning to Publishing in detail.
35. Critically evaluate how mobile phones are changing Journalism practice in the 21st Century.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Broadcasting and Journalism

SDC 3BJ 09—VIDEO RECORDING, EDITING AND VISUAL DESIGN

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type Questions)

Answer all questions.

1 mark each.

1. Fill in the blanks :

Red,, Blue.

2. Fill in the pair according to the previous relation :

Vertical : Tilt

Horizontal :

3. Dolly in is :

- (a) Camera unit moving towards the subject.
- (b) Camera unit moving away from the subject.
- (c) Camera unit moving parallel to the subject.
- (d) None of the above.

4. Combination of shots form :

- | | |
|-----------------|------------------------|
| (a) Scene. | (b) Sequence. |
| (c) Storyboard. | (d) None of the above. |

5. The dimension of full HD video is :

- | | |
|------------------|------------------|
| (a) 1800 × 1900. | (b) 1920 × 1800. |
| (c) 1920 × 1080. | (d) 1980 × 1020. |

6. As per the rule of third, a subject facing upwards will be positioned at _____ of the frame.

Turn over

7. Fill lights are used to :
- (a) Adjust exposure.
 - (b) Fill the set with required lighting.
 - (c) Remove shadows.
 - (d) Highlight the edges.
8. Microphones are attached with Professional Video camera using :
- (a) Phone Cables.
 - (b) 3.5 Audio Jack.
 - (c) XLR Cables.
 - (d) None of the above.
9. White balance is :
- (a) The light adjustment in the camera.
 - (b) The colour adjustment in the camera.
 - (c) The Focus adjustment in the camera.
 - (d) The depth adjustment in the camera.
10. Blimp is used to :
- (a) Reduce audio noise.
 - (b) Reduce video noise.
 - (c) Record voice.
 - (d) Record ambience.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

*Answer all **eight** questions.*

2 marks each.

- 11. Aerial Shot.
- 12. Rule of Thirds.
- 13. Colour and Depth.
- 14. MP4.
- 15. RF Microphone.
- 16. Multi camera production.

17. Avid Media Composer.
18. Denoiser.
19. Motion Parameters.
20. Exporting.
21. Graphics Card.
22. Slider.

(8 × 2 = 16 marks)

Section C (Short Essays)

Answer any six questions.

4 marks each.

23. Define Visual Language and its importance in media.
24. Explain different camera shots.
25. Explain the process of video recording in a digital video camera.
26. Write a note on cut-in and cut -away.
27. Differentiate between Dimension and Resolution of a video.
28. Write a note on three-point lighting with diagrammatic representation.
29. What is 180 Degree Rule ? Why it is important in video production? Explain with diagrammatic representation.
30. What is meant by masking ? What are the purposes of masking ?
31. Compare between continuity and complexity editing.

(6 × 4 = 24 marks)

Section D (Essays)

Answer any two questions.

15 marks each.

32. Explain different parts of a video camera with a diagrammatic representation.
33. "A creative cinematographer can construct meaning using shots, angles and movements". Discuss the statement with explaining different camera shots, angles and movements.

Turn over

34. Write an essay on different types of lighting techniques used for video production. How do they differ each other.
35. Introduce the editing software Adobe Premier Pro and Final Cut Pro. Explain the features of both and compare the differences, advantages and disadvantages of both.

(2 × 15 = 30 marks)

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**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Broadcasting and Journalism

GEC 3ML 09—MEDIA LAWS AND ETHICS

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type Questions)

Answer all questions.

Each question carries 1 mark.

1. Which Article of the Indian Constitution ensures freedom of speech and expression ?
 - a) Article 3 (19).
 - b) Article 19 a 1.
 - c) Article 17 (2) a.
 - d) Article 19 (1) a.
2. Name the present Chairman of PCI ?
 - a) Justice Chandramauli Kumar Prasad.
 - b) Justice Markandey Katju.
 - c) Justice P.B. Sawant.
 - d) None of them.
3. The Press Council Act was enacted in the year _____.
 - a) 1965.
 - b) 1978.
 - c) 1968.
 - d) 1969.
4. Who is the ex-officio Chairman of Rajya Sabha ?
 - a) President.
 - b) RBI Governor.
 - c) Vice President.
 - d) Speaker.
5. The concept of Directive Principles of State Policy was borrowed from _____ constitution.
 - a) British.
 - b) American.
 - c) Irish.
 - d) German.

Turn over

- (10 × 1 = 10 marks)

Answer any eight questions.
Each question carries 2 marks.

11. Indian Judicial System.
12. Libel.
13. Cyber Law.
14. Trade Mark.
15. Rajya Sabha.
16. Sting Journalism.
17. Fourth Estate.
18. PIL.

19. Wage Boards.
20. Media Censorship.
21. Defamation.
22. Official Secrets Act.

(8 × 2 = 16 marks)

Section C (Short Essays)

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

23. Discuss in detail the contempt of Court Act, 1971.
24. Explain Cable TV regulation act.
25. Briefly explain various press codes suggested by PCI.
26. What do you mean by Intellectual Property Right ? Why do these rights need to be protected ?
27. Write a note on The Commercial Code of AIR and DD.
28. Explain the relevance of Indecent Representation of Women's Act.
29. Indian constitution is secular and democratic by nature. Discuss.
30. No separate provision for freedom of press has been described in the constitution. Why ?
31. Media is called fourth pillar of democracy. What is its role and importance in strengthening democracy ?

(6 × 4 = 24 marks)

Section D (Essays)

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

32. Discuss in detail the Right to Information Act and its relevance in Indian context.
33. Examine the relevance of film censorship in India. Discuss about Central Film Certification Board of India and various film certifications.
34. Critically examine the judicial system in India.
35. Discuss about various laws governing the Press in our country.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Broadcast Journalism

SDC 3BJ 12—DEVELOPMENT COMMUNICATION

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type Questions)

*Answer all questions.
Each question carries 1 mark.*

1. Which among the following is an exclusive educational channel in Kerala ?
 - a) Ekalavya.
 - b) Gyan Darshan.
 - c) CIET.
 - d) VICTERS.
2. Gate keeping is related with _____.
 - a) Intrapersonal communication.
 - b) Interpersonal communication.
 - c) Mass communication.
 - d) Group communication.
3. Which of the following is known as new media ?
 - a) Print.
 - b) Radio.
 - c) TV.
 - d) Internet.
4. Journalist P. Sainath is associated with _____.
 - a) Sports Reporting.
 - b) Media Critic.
 - c) Rural Reporting.
 - d) Urban Reporting.
5. SITE was conducted with the help of :
 - a) Britain.
 - b) USA.
 - c) Japan.
 - d) Germany.
6. Mixing various media options on one device :
 - a) Media convergence.
 - b) Media explosion.
 - c) Media implosion.
 - d) None of the above.
7. The Kheda Communications Project is a field laboratory that aimed at the development and local communication in Kheda district of _____ state.
 - a) Punjab.
 - b) Karnataka.
 - c) Madhya Pradesh.
 - d) Gujarat.

Turn over

- (10 × 1 = 10 marks)

(8 × 2 = 16 marks)

1. Define the concept of development.
2. Explain the stages in the process of development journalism.
3. Write a note on Participatory development communication.
4. What is Diffusion of Innovations Theory ?
5. Write a short note on Marxist development model.
6. Describe the stages of economic growth theory.

7. Discuss the nature and scope of development communication.
8. Write a short essay on Kheda Communication project.
9. Write a short essay on Gandhi's concept of development.

(6 × 4 = 24 marks)

Section D

Answer any two of the following.

Each question carries 15 marks.

1. Elaborate various development theories.
2. Write an essay on the role of mass media in development communication.
3. Discuss in detail about any two development communication projects in India.
4. Write an essay on participatory and development communications.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Broadcast Journalism

SDC 3BJ 10—RADIO JOURNALISM

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type Questions)

Answer all questions.

Each question carries 1 mark.

1. _____ is an accurate account of a timely event that is of public interest.
 - a) Feature.
 - b) News.
 - c) Article.
 - d) All of the above.
2. Who was the presenter of the 'Binaca Geet mala' programme of film songs on AIR ?
 - a) Amin Sayani.
 - b) CP Rajasekharan.
 - c) Piyush Pande.
 - d) RK.
3. Electronically increasing the power of a radio signal is known as _____.
 - a) Mixing.
 - b) Amplification.
 - c) Modulation.
 - d) All of the above.
4. Statement of the source of information in a news item :
 - a) Identification.
 - b) Attestation.
 - c) Attribution.
 - d) All of these.
5. Fade out one element while simultaneously introducing another is called _____.
 - a) Dissolve.
 - b) Fade out.
 - c) Fade in.
 - d) Cross fade.
6. DAT stands for :
 - a) Digital Audio Tape.
 - b) Digital Audio Transmission.
 - c) Direct Audio Tape.
 - d) Direct Audio Transmission.

Turn over

- (10 × 1 = 10 marks)**

*Answer any **eight** of the following.
2 marks each.*

- (8 × 2 = 16 marks)**

Section C

Answer any six of the following.

4 marks each.

1. What are the requisites for conducting a radio interview ?
2. Why radio is called a “blind sister of TV” ?
3. Commentators are wordsmiths. Do you agree with this ? Justify your answer.
4. What are the stages involved in the production of a radio news story ?
5. What do you mean by a radio station’s house style ?
6. Discuss the qualities required for news anchor or presenter ?
7. What are the major ingredients of a news bulletin ?
8. How important is changing pitches in radio news reading ?
9. Write a note on the characteristics of broadcast news.

(6 × 4 = 24 marks)

Section D

Answer any two of the following.

15 marks each.

1. Write an essay on the principles of radio news script editing.
2. What are the qualities of a good newscaster or news reader ?
3. Three classic points of radio news reading.
4. Discuss in detail the process of radio news editing.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION,
NOVEMBER 2019 AND 2020**

Banking Finance Service and Insurance

SDC 3BF 10—LIFE INSURANCE OPERATIONS

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.
Each question carries 1 mark.*

1. _____ risk is defined as the relative variation of actual loss from expected loss.
 - a) Subjective risk.
 - b) Pure loss.
 - c) Objective risk.
 - d) Expected risk.
2. The ratemaking function in a life insurance company is performed by _____.
 - a) Production Sales Management.
 - b) Insurance Department.
 - c) Actuarial Department.
 - d) Underwriter.
3. The general insurance corporation is holding company which has _____ subsidiary companies.
 - a) 10
 - b) 12.
 - c) 4.
 - d) 6.
4. The doctrine of subrogation is the supplementary principle of _____.
 - a) Insurance.
 - b) Surety.
 - c) Bailment.
 - d) Indemnity.
5. Which of the following is the challenge for bancassurance in India ?
 - a) Challenge in work culture.
 - b) Effective mining of the database.
 - c) Threat of cannibalization.
 - d) All of above.
6. The Life Insurance Companies Act was passed in which year ?
 - a) 1919
 - b) 1912.
 - c) 1900
 - d) 1902.
7. Which among the following banks is a subsidiary of the Life Insurance Corporation of India (LIC) ?
 - a) UCO Bank.
 - b) IDBI Bank.
 - c) Vijaya Bank.
 - d) Dena Bank.

Turn over

8. A contract of _____ means the insured must accept the entire contract, with all of its items and conditions.
- a) Conditional.
 - b) Adhesion.
 - c) Unilateral.
 - d) Personal.
9. What is the minimum cooling-off period available on all insurance policies ?
- a) 3 days.
 - b) 14 days.
 - c) 7 days.
 - d) 30 days.
10. General Insurance relates to insurance against.
- a) Fire.
 - b) Theft.
 - c) Burglary.
 - d) All of above.

(10 × 1 = 10 marks)

Part B

Answer any **eight** questions, not exceeding a paragraph of 50 words.
Each question carries 2 marks.

- 11. What is insurance ?
- 12. What is principle of loss minimization ?
- 13. Define "causapoxima" ?
- 14. What is double insurance ?
- 15. What is insurance claim ?
- 16. What is annuity ?
- 17. What is "whole life insurance" ?
- 18. What is "financial risk" ?
- 19. What is "underwriting" ?
- 20. Who is "Cfp" ?

(8 × 2 = 16 marks)

Part C

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

- 21. Explain the benefits of insurance.
- 22. What is principle of subrogation ? Explain.
- 23. Explain the factors determining insurance premium.
- 24. "Insurance is gambling". Are you agree ? Explain.

25. Write a note on different types of insurance claim.
26. Differentiate between insurance and assurance.
27. Explain different types of risks in insurance.
28. What are the benefits of Health Insurance to the society ?

(6 × 4 = 24 marks)

Part D

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

29. Explain briefly the principles of insurance.
30. Explain the contents and conditions included in Insurance Documents.
31. What is Health Insurance ? Explain its functions and importance.
32. What do you mean by bonus ? Explain different types of bonus.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019/2020

Banking Finance Service and Insurance
SDC 3BF 09—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.
Each question carries 1 mark.

1. "The concept of marketing mix was developed by _____.
(a) N. H. Borden. (b) Philip Katter.
(c) Stanton. (d) W. Anderson.
2. Marketing is a process which aims at _____.
(a) Production. (b) Promote making.
(c) Satisfaction of customer needs. (d) Selling products.
3. _____ means classification of standardized product into certain well defined classes or groups.
(a) Gradation. (b) Segmentation.
(c) Standardization. (d) Specification.
4. Launching a product in a small part of the market is called :
(a) Commercialization. (b) Competitive analysis.
(c) Competitive response. (d) Test marketing.
5. _____ is screening new-product ideas in order to spot good ideas and Drop poor ones as soon as possible.
(a) Brainstorming. (b) Concept development and testing.
(c) Idea generation. (d) Idea screening.

Turn over

6. Which is the feature of direct marketing _____.
- (a) One-to-one communication. (b) Open dialogue.
(c) Personal relationship. (d) All of the above.
7. When a company distributes its products through a channel structure that includes one or more resellers, this is known as _____.
- (a) Direct marketing. (b) Indirect marketing.
(c) Integrated marketing. (d) Multi-level marketing.
8. Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of :
- (a) Distribution. (b) Pricing.
(c) Product development. (d) Promotion.
9. Industrial marketing involves _____.
- (a) Business to business. (b) Customer to customer.
(c) Business to government. (d) Customer to business.
10. Marketing buzz means _____.
- (a) De- marketing. (b) Social marketing.
(c) Viral marketing. (d) Virtual marketing.

(10 × 1 = 10 marks)

Part B

*Answer any **eight** questions, not exceeding a **paragraph** of 50 words.
Each question carries 2 marks.*

11. Define Marketing ?
12. What is core concept of marketing ?
13. What is Brand ?
14. What is product differentiation ?
15. What is demand based pricing ?
16. What do you mean by marketing intermediary ?
17. Define channel conflict ?

18. What is sales promotion ?
19. What is Merchandising ?
20. What is M commerce ?

(8 × 2 = 16 marks)

Part C

Answer any six questions, not exceeding a page.

Each question carries 4 marks.

21. What are the factors influencing consumer behavior ?
22. What is market segmentation ? Explain.
23. What is product life cycle ? Explain various stages in Product Life Cycle.
24. What are the elements of brand equity ?
25. Explain the functions of a good marketing channel.
26. What do you mean by public relation ? State different ways.
27. Differentiate between traditional marketing concept and modern marketing concept ?
28. Write a note on marketing mix ?

(6 × 4 = 24 marks)

Part D

Answer any two questions, not exceeding four pages.

Each question carries 15 marks.

29. What are the philosophies of marketing ?
30. What is product differentiation ? State its advantages and limitations.
31. What do you mean by direct marketing ? Explain different methods of direct marketing.
32. Write a note on different types of e-commerce ?

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Banking Finance Service and Insurance

GEC 3BS 08—BANKING SERVICE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.
Each question carries 1 mark.*

1. The Banking Regulation Act it came into force on _____.
 - a) 1950.
 - b) 1958.
 - c) 1981.
 - d) 1949.
2. Expand NEFT :
 - a) Neutral Electronic Fund Transfer.
 - b) Neutral Electronic Fund Transfer.
 - c) National Electronic Fund Transfer.
 - d) Neutral Electronic Fund Transfer.
3. The lead Bank scheme was suggested by _____.
 - a) Nariman committee.
 - b) Narasimhan committee.
 - c) Kapoor committee.
 - d) None of these.
4. RTGS stands for _____.
 - a) Regression Time of General Settlement.
 - b) Real Time Gross Settlement.
 - c) Rare Time Gross Settlement.
 - d) None of these.
5. A banker's lien is _____.
 - a) General lien.
 - b) Particular lien.
 - c) Negative lien.
 - d) None of these.
6. A charge where there is neither the transfer of ownership nor the possession is called _____.
 - a) Mortgage.
 - b) Lien.
 - c) Pledge.
 - d) Hypothecation.

Turn over

7. The primary relationship between banker and customer is _____.
a) Debtor creditor relationship. b) Trustee beneficiary relationship.
c) Agent principle relationship. d) Bailor bailee relationship.
8. MICR technology used for clearance of cheques by banks refers to :
a) Magnetic Ink Cross Recognition.
b) Magnetic Ink Company Recognition.
c) Magnetic Ink Character Recognition.
d) Magnetic Ink Community Recognition.
9. No frills account system was introduced by RBI in annual policy statement of _____.
a) 2005. b) 2006.
c) 2008. d) 2009.
10. The right of set-off customers account can be exercised only by a :
a) Creditors. b) Debtors.
c) Banker. d) Customer.

(10 × 1 = 10 marks)

Part B

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

11. Define banking.
12. What is meant by NPA ?
13. What do you mean by plastic money ?
14. What is venture capital ?
15. What is CRR ?
16. What is cash credit ?
17. What do you mean by garnishee order ?
18. What are No frills savings account ?
19. What do you mean by NRI account ?
20. What do you mean by special type of customers ? Give example.

(8 × 2 = 16 marks)

Part C

Answer any six questions.

Each question carries 4 marks.

21. Give a brief account of asset classification of a bank.
22. What are the important merits of lead Bank scheme ?
23. Explain the various modes of venture capital financing.
24. What are the general principles offending ?
25. What are the different types of loans ?
26. Distinguish between particular and general lien of a banker.
27. Explain the procedure for opening a current account.
28. Distinguish between current account and savings account.

(6 × 4 = 24 marks)

Part D

Answer any two questions.

Each question carries 15 marks.

29. What are the various services covered under e-banking ?
30. What are the different forms of advances offered by the commercial banks ?
31. Define a banker explain the various types of relationship that exists between a banker and a customer.
32. Explain the powers of reserve Bank of India over the banking institutions in India.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Agriculture

SDC 3AG 11—PROTECTED CULTIVATION OF HORTICULTURAL CROPS

Time : Three Hours

Maximum : 80 Marks

*One mark questions.
Attempt all questions.*

1. Define Greenhouse effect.
2. Name the type of greenhouse which is constructed on hilly terrain.
3. Define head house.
4. Name any two types of benches in greenhouse.
5. Convection tube cooling is an active winter cooling system (T/F).
6. Pad in the fan and pad cooling system is made up of _____.
7. What are Plug trays ?
8. Give any two examples for compostable alternative containers.
9. Define gravel culture.
10. Name any two forms of inorganic fertilizers used in greenhouses.

(10 × 1 = 10 marks)

*Short Answer Questions.
Answer any **eight** questions.
2 marks each.*

11. Draw a rough diagram of : a) Gutter connect even span ; b) Gutter connect barrel vault.
12. Discuss about fumigation in greenhouses.
13. What are the advantages of using computers as control systems in greenhouses ?
14. Briefly explain packaging.
15. Explain the Rules of watering in greenhouses.
16. Enlist the four types of free standing greenhouses.
17. What are Shading nets ?
18. What do you mean by Boom watering ?

Turn over

19. Write about Ridge and furrow type greenhouse.
20. Write about Fertigation in greenhouses
21. Explain Drip irrigation in greenhouses.
22. What are the advantages of containers in greenhouse production ?

(8 × 2 = 16 marks)

Short Essay Questions.
Answer any six questions.
4 marks each.

23. Classification of greenhouse based on utility.
24. Discuss the structural parts of a greenhouse.
25. Briefly explain types of alternative containers.
26. Greenhouse ventilation.
27. Active summer cooling systems.
28. Briefly explain special horticultural practices in greenhouse production.
29. Briefly describe the post - harvest handling practices in cut flowers.
30. Briefly describe the fan and pad system in greenhouse.
31. Media preparation and fumigation.

(6 × 4 = 24 marks)

Essay Questions.
Answer any two questions.
15 marks each.

32. Write short notes on : a) Planning of green house facility ; b) Site selection and Orientation ; c) Structural design ; d) Covering materials.
33. Write a brief essay on the classification of green house.
34. Write a brief essay on : a) Design criteria for construction of greenhouses ; b) Construction of glass greenhouses ; c) Construction of pipe framed greenhouses, material requirement ; d) Procedure of erection of greenhouses.
35. Write a brief essay on : a) Design criteria for construction of greenhouses ; b) Construction of glass greenhouses ; c) Construction of pipe framed greenhouses, material requirement ; d) Procedure of erection of greenhouses.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Agriculture

SDC 3AG 10—INTEGRATED PEST MANAGEMENT IN CROPS

Time : Three Hours

Maximum : 80 Marks

1 mark questions. (Attempt *all* questions) :

1. Red palm weevil is a pest of _____ crop.
2. _____ is a pest of cardamom.
3. V shaped cut of leaf in coconut is a symptom caused by _____.
4. Pollu beetle is a major pest of _____.
5. The virus partide of NPV are occluded in the protein body called _____.
6. _____ is a method of controlling pest by using other organisms.
7. In _____ trap, synthetic sex pheromones are placed in traps to attract male insect.
8. Presence of sinigrin in plant control _____ (pest name).
9. The paired appendages used for sensing in Arthropoda are _____.
10. _____ provide support and protection to the insect body.

(10 × 1 = 10 marks)

Short answer questions (2 marks each, Answer any *eight*) :

11. List out four major pests of brinjal.
12. Write about azadiractin.
13. What is phyto sanitary certificate ?
14. Define Entomopathogenic fungi.
15. What is parasitoid ?
16. What is mercury vapour lamp light trap ?
17. List out the advantages and disadvantages of cultural method of pest control.
18. Define tolerance.

Turn over

19. Draw labelled diagram of insect body and it's parts.
20. What is plant protection ?
21. What is antixenosis ?
22. Write about quarantine acts of India.

(8 × 2 = 16 marks)

Short essay questions (4 marks each, Answer any *six*) :

23. Discuss how mass multiplication of green muscardine fungus is done.
24. Commend on different plant protection equipments.
25. Write note on synthetic insecticide.
26. What do you mean by host plant Resistance ?
27. Describe management practices of major pest of cashew.
28. Write elaborate note on Entomopathogenic bacteria.
29. Example for biological control of major crop pests.
30. Types of light trap and it's mechanism.
31. Write note on Chemical control of pest-importance, hazards and limitations.

(6 × 4 = 24 marks)

Essay (15 marks each, Answer any *two*) :

32. Write elaborate note on insecticides and it's classification.
33. Discuss how mass multiplication of entomopathogenic nematode is done.
34. Write detailed note on distribution, host range, symptom of damage and management practices of major pest of rice.
35. Write detailed note on host plant resistance, it's mechanism and compatibility with other pest management practices. List out merits and demerits.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Agriculture

GEC 3TC 09—PLANT TISSUE CULTURE AND BIOTECHNOLOGY

Time : Three Hours

Maximum : 80 Marks

Part I

*Attempt all the questions.
Each carries 1 mark.*

Say True or False :

1. Marine biotechnology is also known as blue biotechnology.
2. White's medium was formulated for shoot culture.
3. Sugar is supplied to medium as an energy source.
4. If the concentration of auxin is regulated to cytokinin, callus development occurs.
5. Zeatin is a naturally occurring cytokin in

Expand the following :

6. NAA.
7. 2, 4, 5-T.
8. PCR.
9. BAP.
10. IBA.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

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

11. Multiple cloning site.
12. Insertional inactivation.
13. Growth curve.
14. Protocol for anther collection in anther culture.
15. Embryo rescue.
16. Marine biotechnology.
17. Characteristics of plant tissue culture techniques.
18. Write a short note on seed culture.

19. Expression vectors.
20. Sterilization techniques.
21. Write a brief note on stages in Micropropagation.
22. Enlist the steps involved in genetic engineering.

(8 × 2 = 16 marks)

Part III (Short Essay Questions)

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

23. Write down the applications of biotechnology in medicine with example.
24. Lambda Phage Vector.
25. Differentiate gene library and gene bank.
26. Cell suspension culture.
27. Somatic hybridization.
28. pBR 322.
29. Briefly describe : a) Totipotency ; b) Differentiation ; c) Callus ; d) Explant.
30. Discuss on : a) Gibberellins in plant tissue culture ; b) Ethylenes in plant tissue culture.
31. Discuss advantages and disadvantages of : a) solidified medium ; b) Liquid medium.

(6 × 4 = 24 marks)

Part IV (Essays)

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

32. Write an essay on plant tissue culture media.
33. Gene transfer method in plants.
34. Describe : a) Nucleases ; b) Ligases ; c) Polymerases ; d) DNA modifying enzymes.
35. Briefly explain : a) Protoplast culture ; b) Anther culture ; c) Embryogenesis ; d) Shoot tip culture ; and e) Endosperm culture.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Agriculture

GEC 3NS 08—BASIC NUMERICAL SKILLS

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.
Each question carries 1 mark.*

I. Choose the correct answer :

- 1 The sum of the first 13 terms of an AP is 21 and the sum of first 21 terms is 13. Find the sum of the first 34 terms :

- (a) 34. (b) 13.
(c) 24. (d) - 34.

2

$$\text{If } A = \begin{bmatrix} 2 & 3 & 5 \\ 5 & 4 & 2 \\ 2 & 5 & 9 \end{bmatrix} \text{ B} = \begin{bmatrix} 5 & -9 & 6 \\ 2 & 3 & -5 \\ 4 & -9 & 7 \end{bmatrix}.$$

Find $A - B$.

(a) $\begin{bmatrix} 2 & 3 & 5 \\ 5 & 4 & 2 \\ 2 & 5 & 9 \end{bmatrix}$. (b) $\begin{bmatrix} 5 & -9 & 6 \\ 2 & 3 & -5 \\ 4 & -9 & 7 \end{bmatrix}$.

(c) $\begin{bmatrix} -3 & 12 & -1 \\ 3 & 1 & 7 \\ -2 & 14 & 2 \end{bmatrix}$. (d) $\begin{bmatrix} 3 & -12 & 1 \\ -3 & -1 & -7 \\ 2 & -14 & -2 \end{bmatrix}$.

- 3 If $A = \{1, 3, 5, 7, 9, 11, 13, 15\}$, $B = \{5, 9, 13, 17, 21\}$ and $C = \{1, 3, 9, 13, 17, 21\}$ $A - B =$

- (a) $\{5, 9, 13\}$. (b) $\{1, 3, 7, 11, 15\}$.
(c) $\{5, 9, 17, 21\}$. (d) $\{13, 17, 21\}$.

Turn over

- 4 Mode of the figures 23, 35, 28, 42, 62, 53, 35, 28, 42, 35, 23, 42, 35 is :
 (a) 53. (b) 28.
 (c) 50. (d) 35.
- 5 Data which are collected by the investigator himself for the first time for a specific purpose and they are original in character is termed as :
 (a) Primary data. (b) Secondary data.
 (c) Tertiary data. (d) Secret data.

II. Fill in the blanks :

- 6 If $ax^2 + bx + 8 = 0$ does not have 2 distinct real roots, the minimum value of $2a + b =$ _____.
- 7 Eighteenth term of the AP 14, 28, 42... is _____.
- 8 If $A = \{1, 3, 5, 7, 9\}$ and $B = \{2, 4, 6, 8, 10\}$, $A \cap B =$ _____.
- 9 If $A = \begin{bmatrix} 1 & 3 \\ 2 & 4 \end{bmatrix}$ its determinant $|A| =$ _____.
- 10 In _____ frequency distribution, the exact measurement of various items are shown.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

- 11 What is secondary data ?
- 12 What is histogram?
- 13 Find mode : 15, 12, 20, 18, 16, 25, 30, 40, 35, 20.
- 14 Find the range and the coefficient of range for the following values :
 25, 32, 85, 32, 42, 10, 20, 18, 28.
- 15 For the following values find standard deviation, variance and coefficient of standard deviation :
 5, 8, 7, 11, 9, 10, 8, 2, 4, 6.

16 Compute price index for the following :

Commodity	Price in 2005	Price in 2008
A	20	25
B	30	30
C	10	15
D	25	35
E	40	45
F	50	55

17 Give 3 yearly moving average for the following series :

Year	: 1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Values	: 17.2	17.3	17.7	18.9	19.2	19.3	18.1	20.2	25.3	24.6	23.2	24.3	26.3	27.3

18 Represent the following using Venn diagram

$$A \cup B'$$

19 Find the sum of the series $2 + 7 + 12 + 17 + \dots + 152$.

20 Solve $8x^2 - 10x + 3 = 0$ by quadratic formula.

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

21 Write short note on Ogive curves.

22 What are the essential properties of a good average ?

23 Determine Geometric Mean for the following distribution :

x	135	231	352	430
f	2	3	4	3

24 For the following data calculate standard deviation :

Marks	:	2	4	6	8	10
Number of students		8	10	16	9	7

Turn over

- 25 Construct an index number of business activity in India from the following data :

<i>Items</i>		<i>Weight</i>	<i>Index</i>
Industrial production	...	36	250
Mineral production		7	135
Internal trade	...	24	200
Financial activity	...	20	135
Exports and imports		7	325
Shipping activity		6	300

- 26 If the third term and 8th term in a GP are $\frac{1}{2}$ and $\frac{1}{64}$ respectively, find the 10th term and the sequence.
- 27 For the following values find standard deviation, variance and coefficient of standard deviation :
5, 8, 7, 11, 9, 10, 8, 2, 4, 6.
- 28 Why is arithmetic mean considered to be the best average ?

(6 × 4 = 24 marks)

Part D (Essay Questions)

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

- 29 From the following table of marks obtained by two students A and B in 10 sets of 100 marks each, find out who is more intelligent and who is more consistent

A	:	25	50	45	30	70	42	36	48	34	60
B	:	10	70	50	20	95	55	42	60	48	80

- 30 Using the data given below calculate Fisher's Ideal index number :

<i>Commodities</i>	2005		2008	
	<i>Price</i>	<i>Quantity</i>	<i>Price</i>	<i>Quantity</i>
A	10	4	12	5
B	8	3	10	4
C	5	8	5	7
D	12	2	12	3
E	6	9	7	8

- 31 Briefly explain various methods of collecting primary data.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Accounting and Taxation

SDC 3AT 11—MANAGEMENT ACCOUNTING, BUDGETING AND FORECASTING

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Management accounting is an extension of _____.
(a) Financial accounting. (b) Cost accounting.
(c) Responsibility accounting. (d) All of these.
2. _____ is the technique of management accounting.
(a) Marginal costing. (b) Fund flow statement.
(c) Budgetary control. (d) All the above.
3. When financial statements for a number of years are reviewed and analysed, the analysis is known as _____.
(a) Vertical analysis. (b) Horizontal analysis.
(c) External analysis. (d) Internal analysis.
4. Interpretation requires analysis and _____.
(a) Comparison. (b) Determination.
(c) Decision Making. (d) Conclusion.
5. Liquidity ratio measure _____ Solvency of a firm.
(a) Short term. (b) Long term.
(c) Both (a) and (b). (d) None of these.

Turn over

6. Operating ratio establishes relationship between _____ and _____.
- (a) Cost of goods sold and operating profit.
 - (b) Cost of sales and net profit.
 - (c) Cost of production and average inventory.
 - (d) Operating cost and net sales.
7. _____ account is prepared to know fund from operation.
- (a) P and L Adjustment.
 - (b) P and L A/C.
 - (c) P and L Appropriation.
 - (d) All of these.
8. Payment of income tax comes under _____ Activity.
- (a) Investing.
 - (b) Financing.
 - (c) Operating.
 - (d) All of these.
9. Contribution is the difference between sales and _____.
- (a) Fixed cost.
 - (b) Variable cost.
 - (c) Standard cost.
 - (d) None of these.
10. Margin of safety is the difference between _____ and break even sales.
- (a) Actual sales.
 - (b) Break even point.
 - (c) Contribution.
 - (d) P/V Ratio.

(10 × 1 = 10 marks)

Part B

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

- 11. State the objectives of Management Accounting.
- 12. What is financial accounting ?
- 13. What is horizontal analysis ?
- 14. What is analysis of comparative balance sheet ?
- 15. What is meant by 'Accounting Ratios' ?
- 16. What do Profitability Ratios indicate ?

17. State any *two* objectives of cash flow statement.
18. Give any *two* transaction which result in inflow of cash.
19. What is break-even point ?
20. Distinguish marginal costing from absorption costing.

(8 × 2 = 16 marks)

Part C

Answer any six questions, in a page of 50 words.

Each question carries 4 marks.

21. "Management Accounting is the best tool for the management to achieve higher profits". Discuss.
22. What are the limitations of Management Accounting ?
23. Calculate the trend percentage from the following figures of Vyshna enterprise taking 2012 as the base and interpret them :

Year	Sales	Stock	Profit before tax
2012	1881	709	321
2013	2340	781	435
2014	2655	816	458
2015	3021	944	527
2016	3768	1154	672

24. A company has a current ratio of 4 : 1 and Quick ratio is 2.5 : 1. Assuming that the inventories are Rs. 22,500, find out total current assets and current liabilities.
25. A Company made credit sales of Rs 7,20,000 during the year. If the collection period is 50 days and the year is assumed to be of 360 days :

Calculate :

- (a) Average Debtors ;
- (b) Debtors Turnover ratio.
- (c) Opening and Closing.

Debtors if the closing Debtors are Rs. 10,000 more than the opening Debtors.

26. What is fund flow analysis ? What are its managerial uses ?

Turn over

27. What are the characteristics and assumptions of marginal costing ?
28. Pepsi Company produces a single article. Following cost data is given about its product :—
Selling price per unit Rs. 40, Marginal cost per unit Rs. 24, Fixed cost per annum Rs. 16,000.

Calculate :

- (a) P/V ratio ;
- (b) Break-even sales ;
- (c) Sales to earn a profit of Rs. 2,000 ;
- (d) Profit at sales of Rs. 60,000 ; and
- (e) New break-even sales, if price is reduced by 10%.

(6 × 4 = 24 marks)

Part D

Answer any two questions, not exceeding four pages.

Each question carries 15 marks.

29. Define Management Accounting. Discuss the nature and scope of Management Accounting :
30. The following Trading and Profit and Loss Account of Fantasy Ltd. for the year 31-3-2000 is given below :

<i>Particulars</i>	<i>Amount</i>	<i>Particulars</i>	<i>Amount</i>
To Opening stock	76,250	By Sales	5,00,000
To Purchases	3,15,250	By Closing Stock	98,500
To Carriage and freight	2,000		
To Wages	5,000		
To Gross profit c/d	2,00,000		
	5,98,500		5,98,500
To Administrative expense	1,01,000	By gross profit b/d	2,00,000
To Selling and distribution expenses	12,000	By Interest on securities	1,500
To Non-operating expenses	2,000	By Dividend on shares	3,750
To Financial expenses	7,000	By Profit on sale of shares	750
To Net profit	84,000		
	2,06,000		2,06,000

Calculate :

- 1 Gross Profit Ratio ;
- 2 Expenses Ratio ;
- 3 Operating Ratio ;
- 4 Net Profit Ratio ;
- 5 Operating Profit Ratio ; and
- 6 Stock Turnover Ratio.

31. Explain the importance of marginal costing in decision making.

32. From the following Balance Sheets of XYZ Co. Ltd., prepare funds flow statement :

<i>Liabilities</i>	2015	2016	<i>Assets</i>	2015	2016
Equity share capital	600	800	Goodwill	230	180
Preference share capital	300	200	Land and building	400	340
General reserve	80	140	Plant and machinery	160	400
Profit and loss account	60	96	Debtors	320	400
Proposed dividend	84	100	Stock	154	218
Creditors	110	166	Bills receivable	40	60
Bills payable	40	32	Cash	30	20
Taxation provision	80	100	Bank	20	16
	1354	1634		1354	1634

Additional Information :

- (i) Proposed dividend made during 2015 has been paid during 2016.
- (ii) Depreciation : (a) Rs. 20,000 on Plant and Machinery ; and (b) Rs. 40,000 on Land and Buildings.
- (iii) Interim dividend has been paid Rs.40,000 in 2016.
- (iv) Income-tax Rs.70,000 has been paid during 2016.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Accounting and Taxation
SDC 3A T10—DIRECT TAXATION

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.
Each question carries 1 mark.*

1. When income of a minor child is clubbed with the income of mother or father how much deduction will be allowed to mother or father ?
 - a) 1000.
 - b) 1500.
 - c) Actual income clubbed with the income of mother or father or 2500 whichever is less.
 - d) No deduction.
2. Long term capital loss can be set off from _____.
 - a) Short term capital gain.
 - b) Long term capital gain.
 - c) Any income.
 - d) None of these.
3. What amount is accepted for deduction under section 80DD regarding disability ?
 - a) 50,000.
 - b) 75,000.
 - c) 0.
 - d) Actual expenses.
4. Best judgment assessment is also called _____.
 - a) Ex-parte assessment.
 - b) Precautionary assessment.
 - c) Income escaping assessment.
 - d) None of these.
5. Advance payment of tax is also known as _____.
 - a) Pay as you earn.
 - b) Digital payments.
 - c) Arrears.
 - d) Recovery.
6. Members of HUF of entitled to demand their shares on partition are called _____.
 - a) Coparceners.
 - b) Partners.
 - c) Joint stock Company.
 - d) Karta.

Turn over

7. Companies shall pay advance tax on or before 15th December to the extent of _____.
a) 15 %. b) 25 %.
c) 45 %. d) 75 %.
8. Section _____ gives various items on which tax is to be collected at source.
a) 201 b) 203A
c) 203AA d) 206C
9. CBDT functions under the _____ Ministry.
a) Revenue. b) Finance.
c) Production. d) None of these.
10. Income Tax Authorities are grouped into two main wings Administrative and _____.
a) Judicial. b) Managerial.
c) Executives. d) Clerical.

(10 × 1 = 10 marks)

Part B

Answer any eight questions, not exceeding a paragraph.

Each question carries 2 marks.

11. What is total income ?
12. What do you mean by cross transfers ?
13. What do you mean by carry forward of loss ?
14. What is tax clearance certificate ?
15. Mention the prescribed forms of return of income.
16. What is dayabaga ?
17. What are the conditions where HUF will be treated as resident in India ?
18. What is refund of tax ?
19. Mention the powers of commissioners.
20. What are the causes of search and seizure ?

(8 × 2 = 16 marks)

Part C

*Answer any **six** questions, in a page of 50 words.*

Each question carries 4 marks.

21. Explain the following in connection with aggregation of incomes :
- a) Cash credit.
 - b) Unexplained money.
 - c) Unexplained expenditure.
 - d) Amount borrowed on hundi.
22. Explain the procedure for online submission of income tax return.
23. What are the difference between HUF and a firm ?
24. What are the modes of recovery ?
25. Differentiate between TDS and TCS.
26. Master Vijay (age 16 years) has the following incomes during 2019 - 2020 :
- a) Interest on bank fixed deposit - 75,000
 - b) Interest on Govt. security - 80,000
 - c) Interest on debentures - 40,000
 - d) Income by acting in a film - 2,00,000
 - e) Income by singing in a concert held by him - 50,000

His father's total income is 5,09,000.

His mother's total income is 5,09,100.

Decide about the person in whose hands the above income shall be taxable and the amount of income to be taxed.

27. Who are the various income tax authorities for the purpose of income tax ?
28. Explain the situations where penalty is imposed.

(6 × 4 = 24 marks)

Part D

*Answer any **two** questions, not exceeding **four** pages.*

Each question carries 15 marks.

29. What do you mean by clubbing of income ? Explain the provisions regarding clubbing of income.
30. What are the different types of assessment ?

Turn over

31. P, Q and R members of an AOP, share profits and losses equally. During the financial year 2019-20 the AOP made a profit of 2,00,000 while the personal income of P, Q and R were 80,000, 3,50,000 and 15,50,000 respectively. Q is a woman and R is a senior citizen of 66 years. Compute the tax payable by the AOP and the members of the A.Y. 2019-20.
32. Mr. Karthikeyan the Karta of a Hindu Undivided Family gives you the following information.
- a) Income from family business 2,00,000.
 - b) Income from salary 1,50,000.
 - c) Director's fees received by Karta 36,000.
 - d) Annual rent of let out house of the family 48,000.
 - e) Interest on Bank deposit (FD) in the names of family members 40,000.
 - f) Family share of profit from an association of persons in which the Karta is a representative of the family 50,000.
 - g) Long term capital gain 25,000.
 - h) Municipal taxes paid for let house 5,000 (10 % of municipal valuation).
 - i) Interest on loan taken to repair the Let out house 40,000.
 - j) Insurance premium paid for the members of the family 10,000.
 - k) Donation to chief Minister's relief fund 20,000.

Compute the total income of the HUF.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Accounting and Taxation

SDC 3AT 09—ORGANIZATIONAL BEHAVIOUR AND COMMUNICATION

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Which approach is based on the premises that methods or behaviour which work efficiently in one situation fail in other ?
 - a) Human resources approach.
 - b) Productivity approach.
 - c) Contingency approach.
 - d) System approach.
2. Who developed classical conditioning theory ?
 - a) Ivan Pavlov.
 - b) Robinson.
 - c) B.F. Skinner.
 - d) Kohler.
3. People have the ability to adjust his or her behaviour to external or situational factors, is called :
 - a) Self-monitoring.
 - b) Self-efficiency.
 - c) Locus of control.
 - d) Hereditary.
4. The perceiver tries to project his personality attributes in others is known as :
 - a) Projection.
 - b) Mental makeup.
 - c) Stereotyping.
 - d) Halo effect.
5. Communication begins with :
 - a) Sender.
 - b) Receiver.
 - c) Transmission channel.
 - d) Decoding.

Turn over

6. A worker is attached to an experienced senior worker, the worker learns while observing his senior and helping him in the task. This is called :
- a) On the job training. b) Of the job training.
c) Apprenticeship training. d) Vestibule training.
7. Which type of interview is given to help a new entrant for adapting himself to the environment ?
- a) On the job training. b) Of the job training.
c) Vestibule training. d) Orientation training.
8. The process of choosing qualified individuals who are available to fill the positions in an organization is called :
- a) Selection. b) Training.
c) Development. d) Staffing.
9. When a change is brought about due to the pressure of external forces is called :
- a) Reactive change. b) Active change.
c) Change. d) Managerial change.
10. Higher power distance is also known as :
- a) Autocratic culture. b) Democratic culture.
c) Collective culture. d) Organizational culture.

(10 × 1 = 10 marks)

Part B

Answer any eight questions, not exceeding a paragraph.

Each question carries 2 marks.

11. What is Stereotyping ?
12. Give two features of learning.
13. What is Extroversion ?
14. State Machiavellianism.
15. Define Human Resource Management.
16. What is Halo effect ?
17. What is task group ?

18. What do you mean by group cohesiveness ?
19. Define Interview.
20. What is strategic change ?

(8 × 2 = 16 marks)

Part C

Answer any six questions, in a page of 50 words.

Each question carries 4 marks.

21. Explain organizational models.
22. What are the types of interview ?
23. What are the challenges of organizational behavior ?
24. What are the determinants of personality ?
25. What are the barriers of communication ?
26. Explain the types of groups.
27. Explain cognitive learning theory.
28. Explain planned changes process.

(6 × 4 = 24 marks)

Part D

Answer any two questions, not exceeding four pages.

Each question carries 15 marks.

29. What do you understand by organizational change ? Explain its nature, types and forces of change.
30. What is leadership, explain its types and also explain the theories of leadership.
31. Describe motivation and explain the theories of motivation.
32. Explain training, its importance and types of training method.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

Accounting and Taxation

GEC 3BR 08/BC 3B 03—BUSINESS REGULATIONS

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.
Each question carries 1 mark.*

1. A contract is :
 - a) Offer.
 - b) Acceptance.
 - c) Offer+ acceptance & Enforceability.
 - d) Offer + acceptance.
2. In a Contract of bailment there is transfer of _____.
 - a) Possession.
 - b) Ownership.
 - c) Both Possession and Ownership.
 - d) None.
3. A contingent contract is :
 - a) Void.
 - b) Voidable.
 - c) Valid.
 - d) Illegal.
4. Goods which are claimed to be genuine but actually not so are known as :
 - a) Damaged goods.
 - b) Broken Goods.
 - c) Spurious goods.
 - d) None.
5. Every limited liability partnership shall have at least :
 - a) One person.
 - b) 3 persons.
 - c) 4 persons.
 - d) 2 persons.
6. In a Contract of indemnity the number of parties is :
 - a) 3.
 - b) 2.
 - c) 5.
 - d) None of these.
7. Coercion is defined in section :
 - a) 15.
 - b) 17.
 - c) 16.
 - d) 18.

Turn over

8. The sale of goods Act 1930 deals with :
- a) Sale.
 - b) Mortgage.
 - c) Pledge.
 - d) All of the above.
9. Goods are at the risk of a party who has the :
- a) Ownership of goods.
 - b) Possession of goods.
 - c) Custody of goods.
 - d) Both b) and c).
10. The term of office of central consumer protection council shall be ____.
- a) 3 years.
 - b) 4 years.
 - c) 2 years.
 - d) 5 years.

(10 × 1 = 10 marks)

Part B

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

- 11. What is Bailment ?
- 12. What do you mean by caveat emptor ?
- 13. What do you mean by “consensus ad idem” ?
- 14. Define “Pledge”.
- 15. What is unfair trade practice ?
- 16. Explain about name of limited liability partnership.
- 17. Who are the persons incompetent to contract ?
- 18. Define Proposal.
- 19. What is the main objective of Consumer Protection act 1986 ?
- 20. What are future goods ?

(8 × 2 = 16 marks)

Part C

*Answer any **six** questions, in a page of 50 words.
Each question carries 4 marks.*

- 21. What are the rights of a bailor ?
- 22. Define contract and explain the essentials of a valid contract.
- 23. What are the differences between sale and hire purchase agreement ?
- 24. Who can file a complaint ?
- 25. Distinguish between coercion and undue influences.

26. Explain about national commission.
27. What is auction sale ? Explain the rules.
28. What are the features of indemnity contract ?

(6 × 4 = 24 marks)

Part D

Answer any two questions, not exceeding four pages.

Each question carries 15 marks.

29. Who is an unpaid seller ? What are his rights ?
30. Explain Consumer dispute redressal agencies, District forum, State Commission and Central Commission.
31. What do you understand by pledge ? Explain the differences between Pledge and bailment.
32. Briefly explain the different types of Contract.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

GEC 3IM 09/GLY 6B 20—INDIAN MINERAL DEPOSITS

[FOR JEWELLERY DESIGNING AND GEMOLOGY]

Time : Three Hours

Maximum : 80 Marks

Draw neat sketches wherever necessary.

Section A

Answer all ten questions.

Each question carries 1 mark.

1. Willemite is the ore mineral of _____.
2. Allotropic form of carbon used in electrodes and storage batteries.
3. Chemical composition of Rhodochrosite.
4. Largest Uranium deposit in India.
5. Combustible sedimentary rock used as fossil fuel.
6. Azurite is the ore mineral of _____.
7. The Titanium rich beach placers of Kerala are reported from _____.
8. Chemical composition of Gypsum.
9. The Copper belt located NE of Cudappah basin, Andrapradesh.
10. Amosite is a variety of _____.

(10 × 1 = 10 marks)

Section B (Short Answer Type Questions)

Answer any eight questions.

Each question carries 2 marks.

11. Uses of Barite.
12. Gibbsite and Diaspore.
13. Kolar gold field.
14. Pyrite and Chalcopyrite.
15. Ball clay deposits of Kerala.
16. Stratigraphic Oil traps.

Turn over

17. Khetri Copper belt.
18. Tripoli.
19. Chrysotile.
20. Talc deposits of South India.
21. Fuel ratio.
22. Chromite deposits of India.

(8 × 2 = 16 marks)

Section C (Short Essay Type Questions)

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

23. Chemistry of Petroleum.
24. Gemstones.
25. Minerals and Industrial development.
26. Strategic, critical and essential minerals.
27. Minerals used in Ceramic industry.
28. Pb-Zn deposits.
29. Mineral wealth of Kerala.
30. Mica minerals and related industries.
31. Abrasives.

(6 × 4 = 24 marks)

Section D (Essay Type Questions)

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

32. Give an account of origin, microscopic constituents and rank of coal. Add a note on Tertiary coal fields of India.
33. Describe the stages of formation of petroleum from organic matter. Add a note on the significance of fuel minerals on economic growth of a nation.
34. Explain the physical properties, chemical composition, mode of occurrence and distribution of Iron ore deposits.
35. Give an account of the origin, occurrence and distribution of Graphite deposits of India.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

GEC 3G I09—GENERAL INFORMATICS (A 12)

(For Software Technology, Broadcast Journalism)

Time : Three Hours

Maximum : 80 Marks

Part A

I. Answer *all* questions ; Each question carries 1 mark :

1 Which of the following OS is not based on Linux ?

- | | |
|------------|------------|
| a) Ubuntu. | b) Redhat. |
| c) CentOS. | d) BSD. |

2 A hardware component, which physically divide divides the network into two separate network is ———.

- | | |
|------------|--------------|
| a) Hub. | b) Bridge. |
| c) Switch. | d) Repeater. |

3 An autonomous Inter-University Center (ICU) of University Grants Commission is ———.

- | | |
|-----------|---------------|
| a) BRNet. | b) INFLIBNET. |
| c) SOUL. | d) NICNET. |

4 In India, the Patent Act was introduced in the year ———.

- | | |
|----------|----------|
| a) 1950. | b) 1960. |
| c) 1970. | d) 1980. |

5 ICT Expanded as :

- | |
|--|
| a) Information and Communication Technology. |
| b) Interactive Communication Technology. |
| c) International Communication Technology. |
| d) Information and Connection Technology. |

Turn over

II. Fill in the blanks :

- 6 _____ is a study and practice of designing, manufacturing, using and disposing of computers and accessories, efficiently and effectively with minimal or no impact on the environment.
- 7 Free software movement was initially conceived by _____.
- 8 GNOME, a graphic environment was released in the year _____.
- 9 Vehicle telematics is implemented using _____.
- 10 Orkut is owned and operated by _____.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

- 11 What is DNA Computing ?
- 12 What is digital divide ?
- 13 What is Green Computing ?
- 14 What is Unicode ?
- 15 What is software repository ?
- 16 What is smart card ?
- 17 What is Knowledge Management ?
- 18 What do you mean by copy right ?
- 19 What do you mean by cyber addiction ?
- 20 What is software ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

- 21 What are the features of new generation personal computers ?
- 22 What are the uses of internet ?
- 23 What are the guidelines for proper usage of computer ?

- 24 Give some of the Linux distributions.
- 25 Briefly explain some of the Academic Services of IT.
- 26 What are the methods adopted in e-Waste Management ?
- 27 Explain the application of IT in Health Care.
- 28 Explain the features of the GPS.

(6 × 4 = 24 marks)

Part D (Short Essay Questions)

*Answer any **two** questions.*

Each question carries 15 marks.

- 29 What are the arguments in favor of Open Sources initiatives ? Explain with special reference to Linux.
- 30 Discuss the opportunity and threats in IT.
- 31 Define e-governance. Discuss the different types of interactions in e-governance and state its benefits.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

GEC 3ES 09/EWM 1B 01—ENVIRONMENTAL SCIENCE

(For Automobile Auto Electricals and Electronics, Multimedia and Software
Development, MLT)

Time : Three Hours

Maximum : 80 Marks

Draw diagrams wherever necessary.

Section A

*Answer all questions.
Each question carries 1 mark.*

1. Define Food Chain.
2. What is the climax community ?
3. Expand LPG.
4. Define Sewage.
5. Name the gases causing acid rain.
6. Define Flood.
7. Name one biosphere reserve in India.
8. Name two metallic minerals.
9. Define Eutrophication.
10. An eltonian pyramid is also known as _____.

(10 × 1 = 10 marks)

Section B

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

11. What is the role of producers in an ecosystem ?
12. What is IUCN red list ?
13. What are green house gases ?
14. What are endemic species ? Give two examples.
15. Write on balanced diet.
16. What is the significance of biodiversity hot spots ?

Turn over

17. What are the adverse effects of noise pollution ?
18. Write on man induced landslides.
19. What are the changes caused by overgrazing ?
20. What are estuaries ?
21. What is biomagnifications ?
22. What is garbage ?

(8 × 2 = 16 marks)

Section C

Answer any six of the following.

Each question carries 4 marks.

23. What is soil erosion ? Write on causes and methods for prevention of soil erosion.
24. Describe a forest ecosystem.
25. Write a note on Western Ghats.
26. Write note ecological pyramids.
27. What are the causes and impacts of deforestation ?
28. Differentiate in-situ and ex-situ conservation of biodiversity.
29. Write on role of information technology in environment and human health.
30. Write on renewable, non-renewable and alternate energy sources.
31. Discuss the causes and control of water pollution.

(6 × 4 = 24 marks)

Section D

Answer any two questions.

Each question carries 15 marks.

32. Write on ecological succession and ecological pyramids.
33. Write a note on endangered and endemic species in India.
34. Discuss on uses and overexploitation of forest resources.
35. Discuss the role of an individual in the prevention of pollution.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

GEC 3CY 08—CRYSTALLOGRAPHY (GLY 3B 05)

(For Jewellery Designing and Gemology)

Time : Three Hours

Maximum : 80 Marks

Draw neat sketches wherever necessary.

Part A (Objective Type Questions)

*Answer all **ten** questions.*

1. Define a translational symmetry.
2. Name an enantiomorphic form in the hexagonal system.
3. What is Hermann–Mauguin notation ?
4. How many faces are present in ditetragonal pyramids in tetragonal system ?
5. Name the type mineral of the trirhombohedral class of the hexagonal system.
6. Define a mirror symmetry.
7. Name the crystal form having twelve polar angles, of which six are acute, and six are obtuse angles.
8. Define the open and closed crystal forms.
9. The Miller indices corresponding to the Weiss symbol $2a, 1b \infty c$.
10. Name the typical twinning observed in the mineral rutile.

(10 × 1 = 10 marks)

Part B (Short Answer Type Questions)

*Answer any **ten** questions.*

11. Contact Goniometer.
12. Hemihedral crystal forms.
13. Forms of hemimorphic class of hexagonal system.
14. Miller Bravais Indices.
15. Symmetry elements of topaz.
16. Disphenoid.
17. Crystal forms of axinite.

Turn over

18. Symmetry elements of boracite.
19. Rhombic prism.
20. Iron cross twin.
21. Monoclinic lattices.
22. Zones.

(10 × 2 = 20 marks)

Part C (Paragraph Type Questions)

Answer any five questions.

23. Centre of symmetry and rotoinversion.
24. Twin laws relevant to monoclinic and orthorhombic systems.
25. Symmetry elements and forms of the tripyramidal class of tetragonal system.
26. Stereographic projection of crystal faces.
27. Symmetry elements and forms of the sphenoidal class of orthorhombic system.
28. Crystallographic axial ratios and Weiss parameters.
29. Differentiate the pinacoids of tetragonal and monoclinic systems.
30. Laws of Crystallography.

(5 × 6 = 30 marks)

Part D (Essay Type Questions)

Answer any two questions.

31. What are the characteristic crystallographic axes of the hexagonal system ? Explain the symmetry elements and forms present in normal and trapezohedral classes of hexagonal system with proper mineral examples.
32. Define unit cells, axis and planes of symmetry. Describe the symmetry elements and forms present in the normal class of the cubic system with suitable mineral examples.
33. Compare and contrast the symmetry elements and forms of the normal classes of triclinic and monoclinic systems by naming appropriate mineral examples.
34. Give a detailed account of the development of twinning in crystals emphasizing, the causes and effects of twinning. Add brief notes on (i) the genetic kinds of twinning ; and (ii) the classification scheme with suitable examples.

(2 × 10 = 20 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

GEC3FA08—FILM APPRECIATION (FOR DIGITAL FILM PRODUCTION)

Time : Three Hours

Maximum : 80 Marks

I. Answer *all* the *ten* questions. Each question carries 1 mark :

- 1 Name the father of Indian cinema.
- 2 Name the first Indian film which had sound.
- 3 Who directed the film 'Vigathakumaran' in 1928 ?
- 4 The conversation between the characters in a film is called _____.
- 5 Name the father of editing.
- 6 Name the first Indian film to get Oscar nomination.
- 7 Expand DI.
- 8 Name the first documentary film.
- 9 Name the first animated full length movie *n* the world.
- 10 Give an example of film by Sathyajith Ray.

(10 × 1 = 10 marks)

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

- 11 Write a note on Italian neo-realistic films.
- 12 Write a short note on camera movements.
- 13 Write a short note on Hollywood.
- 14 Write a short note on Charley Chaplin.
- 15 What are documentary film explain ?
- 16 What is meant by treatment of a film ?
- 17 Explain the importance of research in film making.
- 18 Explain the first stage of film production.

Turn over

- 19 Write a note on French new wave cinema.
- 20 Explain the importance of post production in film making.
- 21 Write a note on Bollywood cinema.
- 22 Discuss the relevance of film awards in Kerala.

(8 × 2 = 16 marks)

III. Answer any *six* questions in not less than 150 words. Each question carries 4 marks :

- 23 Write a review on the film 'Bicycle thieves'.
- 24 Discuss the specialties of the films of Majid Majidi.
- 25 Explain the difference between film and theatre.
- 26 Write a note on film projection and film theatre in Kerala.
- 27 Write a note on post production.
- 28 Explain German expressionism.
- 29 Explain Mise-en-scene.
- 30 Explain the difference between documentary making and film making.
- 31 Explain Soviet Montage.

(6 × 4 = 24 marks)

IV. Answer any *two* in 600 words. Each question carries 15 marks :

- 32 Explain different stages of film production.
- 33 What is Neorealism ? Write the review of a neorealistic film.
- 34 Explain the importance of director in a film.
- 35 Explain the importance of film editing and editing techniques.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

GEC 3IP 08—INDIAN POLITICS AND COMMUNICATION
(FOR BROADCASTING AND JOURNALISM)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type Questions)

Answer all questions.

Each question carries 1 mark.

1. An introductory statement in speech or writing to a statute or constitution is called as _____.
 - a) Intro.
 - b) Article.
 - c) Preamble.
 - d) All of these.
2. _____ is considered as the father of the Indian Press ?
 - a) Jawaharlal Nehru.
 - b) Mahatma Gandhi.
 - c) Raja Ram Mohan Roy.
 - d) James Augustus Hickey.
3. The AIR Code was adopted in the year _____.
 - a) 1968.
 - b) 1950.
 - c) 1985.
 - d) 1990.
4. Which of the following body has the responsibility to oversee the professional ethics and hear complaints related to the working of press in India ?
 - a) Prasar Bharati.
 - b) Editors Guild.
 - c) Registrar of Newspapers for India.
 - d) The Press Council of India.
5. Indira Gandhi became the Union Cabinet Minister of I and B in the year :
 - a) 1965.
 - b) 1966.
 - c) 1964.
 - d) 1985.

Turn over

- (10 × 1 = 10 marks)

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

11. CAA.
12. Young India.
13. States Reorganization Commission.
14. Political Socialization.
15. Raja Ram Mohan Roy.
16. EMS Nambudirippad.

17. Political Communication.
18. Vernacular Press.
19. Green Revolution.
20. C. Achutha Menon.
21. Mandal Commission.
22. Directive Principles of State Policy.

(8 × 2 = 16 marks)

Section C (Short Essays)

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

23. Write a note on Article 370.
24. What do you mean by a State Party and National Party ?
25. Write a note on the States Reorganization Act passed by Parliament in November 1956.
26. Write a short essay on coalition Governments in the Centre.
27. How Bihar movement lead declaration of emergency in India ?
28. Write a short note on the objectives and findings of Mandal Commission.
29. Write a note on Demonetization.
30. Write a short essay on first communist Government of Kerala.
31. Write a short note on role of media in Political Process.

(6 × 4 = 24 marks)

Section D (Essays)

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

32. Elaborate the salient features and provisions of the Indian Constitution.
33. Write an essay on political communication in India with special reference to current scenario.
34. Critically examine the coalition politics in Kerala.
35. Media is the sword arm of democracy. Discuss this statement in the light of role of media in Indian democracy.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

GEC 3IP 08—INDIAN POLITICS AND COMMUNICATION
(FOR BROADCAST JOURNALISM)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type Questions)

Answer all questions.

Each question carries 1 mark.

1. Who among the following was the founder of India's first newspaper ?
 - a) Raja Ram Mohan Roy.
 - b) James Augustus Hicky.
 - c) A.O. Hume.
 - d) N. Ram.
2. The Calcutta General Advertiser also known as Hicky's Bengal Gazette was published on _____.
 - a) January 29, 1980.
 - b) January 29, 1880.
 - c) December 20, 1780.
 - d) January 29, 1780.
3. The Constitution of India was enacted in _____.
 - a) January 1950.
 - b) August 1950.
 - c) January 1949.
 - d) August 1949.
4. The Newspaper founded by Pandit Jawaharlal Nehru is _____ ?
 - a) Indian Chronicle.
 - b) Times of Indian.
 - c) Indian Herald.
 - d) National Herald.
5. The official Newspaper of BJP Kerala unit is ?
 - a) Kesari.
 - b) Samna.
 - c) Janmabhoomi.
 - d) Viveka.
6. The Name of the newspaper that Gandhi brought out in South Africa was :
 - a) Independent.
 - b) Foreign Indian.
 - c) Indian Opinion.
 - d) My Country.

Turn over

7. Which of the following body has the responsibility to oversee the professional ethics and hear complaints related to the working of press in India ?
- a) Prasar Bharathi.
 - b) Editors guild.
 - c) Registrar of Newspapers for India.
 - d) The Press Council of India.
8. Which of the following is the party symbol of the Nationalist Congress Party ?
- a) Rising Sun.
 - b) Elephant.
 - c) Clock.
 - d) Hand.
9. Indian Prime Minister who sent Indian Peace Keeping Force (IPKF) to Sri Lanka in an endeavor to help the government there to eradicate militants agitating for a separate Tamil homeland ?
- a) VP singh.
 - b) Indira Gandhi.
 - c) Rajeev Gandhi.
 - d) Atal Bihari Vajpeyee.
10. Who among the following media persons or lobbyists were allegedly involved in the controversial 2G Spectrum Scam ?
- a) Nira Radio.
 - b) Barkha Dutt.
 - c) Vir Sanghvi.
 - d) All of the above.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

- 1. Rastriya Janata Dal.
- 2. UDF.
- 3. Regionalism.
- 4. Bofors Scam.
- 5. LDF.
- 6. Operation Blue Star.
- 7. Jayaprakash Narayan.

8. Emergency.
9. EMS Nambudiripad.
10. SITE.
11. AIR.
12. Paid news.

(8 × 2 = 16 marks)

Section C (Short Essays)

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

1. Discuss the status of press in India during Indira regime.
2. What do you mean by a State Party and National Party ?
3. Write a note on Gandhiji as a journalist.
4. Write a note on Indira Gandhi's relation with the Indian Press.
5. Write a short note on freedom of press in India.
6. What is political communication ?
7. Write a short essay on Godhra riots.
8. Write a short essay on first Communist Government of Kerala.
9. Write a note on Jammu and Kashmir.

(6 × 4 = 24 marks)

Section D (Essays)

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

1. Write an essay on the evolution of press in India.
2. Write an essay on the role of media in India's national awakening.
3. Critically analyze the performance of political parties in Legislative Assembly elections in Kerala.
4. Critically examine how media agendas influence political reporting in Kerala.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

GEC 3T W 08—TECHNICAL WRITING AND SEO

(For Software Development)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

1. The active internal involvement of an individual is :
 - (a) Interpersonal.
 - (b) Intrapersonal.
 - (c) Organizational.
 - (d) Mass communication.
2. The latest form of communication is _____.
 - (a) Oral.
 - (b) Written.
 - (c) Non-verbal.
 - (d) Network.
3. The word with same meaning are called _____.
 - (a) Suffix.
 - (b) Prefix.
 - (c) Antonyms.
 - (d) Synonyms.
4. Substitute the following idea with one word: 'Act on another's behalf'.
5. _____ is a virtual part of successful writing.
6. Language is a _____ subject.
 - (a) Style.
 - (b) Passive.
 - (c) Skill.
 - (d) None of the above.
7. Memo is an abbreviation of _____.
8. Along with a job application we used to send _____.
9. Which of the following search engine offers a popular list of the top 50 most searched keywords ?
 - (a) Google.
 - (b) Yahoo.
 - (c) AGL.
 - (d) Lycos.

Turn over

10. What is the illegal act of copying of a page by unauthorized parties in order to filter off traffic to another site called ?
- (a) Traffic jacking. (b) Visitors jacking.
(c) View jacking. (d) Page jacking.

(10 × 1 = 10 marks)

Section B

Answer any eight questions.

11. What is technical communication ?
12. List out various communication flows.
13. Write the advantage of upward communication.
14. What are homophone ?
15. What is a topic sentence ?
16. What is netiquette ?
17. What is a blog ?
18. Write any two types of report.
19. Explain credit letter.
20. What is page rank ?
21. Write short note on SEO.
22. What is directory based search engine ?

(8 × 2 = 16 marks)

Section C

Answer any six questions.

23. Explain communication and its features.
24. You met some one who is new to the city and wants help to reach a particular hospital. The other person seeks help and you offer it. Present it not less than six exchange.
25. Write different technique of paragraph development.
26. Explain synonyms and antonyms.
27. Write short note on characteristic of blogs.
28. Explain the term soft skill.
29. Discuss different type of resumes.

30. How to write technical proposal ? What are the common characteristics of technical proposal ?
31. Write short note on webmaster tools.

(6 × 4 = 24 marks)

Section D

Answer any two questions.

32. What are the barriers to communication and how can we over come those barriers ?

Or

33. Write an essay on the structure of a project report.
34. Write five paragraph essay on advantages of e learning.

Or

35. Explain the functioning of different search engines in the current market.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

GEC 3C W08—CREATIVE WRITING TV AND FILM
(FOR MULTIMEDIA AND DIGITAL FILM PRODUCTION)

Time : Three Hours

Maximum : 80 Marks

I. Answer in a sentence :

- 1 Which Malayalam film used exterior location first ?
- 2 Name the director of the film Neelakuyil.
- 3 Who is the editor of the film Chemmeen ?
- 4 What is pixel ?
- 5 In which year high speed photography was established ?
- 6 What is lead room ?
- 7 Which Russian director introduced editing technique ?
- 8 Name the trio films of Sathyajit Ray ?
- 9 What is called hook ?
- 10 Name the first Indian film.

(10 × 1 = 10 marks)

II. Answer the questions in two or three sentences each :

- 11 What is a dream sequence ?
- 12 Define the term conflict.
- 13 What is writer's block ?
- 14 What are the point-of-view shots ?
- 15 Who is J C Daniel ?
- 16 What are the tasks of post production ?
- 17 What is aspect ratio ?
- 18 What is black balancing ?
- 19 What is the specialty of the film 'The Passion of Joan of Arc' ?

Turn over

- 20 What is focal length ?
- 21 Explain reaction shots.
- 22 Name four films directed by Ingmer Bergman.

(8 × 2 = 16 marks)

III. Answer *all* questions in not less than 150 words :

- 23 What is the specialty of the film 'Citizen Kane' ?
- 24 Explain the rules of adaptation.
- 25 What is Shooting Script ?
- 26 What are the specialties of Alfred Hitchcock's films ?
- 27 Write a note on alienation theory ?
- 28 Why do we call film script as blue print of film ?
- 29 What is the technique used in double shots ?
- 30 Explain the term 'classic'.
- 31 What is a tragedy ? Explain.

(6 × 4 = 24 marks)

IV. Answer any *two* questions in 600 words :

- 32 Write a critical note on Adoor Gopalakrishnan's film making.
- 33 What is the difference between film writing and creative writing ?
- 34 Write a short film script in a Suspense thriller format.
- 35 "I am the Hitler of my films." Who said so and why ?

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

GEC 3EG 06—WRITING FOR ACADEMIC AND PROFESSIONAL SUCCESS

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. (A) Choose the correct answer from the options :

- 1 In an email, 'Bcc' stand for _____ ?
(a) Blog control copy. (b) Blind Carbon Copy.
(c) Blind control copy. (d) None of these.
- 2 Words or phrases like totally, really, very, sort of, not enough, a bit, a lot of etc that show emphasis are called _____.
(a) Intensifiers. (b) Slang Expressions.
(c) Qualifiers. (d) Approximations.
- 3 _____ is a tree shaped diagram that deals with a central topic.
(a) Flow Chart. (b) Network Diagram.
(c) Mind Map. (d) Spider Diagram.
- 4 What is Technorati ?
(a) Blog Search Engine. (b) Online Radio Show.
(c) Online Photo Storage Site. (d) Content Development Site.
- 5 Which among the following is not a Non fictional narrative ?
(a) Autobiography. (b) News Report.
(c) Orature. (d) Testimonies.

(5 × 1 = 5 marks)

(B) Answer *all* the following questions in a word or a phrase :

- 6 Expressions such as 'please, thank you, excuse me, I am sorry, hello, how are you, etc are called _____.

Turn over

- 7 A _____ report compares two or more options and then recommends one.
- 8 _____ are called the traffic signals of language.
- 9 The _____ style guide is prepared with the objective of standardizing scientific writing.
- 10 _____ are used to set off and information that is nonessential to the meaning of the sentence.

(5 × 1 = 5 marks)

II. Answer any *ten* from the following in one or two sentences :

- 11 What is an Honor Code ?
- 12 Define 'Ping'.
- 13 What are the three steps in memo writing ?
- 14 What do you mean by 'purpose' in academic writing ?
- 15 What are the advantages of a fee based blog ?
- 16 Prepare a sample MLA works cited entry for :
- (a) An essay in a book collection
- (b) A journal article.
- 17 What are fictional narratives ?
- 18 Punctuate the following passage :
- One day nasredin was on the roof of his house mending a hole in the tiles he had nearly finished and he was pleased with his work suddenly he heard a voice below call hello when he looked down nasreddin saw an old man in dirty clothes stand below
- 19 Mention any *two* uses of semicolons.
- 20 Identify the type of error in the following sentence and correct it.
- (a) The campus placement was drive was attended by five hundred students, fifty eight students received offer letters.
- 21 What is argumentative/persuasive writing ?
- 22 Give examples of redundant phrases.

(10 × 2 = 20 marks)

III. Answer any *four* of the following questions in a *paragraph* :

- 23 What are discourse markers and its functions ? Explain with examples.
- 24 Write a paragraph explaining the process of applying for a passport following the rules of a process analysis essay ?
- 25 Write a brief review of a movie you have watched recently.
- 26 What are the etiquettes to be followed while sending an email ?
- 27 Write a brief note on the importance of revising a research paper.
- 28 Using the principles of descriptive writing, give a description of your favorite restaurant.

(4 × 5 = 20 marks)

IV. Answer any *two* of the following in an essay :

- 29 Write an essay on the mechanics and conventions of academic writing.
- 30 Employing the rules and techniques of academic writing, attempt a five paragraph essay on any *one* of the following topics :
 - a) Internet Safety and Cybercrimes
 - b) The Impact of Digitization in India
 - c) Women empowerment.
 - d) Social responsibility.
- 31 Write a full length report on a charity event conducted by the members of your during the vacation.
- 32 Prepare a cover letter and a resume to apply for the post of a Public Relations Officer in a popular firm near your home.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2019 AND 2020**

GEC 3EG 07—INSPIRING EXPRESSIONS

Time : Three Hours .

Maximum : 80 Marks

I. Answer the following bunches of questions. Each question carries 1 mark :—

1 What type of a poem is 'On His Blindness' ?

- | | |
|-------------|-------------------------|
| (a) Ode. | (b) Elegy. |
| (c) Sonnet. | (d) Dramatic Monologue. |

2 The term 'coy' means :

- | | |
|----------------|-------------|
| (a) Beautiful. | (b) Lovely. |
| (c) Fine. | (d) Shy. |

3 Alfred lord Tennyson is a _____ poet.

- | | |
|---------------|------------------|
| (a) Romantic | (b) Modern. |
| (c) Victorian | (d) Elizabethan. |

4 What is the main theme of the poem "Ode to a Nightingale" ?

- | | |
|----------------|-------------|
| (a) Mortality. | (b) Beauty. |
| (c) Carpediem. | (d) Truth. |

5 *My Last Duchess* is an example of :

- | | |
|-------------------------|---------------|
| (a) Dramatic Monologue. | (b) Metaphor. |
| (c) Ode. | (d) Haiku. |

6 The heated middens in the poem 'A Summer Poem' refers to _____.

- | |
|--|
| (a) Embers of coal glowing under the open sky. |
| (b) Wood fire emitting a cloud of smoke. |
| (c) Piles of garbage being burnt. |
| (d) Dry bushes crackling in a forest fire. |

Turn over

- 7 "magi" refers to :
- (a) Girl. (b) Noble men.
(c) Jesus. (d) Joseph.
- 8 How many francs did Maugham had at the beginning of the luncheon ?
- (a) Ninety. (b) Eighty.
(c) Fifteen. (d) Twenty.
- 9 Mohanlal went in the first class compartment because :
- (a) He got a free ticket.
(b) He hated Indians in the ordinary compartments.
(c) He wanted to get away from English.
(d) None of these.
- 10 What had the narrator been doing before he heard the ghost ?
- (a) Sleeping. (b) Bathing.
(c) Eating. (d) Strolling.

(10 × 1 = 10 marks)

II. Answer in a sentence or two any *ten* questions. Each question carries 2 marks :

- 11 "Who best bear His mild Yoke". What does 'mild yoke' mean ?
- 12 What is being referred to "Time's winged chariot hurrying near" ?
- 13 Why does Keats wish to fade away with the bird ?
- 14 Why did the speaker of 'My Last Duchess' order to stop all smiles ?
- 15 What are happy isles ?
- 16 Mention the significance of 'old white horse' in 'Journey of the Magi' ?
- 17 What is the primary theme of 'Indian Summer' ?
- 18 Who were Bill and Jim In the story 'karma' ?
- 19 What was the beggar's true identity ? Why did Hughie mistake him to be a beggar ?
- 20 What was the condition laid down by the Colonel to allow Hughie's engagement to Laura ?

- 21 How does narrator try to appear in "The Luncheon" ?
- 22 In James Thurber's short story how and why did the narrator's mother break her neighbour's window ?

(10 × 2 = 20 marks)

III. Answer any *four* of the following questions in a paragraph of 100 words. Each question carries 5 marks :

- 23 Describe the argument made by Andrew Marvell regarding the passage of time ?
- 24 Explain the character of the duke ?
- 25 How does Magus understand the significance of Christ's birth ?
- 26 How does the luncheon go ? What does the woman do ?
- 27 Describe the character of Mr. Lal ?
- 28 Describe the character of Hughie Erskine ?

(4 × 5 = 20 marks)

IV. Answer any *two* of the following questions in 300 words. Each question carries 15 marks :

- 29 Analyse the complexity of the metaphors and images used by Marvell in the Poem "To His Coy Mistress" ?
- 30 Explain the techniques used by Mahapatra to evoke the atmosphere of an Indian summer ?
- 31 Bring out the contrast between the characters of Mr. Mohan Lal and his wife Lachmi ?
- 32 Analyse the humour in Somerset Maugham's short story "The Luncheon" ?

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Tourism and Hospitality Management

SDC 3HR 26—HUMAN RESOURCE MANAGEMENT

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 1 mark.*

1. _____ evaluate job and not the job holder.
2. Name any *two* methods of performance appraisal.
3. SWOT stand for _____.
4. _____ a system of review and evaluation of an individual or team's job performance.
5. A form of training which is provided at the work place during the performance of the actual job.
6. Expand HRP.
7. _____ includes job title, job location, job code, job grade.
8. Employee receives direct and clear info about the effectiveness of their job performance.
9. Name any *two* forms of the external recruiting. Advertising, employment agencies etc.
10. Expand MBO.

(10 × 1 = 10 marks)

Section B (Short Answer Type Question)*Answer any **eight** questions.**Each question carries 2 marks.*

11. What is Human Resource Management ?
12. What is morale ?
13. What is HR audit ?
14. Define job specification.

Turn over

15. What do you mean by compensation management ?
16. What are human resource policies ?
17. Define Personnel Management ?
18. What do you mean by merit rating ?
19. What is job analysis ?
20. What is supply forecasting ?
21. What do you understand by brain storming ?
22. Define grievance redresses.

(8 × 2 = 16 marks)

Section C (Short essay Type Question)

*Answer any **six** questions.*

Each question carries 4 marks.

23. Write down the importance of HRM.
24. Differentiate between human resource management and personal management
25. State the various sources of recruitment.
26. Explain the various methods of job evaluation.
27. Write short note on career development process.
28. Write down the different methods of training.
29. Point out the various objectives of compensation planning.
30. Bring out the principles of employee benefits programme.
31. Explain the role of HR manager in a hotel industry.

(6 × 4 = 24 marks)

Section D (Long essay Type Question)

*Answer any **two** questions.*

Each question carries 15 marks.

32. Explain the procedure for handling employee's grievance in a five star category hotel.
33. Briefly explain the various steps in human resource planning.
34. Write an essay on the principles and objectives of placement.
35. Explain the need and importance of performance appraisal in an organization.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Tourism and Hospitality Management

SDC 3TC 25—TOUR PACKAGING AND COSTING

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all questions.*

1. Which is the oldest travel agent in the world ?
2. Name any two types of tour operators.
3. Expand FIT.
4. List two components of tour.
5. _____ is a complete tour programme.
6. In India which authority issue passport.
7. Give two advantages of packaged tour.
8. The retailer in travel trade is called _____.
9. Give two examples of cost-plus pricing.
10. A document that reflects the cost of the items and services required for a package tour _____.

(10 × 1 = 10 marks)

Section B (Short Answer Type Questions)*Answer any eight questions.*

11. Who is a travel agent ?
12. What do you mean by escorted tour ?
13. Define a tour.
14. What is an independent tour ?

Turn over

15. Define tour costing.
16. What do you mean by seasonal pricing ?
17. What are the various steps in tour design process ?
18. What is a pamphlet ?
19. Define FAM Tour.
20. Write any two advantages of Group Inclusive Tour Itinerary.
21. What is a Charter Tour ?
22. List out the stages in developing tour brochure.

(8 × 2 = 16 marks)

Section C (Short Essay Type Questions)

Answer any six questions.

23. Explain the significance of package tour.
24. Point out the advantages of a tour cost sheet.
25. Explain the major functions of a package tour.
26. List out and explain the different types of tour itinerary.
27. Explain the factors influencing tour costing.
28. Write a detailed note on the list of package tours developed by the tour operators.
29. List out and explain the essential components of GIT and FIT package tours.
30. Write down the differences between package tour developed for GIT and FIT.
31. Write down the process of itinerary planning and development.

(6 × 4 = 24 marks)

Section D (Long Essay Type questions)

Answer any two questions.

32. Discuss the factors affecting the tour costing.
33. Give detailed note on the classification of package tours with suitable examples.
34. Explain the advantages and disadvantages of Packaged Tours for tourists and travel agents.
35. Prepare a 10 days tour itinerary of your own choice comprising important religious places in India.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Tourism and Hospitality Management

SDC 3CH 24—CULTURAL HISTORY AND TOURISM RESOURCES OF KERALA

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 1 mark.*

1. What is popularly known as 'Yavanpriya' ?
2. Name the first mosque in Kerala.
3. Where is the first zoo of Kerala ?
4. Name any *two* works of Chattampi Swamikal.
5. Which is the martial art form originated in Kerala ?
6. In which district Edakkal caves are located ?
7. In which year Kerala was officially formed ?
8. Name any *two* national parks in Kerala.
9. Who founded Sadhu Jana Paripalana Yogam ?
10. Which Tinai represents coastal region ?

(10 × 1 = 10 marks)

Section B (Short Answer Type Questions)*Answer any **eight** questions.**Each question carries 2 marks.*

11. What do you mean by makkathayam ?
12. What is Kalari ?
13. What is Sukrutham in Kerala ?
14. What do you understand by Manigramam ?
15. Who was Chattampi Swamikal ?

Turn over

16. What is Marmashastram ?
17. What do you understand by SNDP Yogam ?
18. What was Vaikom Sathyagraham ?
19. Who was Muziris ?
20. What is the unique feature of Periyar Tiger Reserve ?
21. Write about Aranmula Boat Race ?
22. What is Sopana Sangeetham ?

(8 × 2 = 16 marks)

Section C (Short Essay Type Questions)

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

23. Explain the origin of Kerala.
24. Write short note on Padmanabhaswamy Temple.
25. Give short note on the social evils prevalent in medieval Kerala.
26. Write down the contribution of Christian missionaries in the field of education Kerala.
27. Write detailed note on Tinai System.
28. Write an account of the ancient sea ports of Kerala.
29. Give detailed note on any two forts in Kerala.
30. Explain the anti-colonial movement led by Veluthampi Dalawa.
31. Write short note on Thrissur Pooram.

(6 × 4 = 24 marks)

Section D (Long Essay Type Questions)

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

32. Write an essay on the archaeological source of Kerala history.
33. Evaluate the importance of Ayurveda in tourism promotion.
34. Discuss the various art forms of Kerala that can be used as tourism products.
35. Critically evaluate on Kerala renaissance and its leaders.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Tourism and Hospitality Management

GEC 3PM 09—PRINCIPLES OF MANAGEMENT

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 1 mark.*

1. Who is considered as the father of modern management ?
2. Which level of management consists of board of directors ?
3. Expand MBO.
4. Name any *two* external sources of recruitment.
5. Write any *two* characteristics of management.
6. List any *two* functions of management.
7. A Business unit that is owned and controlled by a single individual is known as _____.
8. Name any *two* Features of Scientific Management.
9. Give two examples of external environment in an organization.
10. Name any *two* leadership styles.

(10 × 1 = 10 marks)

Section B (Short Answer Type Questions)*Answer any **eight** questions.**Each question carries 2 marks.*

11. What are the three levels of management ?
12. Write down the five tasks of managers.
13. What do you understand by strategic management ?
14. What are the major functions of low-level management ?
15. What do you mean by policy ?

Turn over

16. Write any three limitations of planning ?
17. What is line organization ?
18. Define Staffing.
19. What is job analysis ?
20. What do you mean by Path Goal Approach ?
21. What do you mean by productivity ?
22. Define Manpower planning.

(8 × 2 = 16 marks)

Section C (Short Essay Type Questions)

*Answer any **six** questions.*

Each question carries 4 marks.

23. Explain the features of management.
24. Write down the process of planning.
25. Explain the major objectives of management.
26. Explain the different steps involved in organizing.
27. Write down the need and importance of staffing.
28. Write short note on path goal approach.
29. Explain the importance of controlling.
30. Point out the various qualities needed for a good leader.
31. Distinguish between formal and informal organization.

(6 × 4 = 24 marks)

Section D (Long Essay Type Questions)

*Answer any **two** questions.*

Each question carries 15 marks.

32. Write an essay on the classical school of management.
33. Discuss the major steps involved in MBO.
34. What is Recruitment ? Explain the various sources of recruitment.
35. Illustrate the process and objectives of controlling.

(2 × 15 = 30 marks)

**THIRD SEMESTER B.VOC. DEGREE EXAMINATION
NOVEMBER 2021**

Tourism and Hospitality Management

GEC 3FN 08—COMMUNICATIVE SKILLS IN FRENCH

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

I. Choisissez la meilleure réponse :

- 1 _____ (Bonne / Bon) soir !
- 2 Comment _____ (il / nous) s'appelle ?
- 3 Il est _____ (mexicain / mexicaine)
- 4 _____ (Madonna / Picasso) est le nom d'une chanteuse.
- 5 _____ (Charles Aznavour / Oum Kalsoum) est un chanteur français célèbre.
- 6 Québec se trouve au _____ (Maroc / Canada).
- 7 _____ (J'habite / Je parle) à New York.
- 8 Nous _____ (connaissons / sommes) Marseille.
- 9 Je viens _____ (de / à) Paris.
- 10 _____ (Espagne / Pologne) a une frontière avec la France.

(10 × 1 = 10 marks)

Section B

II. Répondez aux questions suivantes :

- 11 Qui est Céline Dion ?
- 12 Quelle est le féminin de « Il est belge » ?
- 13 Vous êtes de l'Inde ?
- 14 Citez le nom d'un journal de France.

Turn over

- 15 Quelle est la capitale de France ?
- 16 Est-ce que vous parlez bien français ?
- 17 Qui est Beethoven ?
- 18 Quel est votre numéro de téléphone ?
- 19 Vous êtes professeur ?
- 20 Citez le nom d'un pays qui a une frontière avec la France.

(10 × 2 = 20 marks)

Section C

III. Traitez CINQ sujets au choix :

21 Ecrivez en toutes lettres :

- | | |
|-------|-------|
| a) 9. | b) 8. |
| c) 7. | d) 6. |

22 Complétez avec *à, en, au* :

- a) Où habite Adriano ? _____ Brésil ? _____ Argentine ? - Il habite _____ Sao Paulo.
- b) Où est le musée du Louvre ? - Il est _____ France, _____ Paris.

23 Complétez avec le masculin et le féminin :

- a) une Brésilienne - un _____.
- b) un étudiant - une _____.
- c) un acteur - une _____.
- d) une artiste - un _____.

24 Complétez avec *un, une, des* :

- a) _____ rue.
- b) _____ avenues.
- c) _____ café.
- d) _____ théâtre.

25 Complétez avec *un, une, des ou le, la, les, l'* :

- Bono, qui est-ce ?
- C'est _____ chanteur. C'est _____ chanteur du groupe U2.
- Qui est Françoise Hollande ?
- C'est _____ président de la France.
- Comment s'appelle _____ guide du groupe ?
- Elle s'appelle Marie.

26 Complétez avec les verbes *aller et venir* :

- a) Dimanche, je _____ faire du ski. Tu _____ avec moi ? Tu vas dans les Alpes ?
- b) Non, je _____ dans les Vosges. D'accord, je _____. Et Marie, elle peut _____ ?

27 Conjuguez les verbes au présent de l'indicatif :

- a) Vous (être) française ?
- b) Non, je (être) espagnole et Monica (être) italienne. Et toi, tu (être) français ?

28 Choisissez le bon article :

- a) Le Louvre c'est (un / le) musée de Paris. Au Louvre, on peut voir (les / des) tableaux célèbre comme (la / une) Joconde.
- b) Pierre Durend est professeur à (une / l') école de musique.

(5 × 4 = 20 marks)

Section D

IV. Traitez DEUX sujets au choix :

- 29 Présentez votre ami(e).
- 30 Décrivez votre ville.
- 31 Mettez en commun vos connaissances sur la France.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Software Development

SDC 3IT 10—INTRODUCTION TO RDBMS AND SQL

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.*

1. When a logical model is mapped into a physical storage such as a disk store the resultant data model is known as _____.
A) Conceptual data model. B) External data model.
C) Internal data model. D) Disk data model.
2. In the relational modes, cardinality is termed as _____.
A) Number of tuples. B) Number of attributes.
C) Number of tables. D) Number of constraints.
3. Relational calculus is a _____.
A) Procedural language. B) Non- Procedural language.
C) Data definition language. D) High level language.
4. Which of the following is not a property of transactions ?
A) Atomicity. B) Concurrency.
C) Isolation. D) Durability.
5. Which statement is used for allocating system privileges to the users ?
A) CREATE. B) GRANT.
C) REVOKE. D) ROLE.
6. In SQL Server, _____ is based on relationships between foreign keys and primary keys or between foreign keys and unique keys.
A) Entity integrity. B) Domain integrity.
C) Referential integrity. D) User-defined integrity.

Turn over

- (10 × 1 = 10 marks)

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

11. What is a data model ? List the types of data models used.
12. Define weak and strong entity sets.
13. What are the three levels of data abstraction ?
14. What is functional dependency ?
15. What are ACID properties ?
16. Define foreign key.
17. What is Procedural Query Language ?
18. Write a relational algebra that produces the names of all customers who have both a loan and an account.
19. What is view in SQL ? How is it defined ?

20. What is GROUP BY clause ?
21. What is PL/SQL ?
22. What is the difference between Trigger and Stored Procedure ?

(8 × 2 = 16 marks)

Part C

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

23. Explain the data independence.
24. What is an E-R Diagram ? Illustrate with an Example.
25. Explain Fourth Normal Form (4NF).
26. Explain about basic algebra operations
27. With an example explain referential integrity.
28. What are the categories of SQL command ?
29. List the string operations supported by SQL.
30. What is the difference between WHERE clause and HAVING clause ? Explain with example ?
31. What is a stored procedure ? What are the advantages of a stored procedure ?

(6 × 4 = 24 marks)

Part D

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

32. Explain the fundamental concepts of Relational Database Management system.
33. What is Normalization ? Explain 1NF, 2NF, 3NF, BCNF in detail with example.

Turn over

34. What is DDL ? Demonstrate DDL commands and write the query for the following :

a) Create table called distributor with the columns specified below

DistCode	Number (3)
CoName	Char (15)
Amount	Number (7, 2)
Crlimit	Number (6)

b) Insert the following data into the table called distributor :

Distcode	Coname	Amount	Crlimit
207	Blue star ltd	78,000	1,00,000
150	PHI systems	—	90,000

35. What are Locks ? Describe the different types and levels of lock.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Software Development

SDC 3IT 09—BASIC NETWORKING CONCEPTS

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.*

1. LAN stands for _____.
A) Location Access Network. B) Local Anti Network.
C) Local Area Network. D) Location Area Network.
2. Which of the following is considered a broad band communication channel ?
A) Coaxial cable. B) Fiber optics cable.
C) Both A) and B). D) None of the above.
3. Error detection is usually done in the _____ layer of the OSI model.
A) Physical. B) Data link.
C) Network. D) None of the above.
4. In sliding window flow control, the frames to the left of the receiver window are frames _____.
A) Received but not acknowledged. B) Received and acknowledged.
C) Not received. D) Not sent.
5. ICMP is primarily used for _____.
A) Error and diagnostic functions. B) Addressing.
C) Forwarding. D) None of the above.
6. Which of the following is an application layer service ?
A) Remote log-in. B) File transfer and access.
C) Mail service. D) All of the above.

Turn over

7. DNS translates _____.
A) Domain name into IP. B) IP into domain name.
C) Both A and B. D) Domain name into physical address.
8. Public key encryption involves the use of _____.
A) One key. B) Two keys.
C) Hash functions. D) All of the above.
9. State True or False : A repeater is a regenerator.
10. State True or False : Firewall can protect against the transfer of virus-infected programs or File

(10 × 1 = 10 marks)

Part B

*Answer any **eight** questions.*

Each question carries 2 marks.

11. List the layers in OSI layer.
12. Compare Internet and Intranet
13. What do you mean by aperiodic signal ?
14. What are the functions of data link layer ?
15. What do you mean by data compression ?
16. Mention key advantages and disadvantages of stop-and-wait ARQ technique.
17. Compare physical and logical address.
18. Differentiate IP and TCP.
19. Which are the different transport layer protocols ?
20. What is meant by the term flow control ?
21. What do you mean by Cryptography ?
22. What is meant by passive attack ?

(8 × 2 = 16 marks)

Part C

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

23. Briefly explain the categories of network.
24. Explain message switching technique.
25. Explain about vertical redundancy check.
26. How throughput is improved in slotted ALOHA over pure ALOHA ?
27. Explain Address Resolution Protocol (ARP).
28. How congestion control is performed by leaky bucket algorithm ?
29. Explain the services of transport layer.
30. What are the functions implemented by Application Layer Protocol ?
31. Name and explain the different types of cryptography.

(6 × 4 = 24 marks)

Part D

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

32. Write a note on classification of Routing algorithms.
33. Compare and contrast IPv4 and IPv6.
34. Explain in detail about SCTP.
35. What are the significances of firewall ? Explain the categories of firewalls.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Retail Management****SDC 3RM 10—STORE DISPLAY AND VISUAL MERCHANDISING**

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.*

1. _____ are the two sided display with adjustable shelves.
2. _____ customers have no specific shopping list in mind and purchase products spontaneously.
3. _____ is any act of one party can offer to another that is essentially intangible and others does not result in the ownership of anything.
4. _____ is a board having a regular pattern of small holes for pegs for the storage or display of items.
5. _____ colour that the eye registers first and used for hard hats and safety equipment.
6. _____ refers to the element in the composition that first attracts the eye.
7. Variety displays are also called _____ displays.
8. _____ signage is used to tempt customers through a message and eye grabbing graphics.
9. _____ refers to a piece of equipment or furniture used to display products.
10. _____ goods are in demand for a particular season.

(10 × 1 = 10 marks)

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

11. What is Point of Purchase Display ?
12. What is Data Mining ?
13. What is Planogram ?
14. What is a Store cluster ?
15. What are the Primary Colours ?

Turn over

16. What are Headless mannequins ?
17. What is Valet ?
18. What is Locational signage ?
19. Who is a Merchant ?
20. What are Fads ?

(8 × 2 = 16 marks)

Part C

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

21. What are the general Merchandising Planning Software ?
22. What are the different types Floor spaces ?
23. What are the roles of technology in the retail industry ?
24. Explain the role of visual merchandiser in improving store appeal.
25. What are the ways to improve Retail Store Display ?
26. What is Grid store layout ? Explain its merits and demerits.
27. What are the roles of Signage ?
28. Write about :
 - (a) Functional props.
 - (b) Decorative props.

(6 × 4 = 24 marks)

Part D

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

29. What is visual merchandising ? Explain the elements objectives of visual merchandising
30. What is store layout ? Explain the different store layout.
31. Describe how Window display and the Store Exterior convey a store's character & image.
32. Describe the visual merchandiser's role in the design process.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Retail Management****SDC 3RM 09—RETAIL STORES AND OPERATIONS MANAGEMENT**

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.*

1. _____ is the last link in the chain connecting the producer and customer.
2. Consumer co- operatives are owned and managed by _____.
3. Merchandise allowance is a _____ technique.
4. _____ is a need that is sufficiently pressing to direct the person to seek satisfaction of the need.
5. KFC coma Subway and Taco Bell are examples of _____ type stores.
6. Products that the consumer purchases frequently after comparing suitability, quality, price and style are called _____.
7. E-retailing refers to _____.
8. Any source of products or services for consumers is referred to _____.
9. Multiple shops are also known as _____.
10. Buying roles in the family change constantly, the _____ has traditionally been the main purchasing agent for the family.

(10 × 1 = 10 marks)

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

11. What are the factors influencing the Emergence of organized retailing ?
12. What are the factors considered for Selection of a shopping centre ?

Turn over

13. What are the objectives of good store design ?
14. What do you mean by store security ?
15. What is Quick response system ?
16. Give any two advantages of Logistic information system.
17. What you mean by location decision ?
18. What are the features of Isolated Business Location ?
19. What are the factors influencing the economic retail decision ?
20. What are the importance of Retail Relationships ?

(8 × 2 = 16 marks)

Part C

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

21. Describe the different types of Merchandise Management.
22. State various factors affecting Modern Store Management.
23. Explain different types of Retail Formats.
24. Describe the retail pricing decisions
25. Explain different types of Multi-channel retailing.
26. What do you mean by Catchment area. Explain about it.
27. Examine the nature of Material Handling in stores.
28. What are the types of retail location ?

(6 × 4 = 24 marks)

Part D

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

29. Explain in detail the factors that influence growth of retail in India.
30. Explain the safety and security aspects in retail outlet?
31. Elaborate :
 - (a) Telemarketing.
 - (b) Online marketing.
32. What you mean by Service Retailing ? Explain about it.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Retail Management

GEC 3HR 09—HUMAN RESOURCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.*

1. _____ management is concerned with the people's dimension in organizations.
2. _____ is the shifting of an employee from one job to another without any change of job.
3. _____ approach considered as employees as resources in the same way as any other.
4. On the job training programme is a method of _____.
5. _____ is a sequence of separate but related work activities that provide continuity order and meaning to a person's life.
6. Grievance arises out of disagreement related to _____.
7. _____ tests are conducted to measure the candidates' ability to apply particular skills
8. The process of assessing the effectiveness of training is called _____.
9. _____ is a systematic and orderly process of measuring the worth of a job in relation to other jobs.
10. _____ is a joint programme of training conducted by educational institutions and business firm.

(10 × 1 = 10 marks)

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

11. Define job enrichment.
12. What is Behavioral Anchored Rating Scale ?
13. Define HRP.

Turn over

14. What is Rowan Plan ?
15. What is Compensation Planning ?
16. What do you mean by Fringe benefits ? Give two examples.
17. What is Code of Discipline ?
18. What is Hot Stove Rule ?
19. What is meant by Manpower Planning ?
20. How do we measure training effectiveness ?

(8 × 2 = 16 marks)

Part C

*Answer any **six** questions.*

Each question carries 4 marks.

21. What are the steps involved in the job design ?
22. What are the characteristics of a Job description ?
23. Explain the need and importance of manpower planning.
24. The three steps planning process is known GET. Explain GET.
25. Explain the factors which affect recruitment process.
26. Write short notes on a) Transfers ; b) Promotions ; and C) Demotion.
27. What do you mean by Performance Appraisal ? Explain its features.
28. What are the advantages of Incentive System ?

(6 × 4 = 24 marks)

Part D

*Answer any **two** questions.*

Each question carries 15 marks.

29. What are the fundamental principles of a good grievance procedure ?
30. What is workers participation in management ? What are the methods in workers participation in management ?
31. Discuss the objectives of HRM and explain the functions of HRM in an organization.
32. Explain in brief the methods of Performance Appraisal ? What are its shortcomings ?

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Retail Management

GEC 3PS 08—PERSONALITY AND SOFT SKILL DEVELOPMENT

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.*

1. _____ is any relatively brief conscious experience characterized by intense mental activity and a high degree of pleasure or displeasure.
2. Old money is regarded as the symbol of _____ success.
3. Traditional beliefs about personality persistence are based on the assumption that personality is _____.
4. Quantitative changes or changes of degree in different traits are more common than _____.
5. _____ self concept a person hold for a time and then relinquishes.
6. _____ are set of belief, deep commitments which mould the attitude towards people, situations and life in general.
7. _____ teams are focus on the issues that they are mastered.
8. _____ is the customary code of polite behaviour in society or among members of a particular profession or group.
9. _____ skills are behaviours and tactics a person uses to interact with others effectively.
10. _____ interview covers the life history of the applicant along with his academic and other information.

(10 × 1 = 10 marks)

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

11. What is dynamic in personality ?
12. What is Physical Self Concept ?

Turn over

13. What are Abnormal syndromes ?
14. What are the major roles played by symbol of Self ?
15. What is Persistence ?
16. What is change ?
17. What is Personology ?
18. What is the theory of relationship of Kretschmer ?
19. What are Hard skills ?
20. What is Temperament ?

(8 × 2 = 16 marks)

Part C

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

21. What are the different kinds of speech symbols ?
22. What are the causes of Physical defects ?
23. What are the methods used for studying persistence of personality pattern ?
24. What is Morality ? Explain the development of Moral Codes ?
25. What are the factors influencing Perception of the Comic ?
26. What are the sources of Molding ?
27. What are the effects of child training on personality ?
28. What are the effects of Envy on personality ?

(6 × 4 = 24 marks)

Part D

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

29. Explain Intellectual development. Explain the pattern of development of specific intellectual capacities.
30. What is Motivation ? Explain the techniques used to create a Motivating environment.
31. What is an Interview ? What are the methods to improve interview performance ?
32. What do you mean by Attractiveness ? Explain the judgments of attractiveness and dissatisfaction relates to attractiveness.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Pharmaceutical Chemistry

GEC 30C 01—ORGANIC CHEMISTRY—I

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 1 mark.*

1. The structural formula of but-2-en-1-ol is _____.
2. What is the IUPAC name of tert-butyl alcohol ?
3. Stereoisomers that are not mirror image of each other are called _____.
4. Among the groups $-\text{COOH}$, $-\text{Cl}$, $-\text{CH}_3$ and $-\text{CN}$, the one showing +I effect is _____.
5. Tertiary alkyl halides undergo elimination by the _____ mechanism.
6. The major product obtained when propene reacts with HI is _____.
7. In benzene the state of hybridization of all the six C atom is _____.
8. Sulphonation of naphthalene with conc. sulphuric acid at 160°C yields _____ as major product.
9. What is the value of n as per Huckel's rule, when a compound has nine pairs of π electrons ?
10. Which is more basic _____ indole or quinoline ?

(10 × 1 = 10 marks)

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

11. Write the structural formulae and names of the isomers having molecular formula C_4H_{10} .
12. What is the hybridisation of carbon in ethene ? How many sigma and pi bonds are there in the molecule ?

Turn over

13. Draw the sawhorse projection of the two extreme conformations of ethane.
14. What is the necessary and essential condition for a molecule to exhibit optical activity ?
15. What is meant by electromeric effect ?
16. What are Nucleophilic reactions ? Give two examples.
17. What is meant by ozonolysis ? Explain the ozonolysis of but-1-yne.
18. What is Freund reaction ? Illustrate with example.
19. Give two examples each of ortho-para directing groups and meta directing group.
20. Name two polycyclic arenes that are potent carcinogens.
21. What are benzenoid aromatic compounds ?
22. What is tropylium ion ? Explain its aromaticity on the basis of Huckel's rule.

(8 × 2 = 16 marks)

Section C

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

23. Explain with illustrative examples the following terms
a) Chain isomerism ; and b) Ring chain isomerism.
24. Discuss the merits and demerits of Bayer's strain theory.
25. Draw the chair and boat conformations of cyclohexane and indicate the axial and equatorial bonds. Which is the most stable of the two ? Why ?
26. Mention two types of reactions undergone by carbocations.
27. Explain the different kinds of bond fission observed in organic reactions.
28. Write the mechanism for the dehydrohalogenation of ethylbromide.
29. Explain the hydroboration -oxidation reaction of alkenes with suitable example.
30. Explain the Haworth synthesis of naphthalene.
31. What are anti-aromatic compounds ? Explain with examples.

(6 × 4 = 24 marks)

Section D

*Answer any **two** questions.*

Each question carries 15 marks.

32. (a) Explain the term cis-trans isomerism illustratively using 2-butene.
(b) Explain the term syn-anti isomerism with the example of a suitable oxime.
33. Discuss and illustrate the significance of inductive, mesomeric and hyperconjugation effects in organic molecules.
34. What is meant by peroxide effect ? Explain it with an example and give the mechanism of the reaction. Explain why it is shown only by HBr, not HCl or HI ?
35. What are electrophilic substitution reactions ? Give two examples for the electrophilic substitution reaction of benzene and explain their mechanism.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Optometry and Ophthalmological Techniques

SDC 3OI 10—OPHTHALMIC INSTRUMENTATION AND PROCEDURE

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short Answer)*Answer all questions.**Each question carries 1 mark.*

1. Expand JCC.
2. Two basic types of stimulus presentation in perimetry are _____.
3. J in near vision chart is _____.
4. In _____ Perimetry the size and location of test target remains constant.
5. _____ are two basic principles utilized in tonometry.
6. Convert 43.5 diopter to mm.
7. The presence of glaucoma is suggested by _____.
8. A-scan biometry requires _____.
9. IPD means.
10. Expand ETDRS.

(10 × 1 = 10 marks)

Section B (Short Answer)*Answer any eight questions.**Each question carries 2 marks.*

11. Write about Subjective Refraction.
12. Name the three basic principles of auto refractor.
13. What is Imbert fick law ?
14. What is Amslers Charts ?
15. What is mean deviation in HFA ?
16. List any four advantages of direct Ophthalmoscopy.
17. What is Sim K Value in Corneal Topography ?

Turn over

18. What do you mean by HM in visual acuity ?
19. What is digital Tonometry ?
20. What is Scheimpflug imaging based topography system ?
21. Comment on Tonopen.
22. What is optical Biometers ?

(8 × 2 = 16 marks)

Section C (Short Essay)

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

23. Comment on the indirect illumination techniques of slit lamp.
24. Write note on Bausch and lomb keratometer.
25. Describe duochrome test.
26. Write about Applanation tonometer.
27. Describe Principle of direct ophthalmoscope.
28. Describe the working principle of indirect ophthalmoscope.
29. Write briefly on A scan biometry Techniques.
30. Write the Advantages and disadvantages of retinoscope.
31. Discuss about Bjerrum tangent screen.

(6 × 4 = 24 marks)

Section D (Essay)

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

32. What is perimeter ? Mention the various types of perimeter. Explain automated perimeter in detail.
33. Describe the working principles and procedure of lensometer, how can be check the prism using lensometer.
34. Discuss briefly about tonometry.
35. Discuss briefly about aberrometry.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Optometry and Ophthalmological Techniques
SDC 3IO09—PATHOLOGY AND IMMUNOLOGY
(General and Ocular)

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short Answer)*Answer all questions.**Each question carries 1 mark.*

1. Name a malignant tumor of eye.
2. Define apoptosis.
3. ——— is the only antibodies which can cross the placenta
4. Expand MAC.
5. ——— is primary amyloidosis of cornea.
6. Name two granulomatous condition of the eye.
7. The major chemical messenger involved in hypersensitivity is ———.
8. Some defects or mutations in components of innate or adaptive immunity may lead to ———.
9. Most common eyelid tumour is ———.
10. 75 % of the skin's total dry weight is composed of ———.

(10 × 1 = 10 marks)

Section B (Short Answer)*Answer any eight questions.**Each question carries 2 marks.*

11. What is Metaplasia ?
12. What is retinoblastoma ?
13. Write the biological effects of compliment ?
14. Write on carriers.
15. Write on T suppressor cells ?

Turn over

16. Write on T cell dependent antigens ?
17. Define Interferons.
18. Write on Rheumatic fever.
19. Comment on Edema.
20. Comment on GALT.
21. What is Eosinophils ?
22. What is Hinge region ?

(8 × 2 = 16 marks)

Section C (Short Essay)

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

23. Comment on embolism ?
24. Write on Acquired Immunity.
25. Write briefly different sources of infection.
26. Write the immunological significance of phagocytes.
27. Write about the Pathology of Glaucoma.
28. Discuss basic principles of organ transplantation.
29. Write about the Mechanisms of spread of tumors.
30. Discuss anatomy and the role of thymus in immune system ?
31. Give an account of the different types of T cells and their functions.

(6 × 4 = 24 marks)

Section D (Essay)

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

32. Define inflammation. Mention different types of inflammation. Describe in detail the events in acute inflammation.
33. Explain various cells of immune system.
34. Explain briefly about the different types of hypersensitivity reactions.
35. Define neoplasia. Describe in detail the modes of spread of tumors. Mention the gross and microscopic differences between benign and malignant tumors.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Optometry and Ophthalmological Techniques

GEC 3CR 09—CLINICAL REFRACTION

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short Answers)*Answer all questions.*

1. Normal Axial length of eyeball of newborn is _____.
2. The condition occur due to absence of crystalline lens _____.
3. Which type of lens is used to correct Astigmatism _____.
4. Refractive index of crystalline lens is _____.
5. The angle between the optical axis and visual axis of the eye is called _____ angle.
6. Unequal image size in the two eyes is termed _____.
7. Phenomenon in which two waves superpose to form the resultant wave of the lower, higher or same amplitude _____.
8. The power of reduced eye is about _____.
9. Principle of Duochrome test _____.
10. In a diffraction grating the points separated by the grating elements are called _____.

(10 × 1 = 10 marks)

Section B (Short Answers)*Answer any eight questions.*

11. Define Catoptric images.
12. Define total internal reflection.
13. Write the types of polarization.
14. Write about Latent Hypermetropia.
15. Define Jacksons Cross Cylinder.

Turn over

16. Define object space.
17. Write on Congenital myopia.
18. Define total internal reflection.
19. Calculation of IOL Power.
20. What is the Chromatic Aberration?
21. Define Emmetropia.
22. Define Glare effect.

(8 × 2 = 16 marks)

Section C (Short Essays)

Answer any six questions.

23. Write briefly about Semiconductor LASER.
24. Write about Presbyopia.
25. Write about Duochrome test.
26. Factors affecting visual acuity.
27. Components of eye's optical system.
28. What is meant by accommodation of the eye?
29. Clinical uses and limitations of keratometer.
30. Write notes on corneal pachymetry.
31. Write on conjugate movement.

(6 × 4 = 24 marks)

Section D (Essays)

Answer any two questions.

32. Discuss briefly about the refraction.
33. Explain about schematic eye and reduced eye.
34. Define astigmatism. Discuss the etiology, optical conditions, types and treatment of astigmatism.
35. Discuss briefly about the Keratometry.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Optometry and Ophthalmological Techniques

GEC 3OD 08—OCULAR DISEASE

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short Answers)*Answer all questions.**Each question carries 1 mark.*

1. Abnormally positioned eyelashes are called _____.
2. Drooping of the upper lid is called _____.
3. Loss of normal transparency is _____.
4. Triangular patch on the bulbar conjunctiva in palpebral aperture in elderly patients especially those exposed to strong sunlight, dust, wind, drying etc is called _____.
5. Write the 5 layers of cornea.
6. The horizontal diameter of cornea is of adult size at birth.
7. Inflammation of the middle layer of the eye is called _____.
8. The whole outer surface of sclera is covered by _____.
9. CRVO stands for _____.
10. Surgical management of POAG is called _____.

(10 × 1 = 10 marks)

Section B (Short Answers)*Answer any eight questions.**Each question carries 2 marks.*

11. Toxic amblyopia.
12. Four causes of night blindness.
13. What is Epiblepharon ?
14. Acute dacryocystitis.
15. What is allergic conjunctivitis ?
16. Define nanophthalmos.
17. Define corneal dystrophy ?

Turn over

18. What is Pterygium ?
19. What is Traumatic Cataract ?
20. What is Mittendorf's dot ?
21. What is Internal Hordeolum ?
22. What is Cystoid Macular Eodema ?

(8 × 2 = 16 marks)

Section C (Short Essays)

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

23. Ophthalmia neonatorum.
24. Herpes simplex keratitis ?
25. Exposure Keratopathy.
26. Write a note on corneal dystrophy.
27. What is sympathetic ophthalmia ?
28. Staphylomas.
29. What is ARMD ?
30. What is Phacoemulsification ?
31. Primary Open angle Glaucoma.

(6 × 4 = 24 marks)

Section D (Essays)

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

32. Write about ocular manifestations of Vitamin 'A' deficiency.
33. Various types of Cataract and management of Senile Cortical Cataract.
34. Write about the clinical features and management of Central Retinal Vein Occlusion.
35. Discuss briefly about the diseases of iris ?

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Multimedia

SDC 3MM 10—INTRODUCTION TO ANIMATION

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short Answer Questions)*Answer all questions.**Each question carries 1 mark.*

1. How can we set the working space size in flash animation software ?
2. Shortcut of inserting a blank key frame is _____.
3. Ctrl+j for _____.
4. Write the short key of Action script ?
5. Stroke and styles are located in _____ panel.
6. Default file format of Adobe Flash is _____.
7. How many Symbols are there in Flash _____ ?
8. Write stop action script.
9. Shortcut of inserting a blank key frame is _____.
10. How to declare a variable in flash _____ ?

(10 × 1 = 10 marks)

Section B (Short Answer Questions)*Answer any **eight** of the following.**Each question carries 2 marks.*

11. What is Motion Tween ?
12. Create an Application form in Flash.
13. How can we controlling the Timeline with ActionScript ?
14. Explain about key frames in flash software.
15. Write about Graphics symbol in flash software.

Turn over

16. How can we Modifying an Object with Action Script ?
17. Explain about scenes and frame labels.
18. How to change Mouse Pointer in flash ?
19. What is a blank key frame ?
20. Explain the Name the two kinds of tweening.
21. How can we create triggers ?
22. What is the difference between hiding a layer and locking a layer ?

(8 × 2 = 16 marks)

Section C (Short Essay Questions)

*Answer any six of the following.
Each question carries 4 marks.*

23. Differentiate between Ink bottle tool and Paint Bucket tool in flash software.
24. How can we create triggers ?
25. Explain about swatches in flash software.
26. Differentiate between Key frame and Blank key frame.
27. Explain Action Scripting and Interactivity.
28. Differentiate between a Symbol and an Instance.
29. Explain about Flash UI Components.
30. Write the mp3 Audio file attaching script in flash with example.
31. Explain the usage of Timeline and Draw details of Timeline.

(6 × 4 = 24 marks)

Section D (Essay Questions)

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

32. Explain the steps for synchronizing audio to animation.
33. Describe the steps to create the simplest form of mask with suitable example.
34. Explain Animation and Organizing Projects Layers.
35. How can we implement triggers, create triggers and what you mean by multiple trigger interaction ?

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**MULTIMEDIA****SDC 3MM 09—DIGITAL VIDEO PRODUCTION**

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short Answer Questions)*Answer all questions.**Each question carries 1 mark.*

1. _____ allow the audience to see them clearly without other visual distractions
 - (i) Close-Ups of Objects.
 - (ii) Extreme Close-Ups.
 - (iii) Wide Shots.
 - (iv) None Of These.
2. An eye-level shot has what effect on the viewer ?
 - (i) Makes the viewer feel overpowered by the subject.
 - (ii) Makes the viewer feel like they are looking down on the subject.
 - (iii) Makes the viewer feel like they are looking up at the subject.
 - (iv) Makes the viewer feel like they are in the same space as the subject.
3. A _____ shows the larger setting or situates people in their environment.
 - (i) Wide Shot.
 - (ii) Zoom.
 - (iii) Pan.
 - (iv) Tilt.
4. Graphic representation such as a series of illustrations or images displayed in sequence for pre-visualizing a motion graphic is called :
 - (i) Script.
 - (ii) Storyline.
 - (iii) Storyboard.
 - (iv) Story.
5. A _____ frames the head and torso of one person.
 - (i) Wide Shot.
 - (ii) Medium Shot.
 - (iii) Extreme Close-Up.
 - (iv) Pan.

Turn over

6. Generation loss is the most minimal in :
- (i) Non-linear editing.
 - (ii) Transferring.
 - (iii) Linear editing.
 - (iv) Assemble editing.
7. The traditional process of transferring film to video is called :
- (i) Film Conversion.
 - (ii) Film Bum.
 - (iii) Digital Transfer.
 - (iv) Telecine
8. Which editing using the cut point between two adjacent clips, shortening one and lengthening the other.
- (i) Rolling Edit.
 - (ii) Edit.
 - (iii) Slip Edit.
 - (iv) Slide Edit.
9. Hold "K" while tapping "L".
- (i) Play in reverse one frame at a time.
 - (ii) Play forward one frame at a time.
 - (iii) Play reverse slowly.
 - (iv) None of these.
10. A single-camera recording of a continuous take of a scene, from one location and at one focal-length lens setting, is :
- (i) Cut-In.
 - (ii) Master Shot.
 - (iii) Matched Action.
 - (iv) Overlapping Action.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer any eight of the following.

2 marks each.

- 11. What is the difference between EL (eye-level) and LA (low Angle).
- 12. What does a motion menu contain ?
- 13. Explain VO.
- 14. What's the importance of sequence shot ?

15. How to use Opacity control ?
16. What you mean by Treatment ?
17. Write down any four video editing effects.
18. Where can media cache files be stored ?
19. How to change speed in premier pro ?
20. What is the interpolation method of adobe premier ?
21. Short note on Multicamera editing.
22. What are the main file formats for video ?

(8 × 2 = 16 marks)

Section C (Short Essay Questions)

Answer any six of the following.

4 marks each.

23. Write a note on Rule of Thirds
24. What is meant by parallel editing ? Explain.
25. Write a note on the benefits of story board.
26. What is Asymmetrical trimming ?
27. Write a note on the aspect ratio of screen.
28. Difference between Sync lock and lock track.
29. Write short note on movie promos
30. Explain the advantages and disadvantages of Multicamera editing.
31. Write short note on Editing ? What are the different types of editing ?

(6 × 4 = 24 marks)

Section D (Essay Questions)

Answer any two questions.

Each question carries 15 marks.

32. What are the basic camera angles ? Explain each one.
33. What are the major types of video file formats used in TV industry
34. What is Editing ? Explain different types of Editing Software.
35. Explain the difference between single and multi-camera editing.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Logistics Management****SDC 3L M11—SHIPPING AND OCEAN FREIGHT LOGISTICS MANAGEMENT**

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.*

1. Naval term 'flag' is used to know :
 - a) The ship belongs to which country.
 - b) Belongs to which political party.
 - c) None of these.
 - d) Both a) and b).
2. The bottom most portion of a ship is :
 - a) Deck.
 - b) Foxel.
 - c) Keel.
 - d) None of these.
3. _____ is the specialized agency to monitor the safety and security of international shipping.
4. Quay is nothing but :
 - a) Long wharf in a terminal.
 - b) It is a boat jetty.
 - c) It is the place where sailing boats are tied.
 - d) None of the above.
5. A chart is :
 - a) Nothing but a survey map used for navigational purpose.
 - b) A world map.
 - c) Gives the picture of a harbour.
 - d) None of the above.
6. What is meant by the term DDP ?
 - a) Delivery Delayed Permanently.
 - b) Delivered Duly at Place.
 - c) Delivered Duty Paid.
 - d) None of these.

Turn over

7. _____ ocean lies between Australia and Africa.
8. _____ is the largest ocean.
9. _____ ocean lies between Europe and North America.
10. Suez canal was nationalized in the year _____.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

11. What is route point ?
12. What is cubics ?
13. What is flag registration ?
14. What is Bill of lading ?
15. What is stevedoring ?
16. What is hub ?
17. What is containerization ?
18. What is quotations ?
19. What is LCL ?
20. What is documentation ?
21. What is CY ?
22. What is consortium ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

23. Explain the description of a ship.
24. Explain the draft and load lines in shipping.
25. Write a brief note on port trusts.
26. Write a brief note on Lighterage Services.
27. Explain briefly about quotations.
28. Write a note on shipment planning basics.

29. Write a note on MBL.
30. Write a note on LCL.
31. Explain MTO.

(6 × 4 = 24 marks)

Part D (Essay Questions)

Answer any two questions.

Each question carries 15 marks.

32. What is container ? Explain the process of preparing and loading containers.
33. Explain the securities at Ports and Harbours.
34. What is invoicing ? What all contents needed in invoicing ?
35. What is Shipment planning ? Explain the process of advanced scientific shipment planning.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Logistics Management****SDC 3LM 10—INVENTORY MANAGEMENT**

Time : Three Hours

Maximum : 80 Marks

1. Outbound Logistics is called upstream logistics :
 - (a) True.
 - (b) False.
2. Activities related to co-ordinating, controlling and planning flow of inventory are classified as :
 - (a) Decisional management.
 - (b) Throughput management.
 - (c) Inventory management.
 - (d) Manufacturing management.
3. The following classes of costs are usually involved in inventory decision *except* :
 - (a) Cost of ordering.
 - (b) carrying cost.
 - (c) Cost of shortages.
 - (d) Machining cost.
4. Which is the following is not an Inventory ———.
 - (a) Machines.
 - (b) Raw materials.
 - (c) Finished products.
 - (d) Consumable tools.
5. Which of the following is not a use of inventory ———.
 - (a) Manpower requirement.
 - (b) Allow for quantity discount.
 - (c) An inflation hedge.
 - (d) To avoid stock outs and Shortages.
6. Material Management indicates :
 - (a) Outbound logistics.
 - (b) Inbound logistics.
 - (c) Reverse logistics.
 - (d) All of these.

Turn over

7. Decision model to calculate optimal quantity of inventory to be ordered is called :
- (a) Efficient order quantity.
 - (b) Economic order quantity.
 - (c) Rational order quantity.
 - (d) Optimized order quantity.
8. Reverse logistics refers to ———.
- (a) Returning truck from delivery.
 - (b) Backward scheduling delivery.
 - (c) Movement of goods from customers back to the producers.
 - (d) Transport from the producer directly to the retailer.
9. Which of the following is not part of transportation ?
- (a) Warehouse.
 - (b) Rail.
 - (c) Truck.
 - (d) Ship.
10. Which of the following does not belong to the function of logistics ?
- (a) Billing.
 - (b) Order processing.
 - (c) Manufacturing.
 - (d) Marketing.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

*Answer any **eight** questions.*

Each question carries 2 marks.

- 11. What is buffer stock ?
- 12. What is stock review ?
- 13. What is JIT ?
- 14. What is bar code systems ?
- 15. What is anticipation inventory ?
- 16. What are complimentary goods ?

17. What is stock level ?
18. What is buy decisions ?
19. What is lead-time ?
20. What is core competency ?
21. What are substitute goods ?
22. What is inventory management ?

(8 × 2 = 16 marks)

Part C (Short Essay questions)

*Answer any **six** questions.*

Each question carries 4 marks.

23. Explain the scope of inventory control.
24. Explain finished good inventories.
25. What are the basic ideas involved in EOQ ?
26. Explain the concept of outsourcing.
27. Explain the use of computers in inventory management.
28. Explain different types of stock.
29. Explain different forecasting techniques.
30. Write a note on work in process inventories ?
31. Explain the evaluation of performance of materials function.

(6 × 4 = 24 marks)

Part D (Essay questions)

*Answer any **two** questions.*

Each question carries 15 marks.

32. What is goods ? Explain different types of goods.
33. Briefly explain inventory management systems.
34. Briefly explain Selective Inventory control.
35. Write a note on material requirement planning and Execution ?

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Logistics Management****SDC 3LM 09—PRINCIPLES OF LOGISTICS INFORMATION SYSTEM**

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.*

1. Which of the following statements is true ?
 - a) Logistics and supply chain are same.
 - b) Physical distribution and logistics are the same.
 - c) Logistics is a subset of supply chain.
 - d) Supply chain is a subset of logistics.
2. Which of the following is not a part of LSCM ?
 - a) Supplier.
 - b) Manufacturers.
 - c) Competitor.
 - d) Customer.
3. Material Management indicates :
 - a) Outbound logistics.
 - b) Inbound logistics.
 - c) Reverse logistics.
 - d) All of these.
4. Which of the following is not part of transportation ?
 - a) Warehouse.
 - b) Rail.
 - c) Truck.
 - d) Ship.
5. The final phase of the order cycle is called order :
 - a) Picking and assembly.
 - b) Delivery.
 - c) Receiving.
 - d) Replenishment.

Turn over

6. Celarix.com is a business entity that monitors and calculates tariffs and exchange rates for small companies that ship export their products. Celarix is an example of a :
- a) Materials handling expert.
 - b) Content provider.
 - c) Freight forwarder.
 - d) Third-party logistics provider.
7. 3-PL stands for :
- a) Three points logistics.
 - b) Third party logistics.
 - c) Three points location.
 - d) None of the above.
8. The main advantage of outsourcing is :
- a) Reduce the cost.
 - b) Increase profitability.
 - c) Reduce cycle time.
 - d) All of the above.
9. _____ refers to the management of various activities associated with the Order cycle.
- a) Logistics.
 - b) Order processing.
 - c) Demand management.
 - d) Order management.
10. Who is origin of FOB origin shipment ?
- a) Carriers.
 - b) Buyers.
 - c) Sellers
 - d) Third parties.

(10 × 1 = 10 marks)

Part B (Short answer questions)

Answer any eight questions.

Each question carries 2 marks.

- 11. What is EDI ?
- 12. What is Bar coding ?
- 13. What is SCM ?
- 14. What is ERP ?
- 15. What is LIS Architecture ?
- 16. What is forecast error ?
- 17. What is B2B E-commerce model ?

18. What is B2G E-commerce model ?
19. What is Logistics management ?
20. What is Bull whip effect ?
21. What is communication ?
22. What is IT ?

(8 × 2 = 16 marks)

Part C (Short Essay questions)

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

23. Explain business process reengineering.
24. Explain the objectives of LIS.
25. Explain the types of flows in SCM.
26. What is forecasting ? Explain forecasting methods.
27. Explain B2C E-commerce
28. What are the Disadvantages of e-commerce?
29. Explain EDI
30. What is B2G e-commerce
31. Explain Enterprise Resource Planning.

(6 × 4 = 24 marks)

Part D (Essay questions)

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

32. Explain the role of IT in Supply chain management.
33. Explain personal computers and artificial Intelligence.
34. What is E-commerce ? Explain different types of E-commerce
35. Explain the flow and use of integrated logistics information.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Logistics Management

GEC 3BS 09—BUSINESS STATISTICS

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.*

1. _____ data is original in character and is generated by surveys conducted by individuals or research institutions.
2. Which of the following characteristics a sampling unit must have ?
 - a) Must cover the entire population.
 - b) Non-overlapping.
 - c) Distinct and unambiguous.
 - d) All the above.
3. List, map or other acceptable material called the _____ serve as a guide to population under study.
4. Which of the following is not a mathematical average ?
 - a) Median.
 - b) Arithmetic mean.
 - c) Geometric mean.
 - d) Harmonic mean.
5. Positional average are :
 - a) Mean.
 - b) Median.
 - c) Mode.
 - d) Both (b) and (c).
6. If correlation between the two variables is unity, there is :
 - a) Perfect correlation.
 - b) Perfect positive correlation.
 - c) Perfect negative correlation.
 - d) No correlation.

Turn over

- (10 × 1 = 10 marks)

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

- (8 × 2 = 16 marks)

Part C (Short Essay Questions)*Answer any six questions.**Each question carries 4 marks.*

23. Explain the different types of Bar diagram. What are the benefits of preparing diagrams and graphs ?
24. Write a brief note on scope and limitations of statistics.
25. What is arithmetic mean ?
26. What is data collection ? Explain the methods for collection of primary Data.
27. Write a brief note on frequency Polygon.
28. What is Spearman's rank correlation ? Explain the merits and demerits of Spearman's Rank correlation.
29. Differentiate between Correlation and Regression.
30. Calculate Karl Pearson's co-efficient of correlation :

x	:	2	3	4	5	6	7	8
y		8	2	4	5	10	6	12
31. Explain the requirements for construction of a statistical Table.

 $(6 \times 4 = 24 \text{ marks})$ **Part D (Essay Questions)***Answer any two questions.**Each question carries 15 marks.*

32. What is business statistics ? Explain the scope and limitations of statistics.
33. Compute Karl Pearson's Co-efficient of correlation. :

Price (Rs.)	:	11	12	13	14	15	16	17	18	19	20
Demand (Rs.)		31	28	26	22	25	30	27	22	16	23
34. From the following data of the age of Husband and the age of wife, form the two regression equations and calculate the husband's age when the wife's age is 16 :

Husband's age	:	36	23	27	28	28	29	30	31	33	35
Wife's age		29	18	20	22	27	21	29	27	29	28
35. What is data collection ? Explain different sources of data collection ?

 $(2 \times 15 = 30 \text{ marks})$

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Logistics Management

GEC 3BC 08—BUSINESS COMMUNICATION

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.*

1. What are the semantic barriers of communication ?
 - (a) Different languages.
 - (b) Different context for words and symbols.
 - (c) Poor vocabulary.
 - (d) All of the above.
2. Communication skills include the following skills :
 - (a) Oral communication skills.
 - (b) Listening skills.
 - (c) Writing skills.
 - (d) All of the above.
3. Which of the following statement is correct ?
 - (a) Listening involves silencing the mind.
 - (b) Perceptions and attitude play important role in listening.
 - (c) Both (a) and (b).
 - (d) None of of above.
4. Which of the following statement is correct ?
 - (a) E-mail is economic means to transfer the message.
 - (b) E-mail is spontaneous means of communication.
 - (c) Both (a) and (b).
 - (d) None of the above.

Turn over

5. The barriers to listening include :
- (a) Egotism.
 - (b) Wrong perceptions.
 - (c) Selective perceptions.
 - (d) All of the above.
6. Memos are issued in following cases :
- (a) Asking explanation from the subordinates.
 - (b) Writing to higher authorities.
 - (c) Writing to external parties.
 - (d) All the above.
7. Which of the following statement is correct ?
- (a) E-mail is economic means to transfer the message.
 - (b) E-mail is spontaneous means of communication.
 - (c) Both (a) and (b).
 - (d) None of the above.
8. Which of the following are 7Cs of communication ?
- (a) Concrete.
 - (b) Clear.
 - (c) Complete.
 - (d) All of the above.
9. Which of the following are not psychological barriers ?
- (a) Different comprehension of reality.
 - (b) Negative emotions.
 - (c) Negative attitude.
 - (d) Distance.
10. Which of the following statement is correct ?
- (a) Listening involves silencing the mind.
 - (b) Perceptions and attitude play important role in listening.
 - (c) Both (a) and (b).
 - (d) None of of above.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

11. What is emphatic listening ?
12. What is group decision making ?
13. What is Teleconferencing ?
14. What is Internet ?
15. What is group communication ?
16. What is one way communication ?
17. What is nominal group technique ?
18. What is meant by Bcc in email messages ?
19. What is communication gap?
20. What is Fax ?
21. What is SMS ?
22. What is intrapersonal communication ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

23. What are the components of e-mail ?
24. Discuss the various modern means of communication ?
25. How can listening be made effective ?
26. Explain the advantages of Fax and E-mail ?
27. What are the advantages and disadvantages of Videoconferencing.
28. What are the various barriers in effective listening ? How can they be overcome ?
29. Differentiate between oral and written communication.

Turn over

- 30. What are organisational barriers of communication ?
- 31. How does psychological barriers of communication ?

(6 × 4 = 24 marks)

Part D (Essay Questions)

*Answer any **two** questions.*

Each question carries 15 marks.

- 32. What is Grapevine ? Explain its various types, advantages and disadvantages.
- 33. Discuss the various types of listening ?
- 34. What do you mean by communication networks ? Explain various networks.
- 35. What is Listening ? How does it differ from hearing ? Why is it important to listen ?

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Jewellery Designing****SDC 3JD 10—ADVANCED JEWELLERY DESIGNING—I**

Time : Three Hours

Maximum : 80 Marks

Section A (Very short/objective answer)*Answer all questions.**Each question carries 1 mark.*

1. The Karat rating of gold refers to its _____.
2. Which is the rarest metal in Jewellery ?
3. _____ is an example for Semi Precious Stone.
4. _____ type of Enamel work allows the underneath pattern or metal to show through.
5. A long pin, typically with an ornamental head, that holds a woman's hat in position by securing it to her hair.
6. _____ earrings are round or oval and they may be as large as well as small as you want them to be.
7. A _____ chain is a modified version of the curb chain, where the interlocking flat links vary in size.
8. _____ is a notably shiny chain formed by flat plates crimped together over a mesh interior.
9. _____ type of necklace originated in the mid-1800s, and Queen Alexandra reportedly wore this style to hide a scar on her neck.
10. _____ are large oversized rings that are set with precious or semiprecious stones.

(10 × 1 = 10 marks)

Section B (Short answer)*Answer any eight questions.**Each question carries 2 marks.*

11. Write a note on Platinum Jewellery.
12. Name any 4 Semi Precious Stones.

Turn over

13. What is Curve of Force ?
14. What is Buckle ?
15. What is Buckle Clasp ?
16. What is Pendant ?
17. What is Segmented Necklace ?
18. What is Hat Pin ?
19. What do you meant by Flat band Rings ?
20. Name any 4 types of Chains.
21. What is Pendant Connection ?
22. Draw any 2 examples for Snow Crystals.

(8 × 2 = 16 marks)

Section C (Short essays)

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

23. Explain the properties of Precious stones used in Jewellery
24. Design a Fancy Earring on the motif Moth Mullen.
25. Design a Navaratna Pendant based on the motif Butterfly.
26. Draw a butterfly and identify the elements of Principles of Designs from the Butterfly.
27. Design any 2 Hat pins based on the theme Leaf.
28. What are the different types of Figure Rings ? Give Example.
29. Design any 3 Engraved Cuff links based on the motif Snow Crystals.
30. Design a Chandelier earring with 4 circles.
31. Design a fancy Pendant based on the Motif Leaf outline.

(6 × 4 = 24 marks)

Section D (Essays)

*Answer any **two** questions.*

Each question carries 15 marks.

32. Design a Party wear Necklace based on the theme Snow Crystals.
33. Design and Color the following in Gold and Enamel work based on the theme Bud Forms :
(i) Pendant ; (ii) Earring ; and (iii) Ring.
34. Create five textures using different materials in a box of 5" × 5".
35. Design an choker necklace based on the following theme :



(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Jewellery Designing**

SDC 3J D09—INDIAN AND INTERNATIONAL JEWELLERY MARKETS

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short/Objective Answer)*Answer all questions.**Each question carries 1 mark.*

1. What are the typical colours used in kundan meena work ?
2. Form cluster together forms _____.
3. Which is the largest category in semantic unit classification ?
4. Which are the alphabets used in spenoid class ?
5. Which technique was favourite to art nouveau jewellers ?
6. Which are the metals used as base for meenakari ?
7. Which meena has lower melting point ?
8. Mention any two advantages of clay ornaments.
9. What are the cleaning aids recommended by GIA for coloured gemstones ?
10. Which metal is not considered as precious in French market, even though it is precious by its properties ?

(10 × 1 = 10 marks)

Section B (Short Answer)*Answer any eight questions.**Each question carries 2 marks.*

11. What is Kolhapur istle of jewellery ?
12. What is polka work ?
13. Differentiate between work of Ghaaria and Chitteria ?
14. What is Khinwa ?
15. What are Terracotta ornaments ?

Turn over

16. What do you mean by temple jewellery ?
17. What is Filigree work ?
18. Write about the metals used in Italian market.
19. What are the base metals for meenakari and write about the colours used ?
20. Which are the typical US products ?
21. Which are the inexpensive options of jewellery ?
22. Write about the important factor in Japanese market.

(8 × 2 = 16 marks)

Section C (Short Essays)

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

23. Write a short note on traditional jewellery.
24. Explain temple jewellery of Kerala.
25. Write a note on Antique jewellery.
26. Compare German style jewellery and Japanese style jewellery.
27. How do sales of costume jewellery compare to real jewellery in USA ?
28. Discuss the jewellery materials by a few tribal communities all over the world.
29. Give a note on Sterling Jewellers.
30. What are your predictions for the next 3-5 years in the jewellery ecommerce arena ?
31. Discuss on re-bridal market of jewellery.

(6 × 4 = 24 marks)

Section D (Essays)

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

32. Discuss silver filigree work of Orissa.
33. Compare Lac jewellery and Stone jewellery.
34. Design a chain and earring of Japanese style.
35. Discuss five jewellery pieces every woman must have in her collection.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Gemmology****SDC 3GM 10—ADVANCED GEMMOLOGY—Paper II**

Time : Three Hours

Maximum : 80 Marks

*Draw neat sketches wherever necessary.***Section A (Objective Type Questions)***Answer all **ten** questions.**Each question carries 1 mark.*

1. The gemstone which is often called the “Evening Emerald”.
2. What two colours do true padparadschas have ?
3. The term for the ‘Cat’s Eye’ effect common in many Chrysoberyl stones, resulting from tiny, parallel, fibrous inclusions in the stone :
 - (a) Chatoyancy.
 - (b) Asterism.
 - (c) Colour banding .
 - (d) Rutilation.
4. Which two precious gems are only two different colours of the same mineral, corundum ?
 - (a) Emerald and Sapphire.
 - (b) Ruby and Citrine.
 - (c) Amethyst and Tourmaline.
 - (d) Ruby and Sapphire.
5. Which gem is believed to have gender and was used in the ring Prince Charles gave to Princess Diana ?
 - (a) Emerald.
 - (b) Citrine.
 - (c) Sapphire.
 - (d) Turquoise.
6. The life in diamond is dependent on what property of light ?
7. The instrument used for determining pleochroism in gemstones.
8. What is the top part of a faceted stone above the girdle called ?
9. Weight of the gemstones is measured in _____.
10. What does it indicate if the tone of a gemstone is zero ?

(10 × 1 = 10 marks)

Turn over

Section B (Short Answer Type Questions)

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

11. Distinguish between asterism and chatoyancy.
12. What is Sheen ?
13. Define Pleochroism.
14. What is meant by iridescence ?
15. What is meant by diaphaneity ?
16. What are the gemological terms for internal flaws and external flaws ?
17. Write a short note on the glittery, sparkling effect displayed by sunstone.
18. Compare vitreous and adamantine lusters.
19. Write a note on the large top flat facet on a gemstone.
20. Define Intaglio.
21. Differentiate between carat and karat.
22. What is meant by tone of colour ?

(8 × 2 = 16 marks)

Section C (Short Essay Type Questions)

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

23. Explain briefly the type of lighting that intensifies red colours.
24. Explain how shape and cutting style of gemstones differ.
25. Write note on the life and fire in diamond.
26. Write a paragraph on aventurescence, change of colour and play of colour.
27. Give a short account of clarity of colourless gemstones.
28. Give different types of fractures present in gemstones.
29. Write a short note on colour grading parameters.

30. Define bezel, pavilion and culet present in round brilliant cut.
31. Explain how to select a good gemstone cutter / faceter.

(6 × 4 = 24 marks)

Section D (Essay Type Questions)

*Answer any **two** questions.*

Each question carries 15 marks.

32. Give an account of the factors affecting the pricing of gemstones highlighting on the 4-C's of gemstones.
33. Explain with suitable examples the different types of transparencies shown by gemstones.
34. Draw neat diagrams of step cut, mixed cut, cabochon cut, tumbled cut and plaque cut done on gemstones. Also comment on the relation between cut and hardness of gemstones.
35. Explain how the quality of a fancy coloured diamond can be judged. Add a note on why gemstones are so expensive.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Gemmology****SDC 3GM 09—ADVANCED GEMMOLOGY—PAPER I**

Time : Three Hours

Maximum : 80 Marks

*Draw neat sketches wherever necessary.***Section A (Objective Type Questions)***Answer all ten questions.*

1. Opal doublets or triplets are :
 - (a) Made of natural opal, attached to a cover and/or base.
 - (b) Not made from natural opal.
 - (c) Synthetic gems, not natural opal.
 - (d) Sold by weight, like all other opals.
2. The most historically important source of emerald is :
 - (a) Brazil.
 - (b) Myanmar.
 - (c) Sri Lanka.
 - (d) Columbia.
3. Gem synthetic diamonds are :
 - (a) Identical in every aspect to natural diamond.
 - (b) Common in today's marketplace.
 - (c) Available in large sizes, i.e., greater than 1 carat.
 - (d) Not widely available.
4. ——— is the method used for commercial production of quartz and emerald.
5. The process mainly used for producing synthetic corundums.
6. The scientist who discovered flame fusion process.
7. The melting point of Pt metal is ———.
8. Which synthetic gem is used to imitate natural alexandrite ?
9. Name the diamond simulant produced by flame fusion method.
10. What is used in pavilion portion of composite ruby ?

(10 × 1 = 10 marks)

Turn over

Section B (Short Answer Type Questions)

Answer any eight questions.

11. What is Sublimation method ?
12. Give the advantages of Hydrothermal process.
13. What is the importance of radio-waves in skull method ?
14. Write the difference in inclusions present in natural and synthetic gemstones.
15. What are Semi-Genuine Doublets ?
16. How is pressure applied in belt apparatus process ?
17. Why are metallic oxides used in glass making ?
18. Give the identification properties of moissanite.
19. What is meant by doping in diamond synthesis ?
20. Write down the importance of methyl iodide in flame fusion method.
21. What parameters control the size of the crystal in hydrothermal process ?
22. What is a Spinel composite ?

(8 × 2 = 16 marks)

Section C (Short Essay Type Questions)

Answer any six questions.

23. Distinguish between Czochralski and Flux fusion methods. Give neat diagrams.
24. Write the distinguishing properties of synthetic cubic zirconia and diamond.
25. Give a short note on phenomenal glass stones.
26. Compare Belt Apparatus Process and Split Sphere Process.
27. Give the identification properties of hydrothermal synthetic ruby and emerald.
28. Write a short note on gemstones produced by ceramic process.
29. Give an account of commonly occurring triplet stones.
30. Write a short note on synthetic opal production.
31. Make a short note on foil-back stones.

(6 × 4 = 24 marks)

Section D (Essay Type Questions)

Answer any two questions.

32. Write an essay on composite gemstones, their types and properties.
33. Describe the Skull Melting Process and identification properties of Skull synthesized gemstones.
34. Discuss how gemstones are synthesized by Hydrothermal method. How can you distinguish these stones from natural gemstones ?
35. Give an account of Gel Growth Process and Ceramic Process for synthesizing Opal.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Food Science

SDC 3FS 11—FOOD ADDITIVES AND FLAVOUR TECHNOLOGY

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.*

1. Expand GRAS.
2. What is the E number of Tartrazine ?
3. Beet root red color is due to the presence of _____.
4. Parabens are active at the pH range of _____.
5. Name any *two* chemical preservatives
6. GMO stands for _____.
7. E number of carotenoids, which are used as food colors.
8. What is the effective level of ascorbic acid in food ?
9. What is the percentage of acetic acid present in vinegar ?
10. Name any *four* categories of food additives.

(10 × 1 = 10 marks)

Part B*Answer any eight short questions.**Each question carries 2 marks.*

1. Describe briefly about Food additives.
2. Write brief account on Class II preservatives.
3. Describe Lysozyme and explain its main function.
4. Write short note on Chlorophylls.
5. Oleoresins - Explain briefly.

Turn over

6. How is the consumer informed about the use of additives ?
7. Differentiate between artificial and natural preservatives ?
8. Write short note on citric acid as acidulant.
9. Explain briefly about risk factors of GMO.
10. Describe briefly about flavor composites.
11. Define Prebiotics and give one example.
12. Explain intentional food additives.

(8 × 2 = 16 marks)

Part C

Answer any six short essay questions.

Each question carries 4 marks.

1. Describe the role of food additives in food.
2. Differentiate intentional and incidental food additives.
3. Explain the role of nitrates and nitrites as a preservative.
4. Write a short essay on proteins as functional ingredient.
5. Describe extraction techniques of flavor.
6. Explain the preparation of oleoresins using solvent extraction.
7. Describe the uses of anti-caking agents with example.
8. What are the best soluble fiber foods ?
9. Describe the optimum conditions required for the action of lysozymes and provide the sources of lysozymes.

(6 × 4 = 24 marks)

Part D

Answer any two essay questions.

Each question carries 15 marks.

1. Write short essays on food preservatives, antioxidants and food coloring agents.
2. Provide a detailed account on :
 - (i) Protein separation and purification.
 - (ii) Protein modification.
 - (iii) Protein specification as dietary supplement.
3. Write essays on each of the following :
 - (i) Extraction and isolation methods of flavors.
 - (ii) Sensory and instrumental analysis of flavors.
4. 'Food additives are toxicants'. Justify the statement in detail.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Food Science

SDC 3FS 10—TECHNOLOGY OF SPICES AND PLANTATION CROPS

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all the questions in one sentence or a word.**Each question carries 1 mark.*

1. Expand BIS _____.
2. Colour pigment in Chilli is _____.
3. Write two names of Seed spices _____.
4. Botanical name of Turmeric _____.
5. Principal constituent present in Cardamom _____.
6. Expand CNSL.
7. _____ Principal flavour constituent present in Cumin.
8. Expand CODEX.
9. Write Two prominent commercial cultivars of Ginger.
10. Colour Pigment in Saffron _____.

(10 × 1 = 10 marks)

Part B*Answer any eight of the following briefly.**Each question carries 2 marks.*

1. Classification of spices.
2. List out the major spices.
3. Green Pepper in brine.
4. Ground pepper.
5. List out the major types of vanilla.

Turn over

6. Bourbon method of vanilla curing.
7. Cardamom oil.
8. Define quality of the spices.
9. What are the solvents used for extracting oleoresins.
10. Define Clevenger distillation.
11. Define seed spices.
12. Define organic spices.

(8 × 2 = 16 marks)

Part C

*Answer any six of the following.
Each question carries 4 marks.*

1. Describe AGMARK specifications of spices.
2. Write short note on ginger processing.
3. Explaining about the Turmeric curing & Polishing.
4. Explain briefly about vanilla processing.
5. Cashew-By products.
6. Chromatography.
7. Explain briefly about TLC.
8. Solvent extraction.
9. Describe cleaning and drying of spices.

(6 × 4 = 24 marks)

Part D

*Answer any two of the following.
Each question carries 15 marks.*

1. Write essay on Ginger Processing and its value addition.
2. Write detail note on Spice oils and oleoresins.
3. Write essay on cardamom curing and importance of cardamom flavour in food industry.
4. Write essay on Turmeric curing.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Food Science

SDC 3FS 09—TECHNOLOGY OF FISH, MEAT AND EGG PROCESSING

Time : Three Hours

Maximum : 80 Marks

I. Objective Answer Questions. Answer *all* questions. 1 mark each :

Fill in the blanks :

- 1 Egg shell is rich in _____.
- 2 Distribution of fat in meat is called _____.
- 3 _____ acid is formed during Rigor Mortis.

Match the following :

- | | |
|---------------------|-------------------------|
| 4 Poly-Phosphate | Connective tissue. |
| 5 Pink color | Water holding capacity. |
| 6 Collagen, Elastin | Sarcoplasmic protein. |
| 7 Nitrate | Myoglobin. |

Say True or False :

- 8 Animal fat is rich in saturated fatty acids.
- 9 Egg white is rich in essential carbohydrate.
- 10 Candling is used for external evaluation of egg.

(10 × 1 = 10 marks)

II. Short Answer Questions. Answer any *eight* questions. 2 marks each :

- 1 What is aging of meat ?
- 2 What is fish surimi ?
- 3 Define Silage.
- 4 Differentiate fresh water and marine water fish.
- 5 List out post-mortem changes in meat.

Turn over

- 6 What are RTE meat poultry products ?
- 7 List out the egg products.
- 8 Draw a labeled diagram of muscle.
- 9 Note on two thermal processing methods in meat industry.
- 10 List out factors affecting egg quality.
- 11 Differentiate traditional and modern production lines of fishery products.
- 12 What factors can cause the deterioration of egg in storage.

(8 × 2 = 16 marks)

III. Short Essay Questions. Answer any *six* question. 4 marks each :

- 1 Note on meat curing methods.
- 2 Explain the factors affecting the quality of fish.
- 3 Note on fish protein concentrate.
- 4 Write short note on sliding filament theory.
- 5 Explain the details on different types of stunning and slaughtering.
- 6 Describe two most important theories of rigor mortis.
- 7 What is the composition and nutritive value of hen egg ?
- 8 Draw the flow chart for canning of fish.
- 9 What are the quality control parameters of fish ?

(6 × 4 = 24 marks)

IV. Essay Questions. Answer any *two* questions. 15 marks each :

- 1 Discuss on by-products of fish industry and utilization.
- 2 Discuss in details preservation of meat.
- 3 Give a detailed account on the current challenge to meat industry in India.
- 4 Write down the :
 - (a) Production of smoked fish.
 - (b) Smoke components.
 - (c) Quality and nutritive value of smoked fish.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Food Science

GEC 3FM 09—FOOD MICROBIOLOGY—II

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.*

Multiple choices :

1. Which one of the following is used for physical sterilization ?
 - a) Boric acid.
 - b) NaCl.
 - c) UV.
 - d) Citric.
2. The phase in which the cells adapt to the new surrounding environment is called as _____ phase.
 - a) Stationary.
 - b) Log.
 - c) Lag.
 - d) None of the above.
3. Off flavors and odors developed when fats and oils are not stored very well is called as
 - a) Rancidity
 - b) Fouling.
 - c) Acidity
 - d) fetid.
4. _____ Technique is more suitable for studying the colony characteristics of the bacteria.
 - a) Streak plate
 - b) Pour plate.
 - c) Spread plate
 - d) All of the above.

Answer the following :

5. Define F factor
6. What is phenol coefficient ?
7. What are thermo acidophilus ?
8. Why are micro-organisms stained ?

Turn over

Fill in the blanks :

9. _____ medium is used for the selective isolation of *Staphylococcus aureus*.
10. _____ is the principal anaerobic organism responsible for the spoilage of canned foods.

(10 × 1 = 10 marks)

Part B

Answer any five questions.

11. What are exogenous agents ?
12. What are cellular targets for bacterial count ?
13. What are cationic agents ?
14. What is dye reduction test ? Give example .
15. Enlist 4 organism commonly involved in food fermentation with respective end product produced
16. What is contribution of Pasteur and Buchner in food microbiology ?
17. What is acidophilus milk ?

(5 × 2 = 10 marks)

Part C

Answer any six questions.

18. What are different levels of chemical decomposition in food ?
19. Explain various factor that influence growth of normal factor in food.
20. What are halophiles and explain its use in food microbiology ?
21. Write note on differential media.
22. Explain soya sauce fermentation.
23. Differentiate between pour plating and spread plating.
24. Explain the role of food preservation for the following :
 - a) Table sugar and salt.
 - b) SO₂ and sulfides as chemical food preservatives.
25. What are causes of food borne intoxications ?

(6 × 5 = 30 marks)

Part D

Answer any two questions.

26. What are different quantitative methods for measurement of bacterial growth and mention defects in each method.
27. Define food poisoning. Elaborate on the extrinsic factors that control the microbial growth.
28. What is sauerkraut ? Elaborate its production, prevention, loss and contamination.
29. Discuss role of biochemical properties in identifying food borne bacteria with example.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Fish Processing Technology****SDC 3AQ 11—OPERATION MANAGEMENT IN FISH PROCESSING PLANTS**

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 1 mark.*

1. Only the best quality fish should be used for smoke curing. Why ?
 - a) The bad quality might interfere with the process.
 - b) Smoking will not conceal the bad quality.
 - c) It proves to be expensive.
 - d) All above.
2. Processing of fish by salting, drying, smoking and pickling is known as :
 - a) Caring.
 - b) Curing.
 - c) Cloning.
 - d) Cleaning.
3. MSG is :
 - a) Natural protein.
 - b) Flavouring agent.
 - c) Flavour enhancer, bringing out natural flavour of food.
 - d) An extender adding texture and bulk to the product.
4. The red or pink colour of the fish is generally caused from the growth of :
 - a) Sarcina.
 - b) Micrococcus or bacillus species.
 - c) Mould or yeasts.
 - d) All above.

Turn over

5. The pH of spoiled shell fish is :
- a) Acidic.
 - b) Neutral.
 - c) Alkaline.
 - d) According to kind of spoilage.
6. Stages of post harvest losses are :
- a) Harvesting.
 - b) Packaging.
 - c) Transportation or storage.
 - d) All of the above.
7. Bacterial growth is generally impossible when water activity reduces below :
- a) 0.80.
 - b) 0.70.
 - c) 0.60.
 - d) 0.50.
8. How can you tell if food has enough bacteria to cause food poisoning :
- a) It will smell.
 - b) You can't it will appear normal.
 - c) It will have different colour.
 - d) It will taste different.
9. _____ must be removed to stop the spoiling action of micro organisms.
- a) Moisture.
 - b) Food.
 - c) Favourable temperature.
 - d) All above.
10. Which preservation method exposes food to low levels of gamma rays, electron beams or X rays ?
- a) Freeze drying.
 - b) Irradiation.
 - c) Aseptic packaging.
 - d) Retort pouching.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

*Answer any **eight** questions.*

Each question carries 2 marks.

11. Give design of a fish processing plant.
12. Lay out of a typical freezing plant.

13. Describe different types of fish dryers.
14. What is pH diagram ?
15. What is dissolved air floatation ?
16. Explain any *four* safety controls for canning plant.
17. What is Sedimentation ?
18. Describe the chemical treatments which can be applied for waste removal.
19. What is granular media filtration.
20. What is boiler mounting ?
21. What are passive sensors ?
22. Describe characteristics of sensors for measurement of relative humidity.

(8 × 2 = 16 marks)

Section C (Short Essays)

*Answer any **six** questions.*

Each question carries 4 marks.

23. Describe functions and construction of refrigeration system.
24. Describe the legislations and standards of effluent discharge.
25. Give an account on types of thermometers and their application in food processing industry.
26. Explain site selection for a fish processing unit.
27. Describe instruments for measurement of a_w value, temperature, pH, freshness, gel strength, salinity and brine concentration.
28. Explain the design characteristics of a processing plant ?
29. Explain the water pollution control measures in the food industry.
30. Describe the preventive maintenance of machinery and equipment of fish processing plants ?
31. What are chemical and biological treatments for waste water ?

(6 × 4 = 24 marks)

Turn over

Section D (Essays)

*Answer any **two** questions.*

Each question carries 15 marks.

32. Give a comparison on layout of different types of fish processing plants.
33. Explain the extension methods and their impact on capture fisheries and fishers livelihoods and give details of fisheries extension agencies in India.
34. Describe selection of boilers and explain boiler mounting process and accessories.
35. Explain the general characteristics of processing plant building, water supply, equipments and hygiene requirements inside the plant.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Fish Processing Technology****SDC 3AQ 10—THERMAL PROCESSING OF FISHERY PRODUCTS**

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 1 mark.*

1. Bacterial endospores are extremely resistant to :
 - a) Heat.
 - b) Freezing.
 - c) Cold storage.
 - d) Chilling.
2. The bacteria most often involved in the spoilage of fish are :
 - a) Part of the natural flora of the external slime of fishes and their intestinal contents.
 - b) Part of the natural flora of the intestinal slime of fishes only.
 - c) Both (a) and (b).
 - d) None of the above.
3. Sterilization by steam at 100 degrees C or higher for at least 15 minutes :
 - a) Autoclaving
 - b) Blanching
 - c) Sulfuring.
 - d) Salting.
4. The temperature between 4-60 degrees C where bacteria grow and multiply rapidly :
 - a) Danger zone.
 - b) Perishable.
 - c) Autoclaving.
 - d) FAT TOM.
5. ——— must be removed to stop the spoilage action of microorganisms
 - a) Moisture.
 - b) Food.
 - c) Favourable temperatures.
 - d) All the above.
6. Pasteurization is the process of heating milk :
 - a) Above 121 degrees.
 - b) Above boiling point.
 - c) Below boiling point.
 - d) Above 150 degrees.

Turn over

7. Expand UHT.
8. Expand SSOP.
9. Expand MAP.
10. Expand CCP.

(10 × 1 = 10 marks)

Section B

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

11. What are the characters of *Clostridium botulinum* ?
12. What is TPC ?
13. What is canning ?
14. What are the purpose of blanching ?
15. What is GMP ?
16. Conditions affecting the growth of microorganisms.
17. Sterilization process and equipment.
18. Death rate curve (D value).
19. The FO value.
20. Purpose of pasteurization.
21. Testing of the effectiveness of blanching ?
22. Classify foods based on acidic nature.

(8 × 2 = 16 marks)

Section C

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

23. Explain the potential hurdles in fish preservation.
24. Explain the sources, units and dose levels of radiation used in Irradiation of fish.
25. Explain bacteriology of heat processed fishery products.
26. Define decimal reduction time, thermal death time, Z and F values and 12 D concept.

27. Explain the irradiation preservation in fishery products.
28. Explain the GMP practices in fish canning plants.
29. Conditions affecting the growth of micro-organisms.
30. Sterilization process and equipments.
31. What are the characters of *Clostridium botulinum* ? What are the symptoms of botulism ?

(6 × 4 = 24 marks)

Section D

Answer any **two** questions.

Each question carries 15 marks.

32. What is hurdle technology ? What is the principle of hurdle technology ? Explain the potential hurdles in fish preservation.
33. What is thermal processing ? What are the common methods applied in seafood industry ? Explain.
34. Explain Irradiation as a method of fish preservation..
35. Explain the type of spoilage in canned fish.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Fish Processing Technology****SDC 3AQ 09—FREEZING TECHNOLOGY IN SEAFOOD PLANTS**

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 1 mark.*

1. It is important to prepare food safety because :
 - a) It helps to prevent food poisoning.
 - b) Prepared food looks better.
 - c) Prepared food tastes better.
2. Which of the following does bacteria need to assist it to grow and multiply :
 - a) Water.
 - b) Food.
 - c) Warm temperatures.
 - d) All of the above.
3. In a place of work, the best way to dry your hands after washing them is to :
 - a) Use a cotton towel.
 - b) Just shake excess water away.
 - c) Use a air dryer.
 - d) Use a paper towel.
4. At which temperature does water freeze ?
 - a) 10 Degree Celsius.
 - b) 0 Degree Celsius.
 - c) 32 Degree Celsius.
 - d) 212 Degree Celsius.
5. Sterilization by steam at 100 °C or higher for at least 150 minutes :
 - a) Autoclaving.
 - b) Blanching.
 - c) Sulfuring.
 - d) Salting.
6. Amount of time a food can be stored and remain fresh :
 - a) Radura.
 - b) Irradiation.
 - c) Danger Zone.
 - d) Shelf life.

Turn over

7. A fungus that causes fermentation
- a) Bacteria.
 - b) Mold.
 - c) Yeast.
 - d) Enzymes.
8. Which of the following sentence Is true with respect to food storage/preservation ?
- a) Each food type has a potential storage life.
 - b) The mechanical abuse that food has received during storage/distribution does not affects its storage stability.
 - c) All of the mentioned.
 - d) None of the mentioned.
9. Frozen storage is generally operated at temperature of :
- a) $- 0^{\circ}\text{C}$.
 - b) $- 18^{\circ}\text{C}$.
 - c) $- 50^{\circ}\text{C}$.
 - d) $- 60^{\circ}\text{C}$.
10. Tocopherol is an example of :
- a) Anticaking agent.
 - b) Flavouring agent.
 - c) Antioxidant.
 - d) None of the above.

(10 × 1 = 10 marks)

Section B

Answer any eight questions.

Each question carries 2 marks.

- 11. What is the difference between slow freezing and quick freezing ?
- 12. Different types of freezer.
- 13. What is a spray freezer ?
- 14. What are the chemical changes occurring in lipids due to freezing ?
- 15. What is an antioxidant ?
- 16. What are the changes in texture occurring during freezing and frozen storage ?
- 17. What is fish fillet ?
- 18. Different methods of thawing frozen fish.
- 19. What are the safest ways to thaw frozen foods ?

20. What are the advantages and disadvantages of thawing ?
21. What is Cryopreservation ?
22. What are the steps involved in freezing of fishery products ?

(8 × 2 = 16 marks)

Section C

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

23. What are whole, FIL, PD, PUD and CPD. Explain the process of each ?
24. What are the physical and chemical changes during frozen storage of fishes ?
25. What are the changes in texture, taste, odour, occurring during freezing and frozen storage ?
26. What are the sensory change occurring during freezing and frozen storage ? What is the effect of post-mortem condition on sensory qualities of fish ?
27. Explain slow freezing.
28. Freezing curve of fish.
29. Crystallization and recrystallization of water
30. What are the chemical changes occurring in lipids, proteins and nucleotides due to freezing ?
31. What are "green" shrimp ?

(6 × 4 = 24 marks)

Section D

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

32. What are the different types of freezing methods ? Explain.
33. Describe arrangements within the cold storage, handling and stacking systems, space requirements, precautions to reduce temperature increase in a cold storage.
34. Explain the process of freezing of fishes.
35. Explain :
 - a) Freeze burn ;
 - b) Recrystallisation ;
 - c) Rigor mortis.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Fish Processing Technology

GEC 3GI 09—GENERAL INFORMATICS

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all questions.*

1. The resolution of the monitor is governed by the _____.
 - a) Size of the screen.
 - b) Cost of the monitor.
 - c) Number of pixels on the screen.
 - d) Contrast of the pixels on the screen.
2. Which of the following statements about the hard disks is TRUE ?
 - a) Hard disks are always installed inside the system unit of a computer.
 - b) Hard disks are considered volatile storage devices.
 - c) With the rise of flash drives, hard disks are becoming legacy technology.
 - d) Hard disks are considered nonvolatile storage devices.
3. ERP means _____.
 - a) Enterprise Recourse Planning.
 - b) Electronic Report Presentation.
 - c) Electronic Recourse Planning.
 - d) None of these.
4. On the keyboard, the key press finalizes a command or entry is :
 - a) Enter.
 - b) Control.
 - c) Escape.
 - d) All the above.

Turn over

- (10 × 1 = 10 marks)

*Answer any **eight** questions.*

11. What is G2 G type of E-governance ?
12. What is operating system ?
13. What is WAN ?
14. What are input devices ?
15. What are shopping cart software.?
16. What is E- Branding ?

17. What is localization ?
18. What is payment pathway ?
19. What is Digi cash ?
20. What is hybrid smart card ?
21. Explain briefly the operations of credit and debit cards.
22. Briefly explain about Virtual Universities.

(8 × 2 = 16 marks)

Section C

Answer any six questions.

23. Explain the importance of Online Courses and Education.
24. Explain about TDIL project.
25. Explain the resources for failure of E- Commerce.
26. Describe different aspects of the privacy policy of a web site.
27. Explain the functions of firewalls.
28. Distinguish between Virus and Worms.
29. Distinguish between debit card and credit card.
30. Explain the peripherals of a computer.
31. Explain types of operating system.

(6 × 4 = 24 marks)

Section D

Answer any two questions.

32. Explain the elements of websites.
33. Explain the importance of various security measures in E- commerce.
34. Explain the mechanism and advantages of E-cash.
35. Describe about free software, Windows software and various Microsoft Tool.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Fish Processing Technology

GEC 3EFI03—ENTREPRENEURSHIP IN FOOD INDUSTRIES

Time : Three Hours

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 1 mark.*

1. What forms can innovation take EXCEPT ?
 - a) People.
 - b) Process.
 - c) Market.
 - d) Product.
2. What do you call small firms that yield a level of income for their owner that is similar to what they would earn when working for an employer ?
 - a) Sole proprietorship.
 - b) Small business.
 - c) Lifestyle firm.
 - d) Salary-substitute firm.
3. The entrepreneurial process is comprised of each of the following steps EXCEPT :
 - a) Deciding to become an entrepreneur.
 - b) Inventing a new product or process.
 - c) Managing and growing the entrepreneurial firm.
 - d) Moving from an idea to an entrepreneurial firm.
4. Entrepreneur and inventor mean essentially the same thing :
 - a) True.
 - b) False.
5. Entrepreneurship only pertains to starting new businesses, not existing firms :
 - a) True.
 - b) False.
6. The number one characteristic shared by successful entrepreneurs is creativity :
 - a) True.
 - b) False.

Turn over

7. GATT is established in 1947, under :
- a) German leadership.
 - b) French leadership.
 - c) U.S. leadership.
 - d) U.K. Leadership.
8. Having less than 50 percent of equity share in an international venture is called :
- a) Minority interest.
 - b) Joint venture.
 - c) Majority interest.
 - d) Exporting.
9. Which one of the following is the process of entrepreneurs developing new products that over time make current products obsolete ?
- a) New business model.
 - b) Anatomization.
 - c) Creative destruction.
 - d) None of the given options.
10. Which one of the following gives suggestions for new product and also help to market new products ?
- a) Existing products and services.
 - b) Federal Government.
 - c) Distribution Channels.
 - d) Consumers.

(10 × 1 = 10 marks)

Section B

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

- 11. Define Mobilization of resources ?
- 12. What is Project Appraisal ?
- 13. What is average rate of return? Explain its advantage and disadvantage ?
- 14. What is social cost benefit analysis ?
- 15. What is Ratio Analysis ? Discuss the role of Ratio Analysis ?
- 16. What is the cash flow statement and fund flow statement ?
- 17. Explain briefly Profit and Loss account and balance sheet ?
- 18. Define breakeven point ? Explain with the help of chart ?
- 19. Explain ABC Analysis ?
- 20. What are the functions of national Small Industries Corporation ?

21. What is the financial planning ? Explain its objectives ?
22. What is working capital ? Why is it important for any enterprise ?

(8 × 2 = 16 marks)

Section C

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

23. Explain Network Analysis ? How it is useful in project designing ?
24. Define Business risk. What are the types of business risk ?
25. Define Partnership. Discuss the different types of Partnership ?
26. Define Entrepreneurship. Differentiate between Entrepreneur and manager. What is the need and significance of entrepreneurship ?
27. What factors influence entrepreneurial development ?
28. Explain the role of entrepreneur in economic development of a country.
29. Briefly explain the contents of project report ?
30. Define the term Wages. What factors affect wages of workers ?
31. What is project appraisal ? Describe the aspects of project appraisal ?

(6 × 4 = 24 marks)

Section D

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

32. What is Cost analysis and the steps involved ? Explain cost control and budgeting in detail.
33. Role of entrepreneurs in food industry
34. What is Business planning ? Explain its elements, significance and purpose.
35. Explain product pricing and profit generation.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Fashion Technology

SDC 3FT 11—FASHION MERCHANDISING MARKETING AND MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

I. Answer *all* the questions :

1 Utilization of complete organization capacity is main aim of :

- | | |
|----------------------|------------------------|
| a) Product concept. | b) Production concept. |
| c) Exchange concept. | d) Sales concept. |

2 Direct selling is also known as :

- | | |
|-------------------------|-----------------------|
| a) Multi level selling. | b) Corporate selling. |
| c) Direct marketing. | d) Store retailing. |

3 SFA stands for :

- a) Special force Association.
- b) Small firm association.
- c) Sales force Automation.
- d) Security force assistance.

4 _____ is an asset for the organization.

- | | |
|----------------------------|-----------------------------|
| a) Good customer response. | b) Good satisfied customer. |
| c) Customer loyalty. | d) None of the above. |

5 Advertising is derived from which word ?

- | | |
|-----------|------------|
| a) Latin. | b) French. |
| c) Greek. | d) German. |

6 Which is the sales promotion method ?

- | | |
|-----------------------|-------------------|
| a) Money off coupons. | b) Free gifts. |
| c) Discount vouchers. | d) All the above. |

Turn over

- 7 Elevated walkways for that models that project out from the stage, usually into the seating area :
- a) Line up.
 - b) Runway.
 - c) Dressers.
 - d) Starters.
- 8 Trade show is a term normally applied to :
- a) Channel only intermediate.
 - b) Specialist interest consumer shows.
 - c) Business to Business markets.
 - d) Generalist interest consumer shows.
- 9 MLM stands for :
- a) Multi longitudinal mode.
 - b) Multi level marketing.
 - c) Mid level manager.
 - d) Mailing list manager.
- 10 Marketing means :
- a) Buying.
 - b) Selling.
 - c) Both a) and b).
 - d) Analyzing.

(10 × 1 = 10 marks)

II. Answer any *eight* of the following :

- 11 What is standardization and grading ?
- 12 List out the advantages of merchandising.
- 13 Define fashion show.
- 14 What is buying behavior ?
- 15 List out the merits and demerits of advertising.
- 16 Who is a merchandiser ?
- 17 What is retail Management ?
- 18 List the stages of CRM.
- 19 Define apparel Merchandising.
- 20 What are the criteria of market segmentation ?
- 21 What are the 4 phases of customer life cycle ?
- 22 What is complaint management ?

(8 × 2 = 16 marks)

III. Answer any *six* of the following :

- 23 Why is fashion marketing important ?
- 24 How an effective management controls the shoplifting in retail management ?
- 25 What is the difference between digital marketing and internet marketing ?
- 26 How to increase customer loyalty ?
- 27 Explain the tips for making trade fair participation more effective.
- 28 Describe the elements in visual merchandising.
- 29 Explain the process of marketing.
- 30 Explain domestic and export environment.
- 31 Describe the 4 P s of marketing.

(6 × 4 = 24 marks)

IV. Answer any *two* of the following :

- 32 Explain customer relationship management in detail.
- 33 Explain the domestic and export market environment and international market environment.
- 34 Explain market research in detail.
- 35 Explain merchandising and describe marketing concepts and marketing management.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Fashion Technology****SDC 3FT 10—HISTORIC COSTUMES**

Time : Three Hours

Maximum : 80 Marks

I. Answer *all* the question. Each question carries 1 mark :

1 Early Prehistoric man used to tattoo their body with :

- (A) Ink, Blood Or Paint. (B) Blood, Dust Or Mud.
(C) Chalk And Dust. (D) Sticks, Leaves Or Mud.

2 Clothes can be made from plastic such as :

- (A) Cotton. (B) Polyester.
(C) Wool. (D) Rayon.

3 Refers to what people feel is the proper way of clothes to cover their body :

- (A) Ensemble. (B) Sanitation.
(C) Modesty. (D) Insignia.

4 The hip belt it used to tie the lower garments was called :

- (A) Pravara. (B) Mekhala.
(C) Upavita. (D) Paridhana.

5 ——— And ——— where the mean ornament as described in the Rigveda.

- (A) Niska, Rukma. (B) Niska, Nivi.
(C) Nivi, Vavri. (D) Vavari, Rukma.

6 The tunic of early Satavahana period is called :

- (A) Karnika. (B) Kancuka.
(C) Kayabandh. (D) Kantha.

Turn over

- 7 Kirita is used to refer to the :
- (A) Earring. (B) Crown.
(C) Anklet. (D) Necklace.
- 8 Bhairnivasani, evolved from the antariya was type of ____.
- (A) Skirt. (B) Trouser.
(C) Blouse. (D) Jacket.
- 9 _____ is a sandal used by ancient Roman as indoor shoe ?
- (A) Soleae. (B) Clcei.
(C) Socci. (D) Calcamen.
- 10 Men's kimono sleeves are in _____ cut.
- (A) Square. (B) Round.
(C) Bell. (D) Tulip.

(10 × 1 = 10 marks)

II. Answer any *eight* of the following. Each question carries 2 marks :

- 11 What are the basic functions of clothing ?
- 12 What is Modesty ?
- 13 Describe the development of textile making.
- 14 What are the costumes of Women's of Vedic period ?
- 15 What are is the difference between saree and dupatta used in in Vedic civilization.
- 16 Describe the costumes of Indus Valley Civilization.
- 17 What are the the five classification of kushana costumes ?
- 18 Describe kayabandh and its type.
- 19 What are the various types of ornaments used in the Mauryan period.
- 20 What is Antariya ? What are the two styles of wearing Antariya.

21 Define peplos ?

22 What is Toga.

(8 × 2 = 16 marks)

III. Answer any *six* of the following. Each question carries 4 marks :

23 Explain the evolution of clothing for Prehistoric man.

24 Elaborate on how many Vedas describe clothing and jewellery.

25 Elaborate on the hairstyle and head Gears used in the Gupta period.

26 Describe the Mauryan age religious person and their costume.

27 Elaborate on the various Textiles and dyes use during the Asian Indian Empire.

28 Write about Egyptian men's costume.

29 Write a short note on costumes of Roman women ?

30 Describe the different kinds of American costume.

31 Write about accessories used by Japanese people.

(6 × 4 = 24 marks)

IV. Answer any *two* of the following. Each question carries 15 marks :

32 Explain in detail the origin, function and importance of clothing.

33 Explain the costume and accessories of Roman people in detail.

34 Explain the costumes and jewellery of men and women during the satavahanas period.

35 Write a brief note on Indian costumes.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Fashion Technology

GEC 3ET 07—TEXTILE PROCESSING

Time : Three Hours

Maximum : 80 Marks

I. Answer *all* the questions :

- _____ is the process of removing the starch or size the covering the warp yarn using enzyme.
 - Desizing.
 - Scouring.
 - Degumming.
 - Singeing.
- _____ is the process of giving colour to fibers, yarn or fabrics by using natural or synthetic dye.
 - Printing.
 - Scouring.
 - Dyeing.
 - Waxing.
- The main chemical agent used in the cotton scouring is :
 - Sodium hydroxide.
 - Hydrochloric acid.
 - Copper sulphate.
 - Zinc oxide.
- _____ is also known as piece dyeing.
 - Space dyeing.
 - Bar dyeing.
 - Fabric dyeing.
 - Garment dyeing.
- _____ is the application of dyes or pigments on textiles materials such as fibers, yarns, and fabrics.
 - Printing.
 - Weaving.
 - Dyeing.
 - Finishing.
- A solution of the dye from which it is applied is called the _____.
 - Dye bath.
 - Water.
 - Liquid.
 - Lather.

Turn over

- 7 _____ are synthesized for making synthetic dyes.
- a) Chemicals. b) Pigments.
c) Colours. d) Chemicals.
- 8 The _____ is applied to the design surface on the block in block printing.
- a) Print paste. b) Colour.
c) Chemical. d) Gum.
- 9 The _____ fails to penetrate in the tied section in the ties and dye technique.
- a) Gum. b) Dye.
c) Water. d) Chemical.
10. _____ as coloured unsaturated organic molecules must have affinity for fibers to be effectively applied.
- a) Dyes. b) Powder.
c) Colour. d) Chemical.

(10 × 1 = 10 marks)

II. Answer any *eight* of the following :

- 11 What is foil printing ?
12 What is sublimation ?
13 What is the specialty of block printing ?
14 What is the electrostatic method of flock printing ?
15 What are the various steps involved in screen printing ?
16 What is mercerizing ?
17 What is finishing ?
18 What is cross dying ?
19 What is the difference between beam dying and hank dying ?
20 What is padding mangle ?
21 What are the disadvantages of natural dyes ?
22 What is digger dying ?

(8 × 2 = 16 marks)

III. Answer any *six* of the following :

- 23 What are the various heat transfer printing technique explain ?
- 24 Explain flock printing process with the help of flow chart.
- 25 What are the difference between hand block printing and stencil printing ?
- 26 What are the various direct printing techniques explain ?
- 27 What is bio-polishing explain briefly ?
- 28 Explain the wet processing with the help of a flow chart.
- 29 Explain the kiers boiling process.
- 30 What do you mean by textile dyeing ?
- 31 Explain Winch dyeing in detail.

(6 × 4 = 24 marks)

IV. Answer any *two* of the following :

- 32 Explain the dice types used for different fibers in detail.
- 33 Explain the dyeing of cellulosic fibers with reactive and vat dyes.
- 34 What are the various methods of textile printing explain in detail.
- 35 What is dyeing ? Explain the types in detail.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Digital Film Production

DFC 3FP 12—MULTIMEDIA 3D

Time : Three Hours

Maximum : 80 Marks

I. Answer all the *ten* questions :

- 1 What is VFX ?
- 2 What is the main difference between 2D and 3D ?
- 3 Define 'visual arts'.
- 4 Define '2D animation'.
- 5 Define squash and stretch.
- 6 What is 'Depth' ?
- 7 Define 'key frame'.
- 8 Define persistence of vision.
- 9 What is Shading ?
- 10 Give one example for a 3D animation software.

(10 × 1 = 10 marks)

II. Answer any *eight* in two or three sentences :

- 11 Explain the functions of Animation.
- 12 Draw the different stages of bouncing ball.
- 13 Explain the term 'animatics'.
- 14 What are motion tweens ?
- 15 What is path animation ?
- 16 What are traditional animations ?
- 17 Explain animation as a medium of communication.

Turn over

- 18 Explain the different multimedia file formats.
- 19 Explain the basics of texturing.
- 20 Define 'Arcs'.
- 21 What is Tween animation ?
- 22 Explain the uses of story board.

(8 × 2 = 16 marks)

III. Answer any *six* in about 150 words :

- 23 What are the basics of character design in animation ?
- 24 Explain the GUI of Maya.
- 25 Briefly explain the history of animation.
- 26 Explain the future of 3D animation.
- 27 What are the different types of stop motion animations.
- 28 Explain the importance of audio in 3D animation films.
- 29 Explain the advantages of watching animation films.
- 30 Elaborate the growth of animation from CEL to 3D.
- 31 Explain animation principles.

(6 × 4 = 24 marks)

IV. Answer any *two* in 600 words :

- 32 Write about the production pipeline of 3D animation.
- 33 Explain the various software used for 3D animation production.
- 34 Discuss the influence of animation in film industry.
- 35 Define elements of animation.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Digital Film Production

DFC 3FP 11—MULTIMEDIA 2D

Time : Three Hours

Maximum : 80 Marks

I. Answer *all* the 10 questions :

- 1 What is the main difference between 2D and 3 D ?
- 2 Give an example for a 2 D animation software.
- 3 Who did the design of Indian National flag ?
- 4 Give an example for a designing software.
- 5 What is stop motion ?
- 6 Define storyboards.
- 7 Define pose.
- 8 What is pixilation ?
- 9 Define CMYK.
- 10 What is persistence of vision ?

(10 × 1 = 10 marks)

II. Answer any *eight* in two or three sentences :

- 11 Define 'Animation'.
- 12 What is three dimensional design ?
- 13 What is path animation ?
- 14 What is target audience ?
- 15 Define 'Key frames'.
- 16 Draw the different stages of bouncing ball.
- 17 Write a note on traditional animation.
- 18 Write a note on Flash.
- 19 What is 'form' in drawings ?
- 20 Define 'Exaggeration'.

Turn over

21 What is Tween animation ?

22 What is motion capturing ?

(8 × 2 = 16 marks)

III. Answer any *six* in about 150 words :

23 What are the basics of character design ?

24 Differentiate between imagination and visualization.

25 Explain the importance of animation in Cinema.

26 Give a detailed note on different types of animation software.

27 Compare the major differences in acting for an animation film and a real film.

28 Explain the various functions of creative director.

29 Computer has made tremendous changes in visual arts. Elucidate.

30 Elaborate the growth of animation from CEL to 3D.

31 Explain animation principles.

(6 × 4 = 24 marks)

IV. Answer any *two* in 600 words :

32 Discuss the influence of animation in film industry.

33 Explain different types of animation techniques.

34 Create your own character with different poses.

35 Analyse any 2D animated film on its special features.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Digital Film Production****DFC 3FP 10—INTRODUCTION TO VISUAL EDITING**

Time : Three Hours

Maximum : 80 Marks

(A) Answer all the *ten* questions in a word or sentence. Each question carries 1 mark :

- 1 What is mise-en scene ?
- 2 What is a jump cut ?
- 3 What is cinematic time ?
- 4 What is HDMI ?
- 5 What is 4K resolution ?
- 6 Define Master shot.
- 7 What is Rule of thirds ?
- 8 What is two shot ?
- 9 What is non-linear editing ?
- 10 What is high angle ?

(10 × 1 = 10 marks)

(B) Answer any *eight* questions. Each question carries 2 marks :

- 11 What is meant by editing ?
- 12 What is montage ?
- 13 Write the difference between digital and analogue editing ?
- 14 Write about any *two* editing softwares.
- 15 Differentiate between Director's cut and Editor's cut.
- 16 What is the use of establishing shot ?
- 17 What is constructive editing.
- 18 Write a note about Battleship Potemkin.

Turn over

- 19 Digital film making has affected the film making process. Comment.
- 20 What is EDL ?
- 21 List the contributions of Pudovkin.
- 22 How will you edit an interview.

(8 × 2 = 16 marks)

(C) Answer any *six* questions. Each question carries 4 marks :

- 23 What is the use of transition in editing ?
- 24 Write about any two editors from Malayalam film industry.
- 25 Elaborate the five principles of editing.
- 26 Explain cut, dissolve, jump cut and match cut.
- 27 What is the difference between parallel action and simultaneity ?
- 28 How will editing affect the success of a cinema ?
- 29 Cinema gets a visual form at the editor's table. Comment.
- 30 What is the role of assistant editor ?
- 31 How can you break a 180 degree rule ?

(6 × 4 = 24 marks)

(D) Answer any *two* questions. Each question carries 15 marks :

- 32 Write on factors an editor should consider.
- 33 Write on Soviet montage principle.
- 34 Digital editing has made filmmaking easier. Explain.
- 35 What is the contribution of George Milies to world cinema.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Digital Film Production

DFC 3FP 09—PRE-PRODUCTION

Time : Three Hours

Maximum : 80 Marks

I. Answer all the *ten* questions :

- 1 What is 2K Resolution ?
- 2 What is NTSC ?
- 3 Expand PAL.
- 4 What is 180 degree rule ?
5. What is hard light ?
6. What is HDMI ?
7. What is master shot ?
8. What is VGA ?
9. Expand MLS.
10. What is eye level shot ?

(10 × 1 = 10 marks)

II. Answer any *eight* in two or three sentences :

- 11 What is meant by cinematography ?
- 12 What is rule of thirds ?
- 13 What are continuity concepts ?
- 14 Explain the different types of shots.
- 15 What is the use of tracking and crane shots ?
- 16 Elaborate five C's of cinematography.
- 17 Explain the role of assistant cameraman.
- 18 Differentiate between indoor and outdoor shooting.

Turn over

- 19 What is the use of establishing shots ?
- 20 How will you shoot for a documentary ?
- 21 How will you set a frame for an interview ?
- 22 Elaborate continuity in action.

(8 × 2 = 16 marks)

III. Answer any *six* in about 150 words :

- 23 Illustrate on basic three point lighting.
- 24 What are the objectives of story board ?
- 25 Is it necessary to follow a shooting script ?
- 26 Elaborate the uses of extreme close up shots and extreme long shots.
- 27 How can you control the light in a scene ?
- 28 Some shots get meaning when juxtaposed with another shot. Comment
- 29 Write on any one cinematographer who has contributed to today's Indian cinema.
- 30 Analyze the growth of Indian cinema in terms of cinematography.
- 31 What should a cinematographer consider; the beauty of the frame or the meaning of the shot ?

(6 × 4 = 24 marks)

IV. Answer any *two* in 600 words :

- 32 Write on the shot compositions.
- 33 How to transform a story to a script ?
- 34 Write on the contributions of Lumiere brothers to world cinema.
- 35 Lighting up a scene defines the skill of the cinematographer. Elaborate.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Broadcasting and Journalism

SDC 3BJ 10—MOBILE JOURNALISM

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type Questions)*Answer all questions.**Each question carries 1 mark.*

1. On 17 Feb 2004, published, for the first time on page one, a photograph taken with a mobile phone :
 - a) The Guardian.
 - b) The Sun.
 - c) The Sunday Inquirer.
 - d) The New York Times.
2. _____ is a removable smart card that is used in CDMA cellphones.
 - a) SIM.
 - b) R-UIM.
 - c) IMEI.
 - d) Both (a) and (b).
3. The standard SMS messages are limited to _____ characters per message.
 - a) 160.
 - b) 180.
 - c) 140.
 - d) 200.
4. LTE stands for _____.
5. The naturally- existing light which illuminates a scene is called _____.
 - a) Background Light.
 - b) Available Light.
 - c) Sun Light.
 - d) All of the above.
6. A shot in which the subject matter appears tilted on the screen :
 - a) Dutch Angle.
 - b) High Angle.
 - c) Low Angle.
 - d) Both (a) and (b).

Turn over

7. _____ an alternative and activist form of news gathering and reporting that functions outside mainstream media institutions , often as a response to shortcomings in the professional journalistic field.
- a) Backpack Journalism. b) Embedded Journalism.
c) Citizen Journalism. d) Investigative Journalism.
8. Pinnacle Studio is a mobile application used for _____.
a) Live Streaming. b) Video Editing.
c) Photography. d) Photo Editing.
9. Which of the following is not a Live Streaming App ?
a) Periscope. b) Livestream.
c) Meerkat. d) Ferrite.
10. Which of the following Indian TV channel has partnered with Samsung for Mojo production in their channel ?
a) CNN-IBN. b) NDTV.
c) Skype. d) DropBox.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

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

11. Google Street View.
12. User Generated Content.
13. International Mobile Equipment Identity.
14. RecForge.
15. LTE.
16. Kine Master.
17. Square Video.
18. Vertical Video.
19. Voice Over Internet Protocol.

20. Proprietary Ports.
21. Vlogging.
22. GPRS.

(8 × 2 = 16 marks)

Section C (Short Essays)

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

23. Explain HDR setting in a mobile camera.
24. Differentiate between cut-in shots and cut-away shots.
25. What do you mean by Back pack Journalism ?
26. What are the components of a mobile phone ?
27. What do you mean by story angle
28. What are the basic skills required to be a Mojo ?
29. Over the past few years, tablet PCs have become so popular due to their great features , specialized apps and portability. Explain
30. The process of creating a story with a smartphone is no different from that followed when reporting conventionally. Do you agree ? Justify your answer.
31. Poor quality audio can ruin a video story. Discuss various tips for recording better audio using your mobile phone.

(6 × 4 = 24 marks)

Section D (Essays)

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

32. A smart Phone has numerous features that make it superior to other phones. Elucidate.
33. Write a detailed essay on the advantages of Mobile Journalism with examples.
34. Explain in detail the shots, angles and camera movements commonly used in visual production
35. Critically evaluate how mobile phones are changing Journalism practice in the 21st Century.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Broadcasting and Journalism

SDC 3BJ 09—VIDEO RECORDING, EDITING AND VISUAL DESIGN

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type Questions)*Answer all questions.**Each question carries 1 mark.*

1. Fill in the pair according to the previous relation :

Low angle shot : Cat's eye

Aerial Shot : _____.

2. The camera movement from Left to Right is called :

a) Tilting.

b) Vertical movement.

c) Landscape movement.

d) Panning.

3. A shot with two persons in the frame is called :

a) Dual shot.

b) Two shot.

c) Twin shot.

d) Double shot.

4. Resolution of a video refers to :

a) Dimension of the frame.

b) Number of frames-in the video.

c) Multiple of Number of pixels in horizontal and vertical frame.

d) None of the above.

5. The effect that is used in between two video clips on the track is called :

a) Video Transition.

b) Video Effect.

c) Bridge.

d) None of the above.

Turn over

6. Pick the odd one out :
- a) M4A.
 - b) MP4.
 - c) MP3.
 - d) WAV.
7. _____ rule talks about the imaginary axis on which the subject is placed and the camera position shouldn't be changed more than a particular degree.
8. Key light is :
- a) The major light source.
 - b) The minor light source.
 - c) The supporting light source.
 - d) Light used to remove shadows.
9. A reflector is used to :
- a) Enhance the lighting.
 - b) Reflect the sunlight to the object.
 - c) Highlight the subject.
 - d) All the above.
10. 7000 Kelvin colour will be :
- a) Bluish.
 - b) Greenish.
 - c) Yellowish.
 - d) Reddish.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

- 11. Extreme Long Shot.
- 12. Tracking.
- 13. Aspect Ratio.
- 14. Progressive Video.
- 15. Virtual Reality.
- 16. UV Filter.
- 17. Golden hours.
- 18. Video Transition.
- 19. Rendering.
- 20. Denoiser.

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Broadcasting and Journalism

GEC 3ML 09—MEDIA LAWS AND ETHICS

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type Questions)*Answer all questions.*

1. Sting operation is a method of _____.
 - a) Investigative Journalism.
 - b) Paid news.
 - c) Embedded journalism.
 - d) Yellow journalism.
2. The Press Council Act was enacted in the year _____.
 - a) 1965.
 - b) 1978.
 - c) 1968.
 - d) 1969.
3. The Official Secrets Act was enacted in the year _____.
 - a) 1923.
 - b) 1953.
 - c) 1933.
 - d) 1963.
4. False and written statements or materials such as movies or photographs are called _____.
 - a) Libel.
 - b) Slander.
 - c) Offence.
 - d) Crime.
5. Central Board of Film Certification was set up in the year....?
 - a) 1945.
 - b) 1983.
 - c) 1956.
 - d) 1951.
6. Which of the following organization issues norms for journalistic conduct ?
 - a) PCI.
 - b) PIB.
 - c) RNI.
 - d) IFWJ.

Turn over

7. An Act to prevent the dissemination of certain publications harmful to young persons :
- a) The Young Person's Harmful Publications Act.
 - b) Indecent Representation of Women Act.
 - c) Whistle Blower's Protection Act.
 - d) Working Journalist Act.
8. _____ is an unauthorized use, typically of a patent or copyright :
- a) Infringement Libel.
 - b) Invasion of Privacy.
 - c) Slander.
 - d) Libel.
9. The following is a defense against defamation :
- a) If it were for the public good.
 - b) To publish a substantially true report of the proceedings of a court of justice.
 - c) To express in good faith any opinion whatever respecting the conduct of a public servant in the discharge of his public functions.
 - d) All of these.
10. What is embargo ?
- a) A ship, which often comes late.
 - b) A ban on publication before a specific date.
 - c) A story, which has no end.
 - d) None of these.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

Answer any **eight** questions.

- 11. Yellow Journalism.
- 12. Directive Principles.
- 13. Embedded Journalism.
- 14. INS.
- 15. Geographical Indication.
- 16. CBFC.

17. Loksabha.
18. Doordarshan
19. Intellectual Property Rights.
20. Article 19 (1) a.
21. Media Censorship.
22. RTI.

(8 × 2 = 16 marks)

Section C (Short Essays)

Answer any six questions.

23. Discuss in detail the Contempt of Court Act, 1971.
24. Write your thoughts on the Freedom of Press in India.
25. What are the important recommendations of Majidia wage board ?
26. What are the reasonable restrictions for the freedom of speech and expression ?
27. Discuss about the Press and Registration of Books Act.
28. What are the major laws related to cyber crime ?
29. What are the important provisions in the Drug and Magic Remedies Act ?
30. Define and describe fundamental rights given by Indian Constitution.
31. Describe about Regulatory measures taken to control and balance media.

(6 × 4 = 24 marks)

Section D (Essays)

Answer any two questions.

32. Discuss in detail the Right to Information Act and its relevance in Indian context
33. Write a note on the powers and functions of the PCI. Explain the Code of Ethics by PCI.
34. Enumerate the basic characteristics and salient features of Indian Constitution
35. Discuss about various laws governing the Press in our country.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Banking Finance Service and Insurance

SDC 3BF 10—LIFE INSURANCE OPERATIONS

Time : Three Hours

Maximum : 80 Marks

Part I*Answer all questions.**Each question carries 1 mark.*

Objective questions :

1. The ratemaking function in a life insurance company is performed by _____.
 - a) Production sales management.
 - b) Insurance department.
 - c) Actuarial department.
 - d) Underwriter.
2. The idea of insurance ombudsman was mooted in the year :
 - a) 1998.
 - b) 1938.
 - c) 1986.
 - d) 1990.
3. _____ risk is defined as the relative variation of actual loss from expected loss.
 - a) Subjective risk.
 - b) Pure loss.
 - c) Objective risk.
 - d) Expected risk.
4. _____ is a process of identifying loss exposure faced by an organization and selecting the most appropriate techniques for treating such exposure.
 - a) Insurance management.
 - b) Risk Management.
 - c) Banc assurance.
 - d) Exposure management.
5. _____ insurance is the one where the loss is not due to physical damage but the result of dishonesty of employees as a result of physical damage.
 - a) Liability.
 - b) Pecuniary.
 - c) Motor.
 - d) Personal.
6. _____ is a contract between two or more insurance companies by which a portion of risk of loss is transferred to another insurance companies.
 - a) Double insurance.
 - b) Reinsurance.
 - c) Treaty insurance.
 - d) Banc-assurance.

Turn over

7. The doctrine of subrogation is the supplementary principle of _____.
a) Insurance. b) Surety.
c) Bailment. d) Indemnity.
8. The _____ principle states that the business and individual should insure potentially serious losses before relatively minor losses.
a) Measurable loss. b) Determinable loss.
c) Catastrophic hazards. d) Large loss.
9. _____ helps lower the cost of insurance as well as increase its availability.
a) Deductible decisions. b) Objective decision.
c) Selective decisions. d) All of the above.
10. The fixed amount of money paid by the insured to the insurance company regularly is called _____.
a) Capital. b) Annuity.
c) Premium. d) Value.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. Who is insured ?
12. What is principle of indemnity ?
13. What is insurance premium ?
14. What is annuity ?
15. What do you mean by Proposal ?
16. What is non-financial risk ?
17. What is Cover Note ?
18. What are the different method of class rating ?
19. Who is Cpcu ?
20. What is Professionalism in Selling ?

(8 × 2 = 16 marks)

Part III (Short Essays)

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

21. What are the limitation of Health Insurance ?
22. What are the Operation of Insurance Company ?
23. What are the Different Types of Claim ?
24. What are the different between participating and non participating policies ?
25. Different Between Risk And Peril ?
26. What is "utmost good faith" ?
27. What are the different types of Bonus ?
28. What are the natures of insurance ?

(6 × 4 = 24 marks)

Part IV (Long Essays)

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

29. Insurance is gambling ? Are you agree, explain ?
30. What is Claim Concepts ? What are the different types ?
31. What is Health Insurance ? What are the function and their Importance ?
32. What is insurance ? What are the benefits and importance of insurance ?

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Banking Finance Service and Insurance

SDC 3BF 09—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I*Answer all questions.**Each question carries 1 mark.*

1. _____ are the form of human needs take as shaped by culture & individual personality.
(a) Wants. (b) Demands.
(c) Needs. (d) Social Needs.
2. The concept of marketing mix was developed by _____.
(a) N. H. Borden. (b) Philip Katter.
(c) Stanton. (d) W. Anderson.
3. Marketing is both an “art” and a “science” there is constant tension between the formulated side of marketing and the _____ side.
(a) Behavior. (b) Creative.
(c) Management. (d) Selling.
4. In the concept testing stage of new-product development, a product concept in _____ form is presented to groups of target consumers.
(a) Commercial. (b) Final.
(c) Physical or symbolic. (d) Prototype.
5. _____ is the acquisition of goods and services by the seller or industrial user for the purpose of resale.
(a) Selling. (b) Assembling.
(c) Buying. (d) Transportation.

Turn over

6. The most structured marketing problems are likely to be those dealing with _____.
- (a) Price. (b) Place.
(c) Promotion. (d) Product.
7. Which of the following is not included in 7Ps of service marketing ?
- (a) People. (b) Place.
(c) Physical Evidence. (d) Public Relations.
8. Classical conditioning is associated with _____.
- (a) Repetition. (b) Generalisation.
(c) Discrimination. (d) All of these.
9. Re marketing is related with creating demand for _____.
- (a) Fresh products. (b) Low quality products.
(c) Non-usable product. (d) Renewed use of products.
10. Which is the feature of direct marketing _____.
- (a) One-to-one communication. (b) Open dialogue.
(c) Personal relationship. (d) All of the above.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. Define Marketing.
12. What is brand name ?
13. What is target market ?
14. What is integrated marketing communication ?
15. What is vertical product differentiation ?
16. What is physical distribution ?
17. What is mobile banking ?
18. Define channel conflict.

19. What is electronic payment system ?
20. What is simulative demand ?

(8 × 2 = 16 marks)

Part III (Short Essays)

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

21. What are the steps in developing effective communication ?
22. What is a Product ? What are the different types ?
23. What is e-marketing ? What are the characteristics of e-marketing ?
24. What is product management? Fundamentals of product management ?
25. What is e-commerce ? What are the process ?
26. Who is an Intermediary ? What are the types ?
27. What is channel design ? What are the steps ?
28. What are the different types of value ?

(6 × 4 = 24 marks)

Part IV (Long Essays)

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

29. What are the different types of media ?
30. What is market segmentation ? Different between target marketing and market positioning ?
31. What is product life cycle ? What are the stages ?
32. What is M-commerce ? What are the advantages and disadvantage of e-commerce ?

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Banking Finance Service and Insurance

GEC3BS08—BANKING SERVICE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I*Answer all questions, each question carries 1 mark.*

1. The Banking Regulation Act it came into force on _____.
 - (a) 1950.
 - (b) 1958.
 - (c) 1981.
 - (d) 1949.
2. Before 1949 the commercial banks in India were controlled by the provisions of _____.
 - (a) Indian companies act.
 - (b) Banking regulation act.
 - (c) Reserve bank of India act.
 - (d) None of these.
3. The need for a separate banking registration to control the banks in India was first recommended by :
 - (a) Reserve bank of India.
 - (b) Central bank of India.
 - (c) Central banking enquiry committee.
 - (d) None of these.
4. The term banking company is Defined by the section _____ of the Banking Regulation Act 1946.
 - (a) 5 (b).
 - (b) 5 (c).
 - (c) 6 (c).
 - (d) 6 (f).
5. Expand NEFT :
 - (a) National Electronic Fund Transfer.
 - (b) Neutral Electronic Fund Transfer.
 - (c) Neutral Electronic Fund Transfer.
 - (d) Neutral Electronic Fund Transfer.

Turn over

6. The adoption of innovations in the field of Banking is generally termed as _____.
(a) Innovative banking. (b) Consortium banking.
(c) NRI banking. (d) None of these.
7. In India _____ is the first Indian Bank to offer internet banking services to its customers.
(a) ICICI bank. (b) Axis Bank.
(c) State Bank of India. (d) None of these.
8. _____ is a form of Financing of receivables relating to international trade.
(a) Forfeiting. (b) Deeming.
(c) Staring. (d) participating.
9. A separate account not be opened for obtaining advances from the banks in the form of _____.
(A) Overdraft. (B) Advances.
(C) Loans. (D) Deposits.
10. CIBIL was set up in the year _____.
(a) 1989. (b) 2000.
(b) 2004. (d) 1986.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

*Answer any **eight** questions, each question carries 2 marks.*

11. What is pay in slip ?
12. What do you mean by NRI account ?
13. What do you mean by no-frills savings account ?
14. What do you mean by general lien ?
15. What are bridge loans ?
16. What is CRR ?
17. Define banking ?
18. What do you mean by the term SWIFT ?

19. What is innovative banking ?
20. What are doubtful assets ?

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any six questions, each question carries 4 marks.

21. What are the merits and demerits of credit card ?
22. Explain silent features of banking.
23. What are the important features of current account ?
24. Distinguish between traditional banking and E-Banking.
25. What are the important precautions to be taken by a banker while opening an account in the name of a married woman ?
26. What are the important powers of RBI ?
27. What are the applications of a banker when he received a garnishee order ?
28. What are the different types of loans ?

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions, each question carries 15 marks.

29. What are the different types of deposit accounts? Explain the merits and demerits of each. Explain the KYC and AML guidelines issued by RBI.
30. What are the various services covered under e-banking ?
31. Explain the rights of a banker.
32. What are the different forms of advances offered by the commercial banks ?

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Agriculture****SDC 3AG 11—PROTECTED CULTIVATION OF HORTICULTURAL CROPS**

Time : Three Hours

Maximum : 80 Marks

A) Answer the following questions :

- 1 Define greenhouse effect.
- 2 Name two active summer cooling systems.
- 3 Name two greenhouses based on construction.
- 4 Name any two fertilizer application methods.
- 5 Name the type of greenhouse where the covering material is flexible plastic films.
- 6 Name any two types of raised benches.
- 7 Greenhouse width.
- 8 Ridge in a greenhouse.
- 9 Convection tube cooling is an active winter cooling system (T/F).
- 10 Name the type of greenhouse which is constructed in hilly terrain.

(10 × 1 = 10 marks)

B) Short answer questions. Answer any *eight* only :

- 11 Lean to type greenhouse.
- 12 Even span greenhouse.
- 13 Glass greenhouses.
- 14 Drip irrigation in greenhouses.
- 15 Greenhouses for active cooling.
- 16 Enlist the problems of open field vegetable cultivation.
- 17 Greenhouse-pipe framed structures.
- 18 Rigid panel greenhouses.

Turn over

- 19 Shading nets.
- 20 Briefly explain pre-cooling after harvest.
- 21 Fog cooling system.
- 22 Briefly explain sorting and grading.

(8 × 2 = 16 marks)

C) Write short Essay on the following. Answer any *six* only :

- 23 Discuss the advantages of using the greenhouse for growing crops under controlled environment.
- 24 Classification of greenhouse based on shape.
- 25 Write short notes on :
 - a) Wooden framed structures.
 - b) Truss framed structures.
- 26 Write short notes on :
 - a) Ridge and furrow type greenhouse.
 - b) Saw tooth type greenhouse.
- 27 Classification of greenhouse based on utility.
- 28 Greenhouse ventilation.
- 29 Fertigation in greenhouses.
- 30 Briefly explain the fan and pad system in greenhouse.
- 31 Briefly explain special horticultural practices in greenhouse production.

(6 × 4 = 24 marks)

D) Write Essay on the following. Answer any *two* only :

- 32 Write a brief essay on classification of greenhouses.
- 33 Write short notes on :
 - a) Planning of greenhouse facility.
 - b) Site selection and orientation.
 - c) Structural design.
 - d) Covering materials.

- 34 Write an essay on irrigation systems used in greenhouses.
- 35 Write short notes on :
- a) Benches in greenhouses.
 - b) Materials for benches.
 - c) Containers and its advantages.
 - d) Types of containers.
 - e) Alternative containers.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Agriculture****SDC 3AG 10—INTEGRATED PEST MANAGEMENT IN CROPS**

Time : Three Hours

Maximum : 80 Marks

A) Fill in the blanks (Answer *all* questions) :

- 1 Ability of a plant to grow despite pest attack is called _____.
- 2 _____ is an example of parasitoid in 1PM.
- 3 The paired appendages used for sensing in Arthropoda are _____.
- 4 Tea mosquito bug is a serious pest of _____.
- 5 Bt in Bt cotton indicates _____.
- 6 _____ is also called white muscardine fungus.
- 7 Entomopathogenic nematodes have mutualist partnership with _____.
- 8 _____ radiation is used to make insect sterile.
- 9 Hopper burn symptom of rice is associated with _____ pest.
- 10 Hair in cotton is called _____.

(10 × 1 = 10 marks)

B) Short Answer Questions (Answer any *eight*) :

- 11 Biological control of rhinoceros beetle.
- 12 What is mixed cropping ?
- 13 Define wettable powder.
- 14 Define soil solarization.
- 15 What is entomology ?
- 16 What is parasitoid ?
- 17 List out major pest of banana.
- 18 Define plant quarantine.
- 19 Define pheromone trap.
- 20 Aim and importance of 1PM.

Turn over

21 Define Entomopathogenic fungi.

22 Define Tolerance.

(8 × 2 = 16 marks)

C) Short Essay (Answer any *six*) :

23 Plant protection equipment.

24 Describe management practices of major pest of cashew.

25 Describe cultural method in IPM.

26 Types of light trap and it's mechanism.

27 Formulations of insecticide for field application.

28 Describe physical method of control of pest.

29 Example for biological control of major crops.

30 Write note on general characteristics of insects.

31 Preparation of neem oil garlic emulsion.

(6 × 4 = 24 marks)

D) Essay (Answer any *two*) :

32 Describe damage, symptoms and management of major pest in coconut and pepper.

33 Write detailed note on host plant resistance, it's mechanism and compatibility with other pest management practices. List out merits and demerits.

34 Write elaborately about biocontrol agents.

35 Write elaborate note on entomopathogens.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Agriculture****GEC 3TC 09—PLANT TISSUE CULTURE AND BIOTECHNOLOGY**

Time : Three Hours

Maximum : 80 Marks

(A) Fill in the blanks. Answer *all* questions :

- 1 Virus free plants can be produced by _____.
- 2 Haploid plants can be produced by _____.
- 3 PCR was invented by _____.
- 4 The term biotechnology was coined by _____.
- 5 Unorganised mass of cells is known as _____.

(5 × 1 = 5 marks)

(B) Define the following. Answer *all* questions :

- 6 Bioprospecting.
- 7 De-differentiation.
- 8 Embryo culture.
- 9 Complex media.
- 10 Caulogenesis.

(5 × 1 = 5 marks)

(C) Short Answer Questions. Answer any *eight* :

- 11 Write a short note on the advantages of plant tissue culture.
- 12 Auxins in plant tissue culture.
- 13 Enlist vectorless gene transfer methods.
- 14 Sterilization techniques.
- 15 Embryo rescue.
- 16 Multiple cloning site.

Turn over

- 17 Enlist the steps involved in genetic engineering.
- 18 Explants used in micropropagation.
- 19 Insertional inactivation.
- 20 Features of a good vector.
- 21 Batch culture.
- 22 Forensic biotechnology.

(8 × 2 = 16 marks)

(D) Short Essay. Answer any *six* :

- 23 pBR 322.
- 24 Differentiate gene library and gene bank.
- 25 Briefly describe a) Totipotency ; b) Differentiation ; c) Callus ; and d) Explant.
- 26 Somatic hybridization.
- 27 Cell suspension culture.
- 28 Describe shortly a) Nucleases ; and b) Ligases.
- 29 Electroporation.
- 30 Give examples for genetically engineered crops and their advantages.
- 31 Discuss advantages and disadvantages of a) Solidified medium ; and b) Liquid medium.

(6 × 4 = 24 marks)

(E) Essay. Answer any *two* :

- 32 Write down the applications of biotechnology in agriculture.
- 33 Gene transfer method in plants.
- 34 Write an essay on plant tissue culture media.
- 35 Write in detail about different genetically engineered bacteria and their uses.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Common Course

GEC 3N S08—BASIC NUMERICAL SKILLS

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.*

I. Choose the correct answer :

1 Statistics is applied in :

- a) Research.
- b) Business management.
- c) Economics.
- d) All these.

2 Histogram is useful to determine :

- a) Mean.
- b) Median.
- c) Mode.
- d) All these.

3 Lorenz curve is used to study :

- a) Skewness.
- b) Kurtosis.
- c) Correlation.
- d) Dispersion.

4 The best average for constructing an Index number is :

- a) Arithmetic mean.
- b) Harmonic mean.
- c) Geometric mean.
- d) Weighted mean.

5 If $A = \begin{bmatrix} 3 & 2 \\ 2 & 4 \end{bmatrix}$, find $5A$:

a) $\begin{bmatrix} 6 & 3 \\ 9 & 24 \end{bmatrix}$.

b) $\begin{bmatrix} 6 & 4 \\ 10 & 8 \end{bmatrix}$.

c) $\begin{bmatrix} 15 & 10 \\ 10 & 20 \end{bmatrix}$.

d) $\begin{bmatrix} 65 & 4 \\ 10 & 18 \end{bmatrix}$.

Turn over

II. Fill in the blanks :

- 6 Let $A = \{1, 2, 4, 5, 7\}$, $B = \{3, 4, 5, 6\}$, $A \cap B =$ _____.
 - 7 Simple interest for Rs. 20,000 at the rate of 10% per annum for 2 years is _____.
 - 8 If $3x + 6 = 15$, value of $x =$ _____.
 - 9 Mode of values 2, 7, 6, 2, 3, 4, 2, 5, 4, 5 is _____.
 - 10 Mean of 4 items is 20. Three of them are 25, 15 and 30. The other is _____.
- (10 × 1 = 10 marks)

Part B

*Answer any **eight** questions from the following.
Each question carries 2 marks.*

- 11 What do you mean by Sampling ?
- 12 What is meant by Ogive ?
- 13 What do you mean by Pictograms ?
- 14 Let $A = \{1, 2, 3\}$, $B = \{2, 4, 5\}$, $U = \{1, 2, 3, 4, 5, 6, 7, 8\}$. Find $A' \cap B'$.
- 15 Find the value of the determinant $\begin{vmatrix} 5 & 3 \\ 2 & 4 \end{vmatrix}$
- 16 If $A = \begin{bmatrix} 98 & 87 \\ 56 & 534 \end{bmatrix}$, Find the minor of element 534.
- 17 Find the 10th term of series 5, 10, 15.....
- 18 Solve $15 + 20x + 15x = 50$.
- 19 Find median of the values 4, 2, 3, 8, 14, 6, 7, 9, 10.
- 20 Calculate Arithmetic Mean from the following values 9, 4, 5, 3, 33, 20, 12, 34.

(8 × 2 = 16 marks)

Part C

*Answer any **six** questions from the following.
Each question carries 4 marks.*

- 21 What are the characteristics of statistics ?
- 22 Differentiate between Primary and Secondary data.

- 23 Out of 1000 students who appeared for a Compleitive examination, 600 failed in General knowledge and 500 failed in English. 400 students failed in both subjects. How many students passed all two subjects ?

- 24 Compute 3 yearly moving average from the following data :

Year	2014	2015	2016	2017	2018	2019	2020
Income(in 000)	200	240	255	270	295	330	375

- 25 Calculate Arithmetic mean from the following data :

Values	1	2	3	4	5	6	7	8
Frequency	45	57	68	75	81	64	55	47

- 26 Information regarding Scores of two batsmen in last 10 matches is given below :

	Mean of runs scored	SD of runs scored
Batsman A	57	10
Batsman B	65	20

Identify which of the two batsmen is more consistent in scoring.

- 27 Solve the equation $x^2 + 3x - 40 = 0$

- 28 Solve the following equations by using Cramer's rule

$$x + 5y = 15$$

$$2x + 4y = 18$$

(6 × 4 = 24 marks)

Part D

Answer any **two** questions from the following.
Each question carries 15 marks.

- 29 What is an average or measure of central tendency ? Discuss requisites for an ideal average and different types of averages.
- 30 Following are the data related with the prices and quantities consumed for the years 2015 and 2020 :

Commodity	2015		2020	
	Price	Quantity	Price	Quantity
Rice	10	18	12	16
Wheat	12	14	14	15
Sugar	20	15	25	18
Onion	18	13	28	15

Turn over

Construct price index numbers by :

- (1) Laspeyre's method
- (2) Paasche's method
- (3) Bowly's - Dorbish method
- (4) Fisher's method

31 Calculate Standard deviation and Co-efficient of variation from the following data :

Size	0-3	3-6	6-9	9-12	12-15
Frequency	2	4	5	7	9

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Accounting and Taxation****SDC 3AT 11—MANAGEMENT ACCOUNTING, BUDGETING AND FORECASTING**

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.*

1. Management accounting deals with _____ types of information.
 - a) Quantitative.
 - b) Qualitative.
 - c) Both a) and b).
 - d) None of these.
2. By computing current ratio _____ solvency is assessed.
 - a) Short term.
 - b) Long term.
 - c) Both a) and b).
 - d) None of these.
3. Ratio of 'net sales' to 'net working capital' is _____.
 - a) Capital turnover ratio.
 - b) Working capital turnover ratio.
 - c) Fixed asset turnover ratio.
 - d) None of these.
4. The process of deriving conclusions from the analysis is commonly termed as _____.
 - a) Summarising.
 - b) Interpretation.
 - c) Both a) and b).
 - d) None of these.
5. Proprietary ratio establishes the relationship between _____ and total tangible assets.
 - a) External equity.
 - b) Borrowed fund.
 - c) Shareholders' fund.
 - d) None.
6. Inventory is a part of _____ asset.
 - a) Fixed.
 - b) Current.
 - c) Fictitious.
 - d) Intangible.

Turn over

7. Fund flow refers to change in _____.
a) Fixed capital. b) Working capital.
c) Long term capital. d) None of these.
8. Cash flow statements should be prepared and presented under _____ Method.
a) Direct. b) Indirect.
c) Both a) and b). d) None.
9. Marginal costing is based on the classification of costs in to _____ and _____.
a) Fixed and variable. b) Direct and indirect.
c) controllable and uncontrollable. d) None of these.
10. BEP * P/V ratio = _____.
a) Fixed cost. b) Variable cost.
c) Semi variable cost. d) Total cost.

(10 × 1 = 10 marks)

Part B

*Answer any **eight** questions, not exceeding a paragraph.*

Each question carries 2 marks.

11. State any two differences between Management Accounting and Financial Accounting.
12. Define management accounting.
13. Distinguish between analysis and interpretation.
14. What is meant by common size statements ?
15. What do you mean by 'Ratio Analysis' ?
16. What does 'Proprietary Ratio' indicates ?
17. What is a fund flow statement ?
18. What do you mean by financing activities ?
19. What is profit planning ?
20. What is margin of safety ?

(8 × 2 = 16 marks)

Part C

Answer any six questions, in a page of 50 words.

Each question carries 4 marks.

21. What are the tools and techniques used in management accounting ?

22. From the following information calculate =

- a) Debt equity ratio.
- b) Total Assets to Debt ratio.
- c) Proprietary ratio.

Equity share capital = Rs. 20,00,000

Reserves and Surplus = Rs. 12,00,000

12% Debentures = Rs. 10,00,000

Bank Loan = Rs. 8,00,00

Current Liabilities = Rs. 5,00,000

Fixed Assets = Rs. 25,00,000

Goodwill = Rs 4,00,000

Current Assets = Rs 18,00,000

23. Prepare Comparative and Common Size income statement from the following information for the year's ended march 31,2008 and 2009 :

Particulars	2008 (Rs.)	2009 (Rs.)
Net sales	800000	1000000
Cost of goods sold	60% of sales	60% of sales
Indirect expenses	10% of gross profit	10% of gross profit
Income tax rate	50%	60%

24. From the following, calculate stock turnover ratio :

Net Sales - Rs. 2,00,000

Gross Profit = 25% Opening stock = 5000, Closing stock : 15000

25. What are operating activities ? Also explain investing activities.

26. What are the uses of cash flow analysis ?

27. Explain cost-volume-profit analysis.

Turn over

28. From the following information's find out :

- P/V Ratio.
- Sales.
- Margin of Safety.

Fixed Cost = Rs. 40, 000, Profit = Rs. 20,000,

B.E.P. = Rs. 80,000.

(6 × 4 = 24 marks)

Part D

Answer any **two** questions, not exceeding **four** pages.

Each question carries 15 marks.

29. "Management Accounting provides immense help to the managerial personnel to take various decisions". Elucidate.

30. From the following, calculate :

- Margin of safety
- Sales required to earn a profit of Rs. 15,000
- Profit when sales are Rs. 1,00,000
- Margin of safety at a profit of Rs. 20,000 Fixed expenses 15000, Profit 10000, Sales 50,000.

31. The following are the summaries of the balance sheets of the Bharat Vijay Ltd. as on 31/12/02 and 31/12/03 :

Liabilities	2002	2003	Assets	2002	2003
Share capital	300000	400000	Building	120000	250000
Debentures	200000	250000	Machinery	300000	260000
Profit and loss a/c	40000	60000	Stock	90000	80000
Creditors	70000	80000	Debtors	140000	240000
Bank overdraft	25000	25000	Prepaid expense	15000	25000
Provision for taxation	30000	40000			

The following additional information is obtained :

- During the year depreciation charged was Rs. 30,000 on building and Rs. 40,000 on machinery.
- The company purchased during the year buildings worth Rs. 1, 60,000.
- Dividend paid during the year amounted to Rs. 20,000.

From the above information, prepare a statement of sources and application of funds for the year 2003.

32. 'Marginal costing is a technique of value to management' State your views.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Accounting and Taxation
SDC 3AT 10—DIRECT TAXATION**

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all the questions.
Each question carries 1 mark.*

1. Loss of card game can be set off from _____.
 - a) Income of card game.
 - b) Lottery income.
 - c) Income from other sources.
 - d) None of these.
2. The process of including the income of other persons in the total income of the assessee is called _____.
 - a) Clubbing.
 - b) Aggregation.
 - c) Transfer.
 - d) None of these.
3. Sum of various heads of income is called _____.
 - a) Gross Total Income.
 - b) Total Income.
 - c) Taxable Income.
 - d) Adjusted Income.
4. If the assessee without compulsion submits the return it is called _____.
 - a) Voluntary return.
 - b) Belated return.
 - c) Compulsory return.
 - d) Defective return.
5. Compulsory best judgment assessment is made where the assessee _____.
 - a) Does not pay penalty.
 - b) Fails to produce accounts.
 - c) Fails to pay tax.
 - d) None of these.
6. When a joint family has come to an end without physical division of assets the family is accepted as _____.
 - a) Joint stock company.
 - b) HUF.
 - c) AOP.
 - d) BOI.

Turn over

7. TDS means ———.
- a) Tax directed at starting. b) Tax deducted at source.
c) Tax directed at source. d) Tax deducted at starting.
8. As per section 220(2A), may reduce or waive the amount of interest paid or payable by the taxpayer under section 220(2) :
- a) The Chief Commissioner. b) The Joint Commissioner.
c) The Assistant Commissioner. d) The Deputy Commissioner.
9. The members of CBDT are appointed by the ———.
- a) Central government. b) Supreme Court.
c) High court. d) State government.
10. The number allotted by income tax authorities to assessees for identification and which should be quoted in all documents and correspondence is ———.
- a) I.D. No.
b) Register No.
c) Permanent Account Number (PAN).
d) License No.

(10 × 1 = 10 marks)

Part B

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

11. What are the circumstances in which the income of one person is treated as the income of another one ?
12. What is unexplained expenditure ?
13. State the amount of deduction under section 80D ?
14. What do you mean by a return ?
15. When will HUF treated as non-resident ?
16. What is tax clearance certificate ?
17. Who is known as assessee in default ?
18. Which are the various income tax authorities ?
19. Explain power to call for information
20. Who are assessing officers ?

(8 × 2 = 16 marks)

Part C

Answer any six questions, in a page of 50 words.

Each question carries 4 marks.

21. Explain the provisions regarding the set off and carry forward of losses.
22. What are the powers of the officer authorized to search and seizure ?
23. Which are the incomes not treated as family income of HUF during its assessments ?
24. Explain persons entitled to claim refund.
25. Write short note on TDS.
26. A B and C are members of an association of persons sharing profit or loss equal during the previous year the income of association of person is 2,20,000 and the income of A B and C is ₹40,000, ₹5,10,000 and ₹5,20,000 respectively computer tax liability of association of persons and A B and C for the assessment year 2019-20.
27. Explain procedures for filing of return online.
28. What do you mean by CBDT ?

(6 × 4 = 24 marks)

Part D

Answer any two questions, not exceeding four pages.

Each question carries 15 marks.

29. Calculate total income :

Basic pay - 5500 per month.

H R A - 2400 per month.

DA - 5000 per month.

Entertainment allowance - 1200 per month.

CCA - 600 per month.

Education Allowance for 2 children - 800 per month.

He and his employer contribute to Recognized Provident Fund 14 % of salary..

He lives in a rented house on a monthly rent of Rs. 3,000.

He paid medical insurance premium of Rs. 22,000.

Turn over

30. P, Q and R members of an AOP, share profits and losses equally. During the financial year 2018-19 the AOP made a profit of 2,00,000 while the personal income of P, Q and R were 80,000, 3,50,000 and 15,50,000 respectively. Q is a woman and R is a senior citizen of 66 years .Compute the tax payable by the AOP and the members of the assessment year 2019-20.
31. What is recovery of tax ? Explain the modes of recovery of tax.
32. What is advance payment of tax ? Explain the provisions regarding advance payment of tax.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Accounting and Taxation

SDC 3A T09—ORGANIZATIONAL BEHAVIOUR AND COMMUNICATION

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.
Each question carries 1 mark.*

1. Operant conditioned principle is proposed by :
 - (a) Ivan Pavlov.
 - (b) Köhler.
 - (c) B F Skinner.
 - (d) Robinson.
2. The study and application of knowledge about how people at within the organization is called :
 - (a) Organizational behavior.
 - (b) Organizational effectiveness.
 - (c) Organizational change.
 - (d) Organizational climate.
3. Individuals agreeing and cooperating with others is called :
 - (a) Extroversion,
 - (b) Emotional stability.
 - (c) Agreeableness.
 - (d) Consciousness.
4. The process by which people select, organize and interpret information to form a meaningful picture of the world is called :
 - (a) Personality.
 - (b) Learning.
 - (c) Perception.
 - (d) Motivation.
5. The process by which the receiver interprets the message and translate it in to meaningful information is called :
 - (a) Feedback.
 - (b) Encoding.
 - (c) Decoding.
 - (d) Transmission channel.

Turn over

6. A system of shared meaning held by members that distinguishes the organizations from other organizations is known as :
- (a) Organizational culture.
 - (b) Organizational effectiveness.
 - (c) Organizational change.
 - (d) Organizational climate.
7. In which kind of interview the candidates are given the freedom to tell about his knowledge, education, strength and weakness :
- (a) Structured interview.
 - (b) Unstructured interview.
 - (c) Core interview.
 - (d) Preliminary interview.
8. Which kind of training is helpful in acquainting personal with latest improvement in their work :
- (a) Vestibule training.
 - (b) Apprenticeship training.
 - (c) Refresher training.
 - (d) Of the job training.
9. Changes means the of status quo :
- (a) Alteration.
 - (b) Isolation.
 - (c) Culture.
 - (d) Climate.
10. The change is undertaken, when the organization is forced by some factors either internal or external is known as :
- (a) Reactive change.
 - (b) Supportive change.
 - (c) Proactive change.
 - (d) Internal change.

(10 × 1 = 10 marks)

Part B

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

- 11. What is interdisciplinary approach ?
- 12. What do you mean by custodial model ?
- 13. What are hygiene factors ?
- 14. What do you mean by paternalistic style leader ?

15. Define the term conflict.
16. What are the elements of communication ?
17. What is MBO ?
18. Define incentives.
19. What is individualism ?
20. What is on the job training ?

(8 × 2 = 16 marks)

Part C

*Answer any **six** questions, in a page of 50 words.*

Each question carries 4 marks.

21. What are the elements of organizational behavior ?
22. Explain external forces of change.
23. Explain Maslow's need hierarchy.
24. What are the key personality traits relevant to work behavior ?
25. Explain the importance of communication.
26. How to be an effective leader ?
27. What are the factors affecting organizational effectiveness ?
28. Describe the nature of human resources management.

(6 × 4 = 24 marks)

Part D

*Answer any **two** questions, not exceeding **four** pages.*

Each question carries 15 marks.

29. Define performance appraisal and also explain its methods and process.
30. Explain group decision making and team building.
31. What is organizational behavior explain its importance and challenges ?
32. Briefly explain perception and explain its application in the organizations.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Accounting and Taxation

GEC 3BR 08—BUSINESS REGULATIONS

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.*

1. Void ab initio means :
 - a) Void from beginning.
 - b) Void at the end.
 - c) Void from beginning and the end.
 - d) None of these.
2. Right of lien implies :
 - a) Deliver the goods.
 - b) Retain the possession.
 - c) Regain possession.
 - d) None of the above.
3. One who buys goods or hire service for a consideration is :
 - a) Complaint.
 - b) Complainant.
 - c) Consumer.
 - d) Service provider.
4. Written agreement between the partners of the limited liability partnership is known as :
 - a) Implied agreement.
 - b) Limited liability partnership agreement.
 - c) Express agreement.
 - d) Mutual agreement.
5. A contract in which a person promises to discharge liability of another person in case of default by such person is known as :
 - a) Quasi contract.
 - b) Contract of indemnity.
 - c) Contract of guarantee.
 - d) None of these.

Turn over

6. The unpaid seller has right of stoppage of goods in transit only where the buyer :
- a) Becomes insolvent.
 - b) Refuses to pay price.
 - c) Act fraudulently,
 - d) All of these.
7. A person appointed by the original agent to act for and under the control of the principal is known as _____.
- a) Agent.
 - b) Sub Agent.
 - c) Substituted agent.
 - d) Delcredere agent.
8. Consumer protection act covers sectors of :
- a) Private.
 - b) Public.
 - c) Co-operative.
 - d) All of these.
9. Consideration may be :
- a) Past.
 - b) Present.
 - c) Future.
 - d) All of these.
10. An agreement to do an act impossible in itself :
- a) Is voidable.
 - b) Is Void.
 - c) Is void abintio.
 - d) None of these.

(10 × 1 = 10 marks)

Part B

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

- 11. What is a general offer ?
- 12. Define Goods.
- 13. What is a contract of guarantee ?
- 14. What do you mean by agreement to sell ?
- 15. What is unilateral mistake ?
- 16. When can a finder of goods sell the goods ?
- 17. What is Consumer dispute ?
- 18. What is Consideration ?

19. Define the term Partner.
20. What is unfair trade practices ?

(8 × 2 = 16 marks)

Part C

Answer any six questions, in a page of 50 words.

Each question carries 4 marks.

21. Mention the objectives of the central consumer protection council.
22. Explain the doctrine of caveat emptor, what are the exceptions ?
23. What is Agency ? What are the essential features of a contract of agency ?
24. Distinguish between condition and warranty.
25. What are the different types of consideration ?
26. Explain the composition of state commission.
27. What are elements of a contract ?
28. Distinguish between particular lien and general lien.

(6 × 4 = 24 marks)

Part D

Answer any two questions, not exceeding four pages.

Each question carries 15 marks.

29. Explain the Characteristics of a valid consideration.
30. Briefly explain district, State and Central consumer protection Council
31. What are the rights and duties of the buyer and seller ?
32. What is Contract of indemnity ? Discuss the rights of indemnity holders and indemnifier ?

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Common Course

GEC 3IM 09—INDIAN MINERAL DEPOSITS (For Jewellery Designing and Gemology)

Time : Three Hours

Maximum : 80 Marks

*Draw neat sketches wherever necessary.***Section A (Objective Type Questions)***Answer all ten questions.*

1. Azurite is the ore mineral of _____.
2. Amosite is a variety of _____.
3. Titanium rich beach placers of Kerala are reported from _____.
4. The metamorphic rock from which Graphite is reported widely.
5. Sonapahar, Khasi hills, Meghalya are renowned for _____ mineral deposits.
6. Chemical composition of Pitchblende.
7. Peacock ore is _____.
8. The sulphide ore of zinc.
9. Nuggahalli schist belt, Karnataka is famous for _____ deposits.
10. The ore deposit associated with Sausar Group.

(10 × 1 = 10 marks)

Section B (Short Answer Type Questions)*Answer any eight questions.*

11. Ball clay deposits of Kerala.
12. Talc deposits of south India.
13. Chromite deposits of India.
14. Kolar gold field.
15. Fuel-ratio of coal.

Turn over

16. Industrial uses of Dolomite.
17. Neutral refractory minerals.
18. Ores of zinc.
19. Jaduguda.
20. Stratiform chromite deposits of Tamilnadu.
21. Ironstones.
22. Heavy spar.

(8 × 2 = 16 marks)

Section C (Short Essay Type Questions)

Answer any ~~one~~ **six** questions.

23. Minerals used in ceramic industry.
24. Distribution of Indian diamond deposits.
25. Mineral wealth of Kerala.
26. Minerals and industrial development.
27. Oil fields of south India.
28. Lignite deposits of south India.
29. East coast bauxite province.
30. Kodurites and Mn ores.
31. BIF.

(6 × 4 = 24 marks)

Section D (Essay Type Questions)

Answer any **two** questions.

32. Explain the physical properties, chemical composition, mode of occurrence and distribution of Iron ore deposits in India.
33. Describe the stages of formation of petroleum from organic matter. Add a note on theories of origin of crude oil.
34. Discuss the physical properties, chemical composition, mode of occurrence and distribution of Copper ore deposits in India.
35. Give an account of physical properties of abrasive minerals

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Common Course

GEC 3E S09—ENVIRONMENTAL SCIENCE

(For Automobile Auto Electricals and Electronics, Multimedia and Software Development)

Time : Three Hours

Maximum : 80 Marks

*Draw diagrams wherever necessary.***Section A***Answer all questions.**Each question carries 1 mark.*

1. What is deforestation ?
2. What is CNG ?
3. Define food web.
4. What is Joint Forest Management ?
5. What is hydrosphere ?
6. Define genetic diversity.
7. Define herbivores.
8. Differentiate aerosol and droplet nuclei.
9. World biodiversity day is observed on _____.
10. Minamata disease is caused by _____.

(10 × 1 = 10 marks)

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

11. Write briefly about drought.
12. Write two examples for renewable resources.
13. What are the major environmental effects of extracting mineral resources ?
14. Define ecosystem.
15. Describe characteristic features of decomposers.

Turn over

16. Differentiate primary and secondary succession.
17. What is biogas ?
18. What are endangered species ? Give one example.
19. What is IUCN red list ?
20. Distinguish between BOD and COD.
21. What is photochemical smog ?
22. What are the adverse effects of noise pollution ?

(8 × 2 = 16 marks)

Section C

*Answer any **six** of the following.
Each question carries 4 marks.*

23. Discuss the problems associated with over use of fertilizers.
24. Discuss the benefits and problems associated with dams.
25. Write a note on Western Ghats.
26. Write briefly on forest ecosystem.
27. Describe the energy flow in an ecosystem.
28. Write on different types of ecological succession.
29. Differentiate national park and wild life sanctuary.
30. Discuss the sources of air pollution and major air pollutants.
31. What are the causes of ozone layer depletion ?

(6 × 4 = 24 marks)

Section D

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

32. Write on the structure and functions of an ecosystem.
33. Write an essay on bio-geographical classification of India.
34. Explain the strategies for solid waste management.
35. Write a note on water pollution.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021**Common Course****GEC 3CY 08—CRYSTALLOGRAPHY**
(For Jewellery Designing and Gemology)

Time : Three Hours

Maximum : 80 Marks

*Draw neat sketches wherever necessary.***Part A***Answer all **ten** questions in one word **or** one sentence each.
Each question carries 1 mark.*

1. The intersection of two faces of a crystal belonging to one or more forms.
2. Define enantiomorphic forms.
3. The point symmetry element of a crystal about which the operation is applied that inverts every point x, y, z to $-x, -y, -z$.
4. The crystal system that has only monad symmetry.
5. What is a diploid ?
6. Type mineral of Sphenoidal class of Tetragonal system.
7. What are pinacoids ?
8. Macrodomes and Brachydomes are characteristic forms of ——— system.
9. The crystal system having maximum number of Bravais lattices.
10. Define mimetic twin by giving one example.

(10 × 1 = 10 marks)

Part B ((Short Answer Type Questions))*Answer any **ten** questions.
Each question carries 2 marks.*

11. Contact 'goniometer'.
12. Parameter system of Weiss.
13. Bravais lattices.
14. Holohedral and hemihedral forms.
15. Symmetry elements of Normal class of Cubic system.
16. Hexoctahedron.

Turn over

17. Typical forms and symmetry of Pyritohedral class.
18. Diagnostic features of Tetragonal trapezohedron.
19. Symmetry and distinct forms of the crystal class of tourmaline.
20. Symmetry of crystals of topaz and sulphur.
21. Twinning characteristic of pyrite and fluorite.
22. Brazil law of twinning.

(10 × 2 = 20 marks)

Part C (Paragraph Type Questions)

*Answer any five questions.
Each question carries 6 marks.*

23. Laws of crystallography.
24. Typical forms and symmetry of Cubic system - Plagiohedral class.
25. Symmetry and forms of Tripyramidal class of Tetragonal system.
26. Hexagonal prisms and pyramids of first, second and third orders.
27. Symmetry of Trapezohedral class (α - and β -Quartz type) - Hexagonal system.
28. Pinacoids, Prisms and Pyramids of Normal class of Orthorhombic system.
29. Forms present in Normal class of Triclinic system.
30. Elements and kinds of twinning.

(5 × 6 = 30 marks)

Part D (Essay Type questions)

*Answer any two questions.
Each question carries 10 marks.*

31. Describe the symmetry elements, forms present and type mineral of the Normal class of Tetragonal system.
32. Give an account of the Normal class of Monoclinic system highlighting on the type mineral, symmetry elements and forms present.
33. Explain the symmetry elements and forms present in the Rhombohedral class of Hexagonal system.
34. Describe the important laws of twinning exhibited by the minerals gypsum, augite and feldspars.

(2 × 10 = 20 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Common Course

GEC 3FA 08—FILM APPRECIATION (For Digital Film Production)

Time : Three Hours

Maximum : 80 Marks

I. Answer *all* questions in word or sentence :

- 1 Who invented camera ?
- 2 Name the first 3D film.
- 3 Where is Ramoji Rao film city situated ?
- 4 Give an example for an Italian Neorealist film.
- 5 Who is the director of the film Chemmen ?
- 6 Expand IFFK.
- 7 The ratio of the width of the frame to its height is called _____.
- 8 Who is the director of the film 'Charulatha' ?
- 9 Name the first Malayalam colour film.
- 10 Where Indian film archive is situated ?

(10 × 1 = 10 marks)

II. Answer any *eight* questions :

- 11 Explain about German expressionism.
- 12 Explain film as art.
- 13 Explain your favourite character from the movie 'The good, the bad and the ugly'.
- 14 Write a note on aspect ratio.
- 15 What is your opinion about films schools in Indian ?
- 16 Write a note on IFFK.
- 17 Film production is group work. Elucidate.
- 18 Explain the importance of story board in film making.

Turn over

- 19 Explain the importance of casting.
- 20 What is 'Mise-en-scene' ?
- 21 Explain the difference between theatre and film.
- 22 Differentiate between film and novel.

(8 × 2 = 16 marks)

III. Answer any *six* in not less than 150 words :

- 23 Write a review of the film 'Rashomon'.
- 24 Explain the difference between linear and non-linear editing.
- 25 Explain the importance of scripting in a movie production.
- 26 Write a review on 'Modern Times'.
- 27 Explain the specialties of neo realistic movies.
- 28 Discuss the principles of film editing.
- 29 Explain the importance of animation in film making.
- 30 Explain the difference between outdoor and indoor production.
- 31 Discuss the current film marketing techniques.

(6 × 4 = 24 marks)

IV. Answer any *two* in 600 words :

- 32 Elaborate on the origin of Indian cinema.
- 33 Explain the different camera movements and techniques.
- 34 Discuss the relevance of film festivals in India.
- 35 Explain different film genres.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Common Course

GEC 3IP 08—INDIAN POLITICS AND COMMUNICATION

(For Broadcasting and Journalism)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type Questions)*Answer all questions.**Each question carries 1 mark.*

1. Who among the following was the founder of India's first newspaper ?
 - a) Raja Ram Mohan Roy.
 - b) James Augustus Hicky.
 - c) A.O. Hume.
 - d) N. Ram.
2. Which among the following publication is not associated with Gandhiji ?
 - a) Young India.
 - b) Harijan.
 - c) Swarajya.
 - d) Navajeevan.
3. Which of the following is a central Government body intended to monitor the newspaper industry and collect statistics ?
 - a) PCI.
 - b) PrasarBharati.
 - c) Editors Guild.
 - d) RNI.
4. The first TV transmission in India was done in the year _____.
 - a) 1959.
 - b) 1950.
 - c) 1975.
 - d) None of these.
5. Who is the leader of the political party ShiromaniAkali Dal in Punjab ?
 - a) T.J Chandrachoodan.
 - b) Prakash Singh Badal.
 - c) N. Chandra Babu Naidu.
 - d) ShashikalaKakodkar.

Turn over

6. Who among the following advocated Total Revolution (Sampurna Kranti) Movement- a programme of social transformation by participation of youth in social activities during 1974 ?
 - a) Indira Gandhi.
 - b) Sushil Kumar Modi.
 - c) Narendra Singh.
 - d) Jayaprakash Narayan.
7. Who was considered as the Father of the Green Revolution ?
 - a) Masanobu Fukuoka.
 - b) Norman Borlaug.
 - c) P.J Kurian.
 - d) Subash Palekar.
8. Who is regarded as "Marker of Modern India" ?
 - a) M.G Ranade.
 - b) Mahatma Gandhi.
 - c) Keshav Chandra Sen.
 - d) Ram Mohan Roy.
9. The Federal System in India is based on the model of which country ?
 - a) Canada.
 - b) UK.
 - c) America.
 - d) Japan.
10. _____ of the Constitution of India provides for equality before the law or equal protection of the laws within the territory of India
 - a) Article 370.
 - b) Article 19 (2).
 - c) Article 14.
 - d) Article 19 (1)a.

(10 × 1 = 10 marks)

Section B (Short Answer Questions)

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

11. 2G Spectrum Scam.
12. UDF.
13. R. Shankar.
14. Operation Blue Star.
15. Jayaprakash Narayan.
16. Article 14.
17. Paid news.

18. *India Shining*.
19. Doordarshan.
20. Kargil War.
21. C. Achutha Menon.
22. NDA.

(8 × 2 = 16 marks)

Section C (Short Essays)

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

23. Discuss the status of Press in India during Indira regime.
24. Write a note on the States Reorganization Act passed by parliament in November 1956.
25. Explain the role of media in political socialization.
26. Write a short essay on emergency and press freedom in India.
27. What is political communication
28. Write a short on freedom of press in India.
29. Write a note on Demonetization.
30. Write a note on Jammu and Kashmir.
31. What you mean by the JP Movement ?

(6 × 4 = 24 marks)

Section D (Essays)

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

32. Write an essay on the role of press in Indian nationalist movement.
33. Write an essay on the Linguistic Organization of States in India.
34. Write a detailed essay on national and regional political parties in India.
35. Critically examine how media agendas influence political reporting in Kerala.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Common Course

GEC 3TW 08—TECHNICAL WRITING AND SEO

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.*

1. The process by which we express our feelings, emotions, thoughts are called _____.
2. _____ communication takes place within the individual.
3. The words with same meanings are called _____.
4. The words having same pronunciation but different meaning and spelling is _____.
 - (A) Prefix.
 - (B) Synonyms.
 - (C) Homonyms.
 - (D) Homophones.
5. Identify the structure : "I bought a text book" :
 - (A) SVA.
 - (B) SVAO.
 - (C) SVO.
 - (D) SVOC.
6. A gerund is _____.
 - (A) Verb.
 - (B) Verbal Noun.
 - (C) Object.
 - (D) Verbal Adjective.
7. Memo is an abbreviation of _____.
8. Along with a job application we used to send _____.
 - (A) Proposal.
 - (B) Resume.
 - (C) Quotation Letter.
 - (D) Request Letter.

Turn over

9. Which of the following statement is correct with regard to natural links ?
- (A) They are two way links (reciprocal links).
 - (B) They are from authority websites.
 - (C) They are voluntary in nature.
 - (D) They are from .edu or .gov extension websites.
10. Which of the following statements about FFA pages are true ?
- (A) They are greatly beneficial to SEO.
 - (B) They are also called link farms.
 - (C) They are paid listings.
 - (D) They contain numerous inbound links.

(10 × 1 = 10 marks)

Part B

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

- 11. What is technical communication ?
- 12. Explain mass communication.
- 13. Name various communication flows.
- 14. What is Word formation ?
- 15. *Words are essential part of composition.* Why ?
- 16. What are the advantages of e-mail over conventional letter writing ?
- 17. What is meant by Editing ?
- 18. What is a business letter ?
- 19. Explain claim and adjustment letter.
- 20. What is the difference between a notice and a circular ?
- 21. Write a Short note on SEO.
- 22. What is Directory based Search Engine ?

(8 × 2 = 16 marks)

Part C

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

23. What are the different levels of communication ?
24. How does the incongruity of verbal and non-verbal messages become a barrier to communication ?
25. Write the various steps of art of condensation.
26. Distinguish between precis and synopsis.
27. What are the preparations a person should take for presenting a talk to a group ?
28. Write the significance of English grammar.
29. Write a Letter of Inquiry.
30. Explain the necessary parts of a business letter.
31. Explain the different type of tags for SEO operation.

(6 × 4 = 24 marks)

Part D

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

32. Explain the different techniques and methods of paragraph development.
33. Evaluate the role of Body language in non-verbal communication.
34. What is meant by technical proposal ? Explain its various parts and types.
35. Explain the Google Webmaster Tools and its uses.

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Common Course

GEC 3C W08—CREATIVE WRITING TV AND FILM
(FOR MULTIMEDIA AND DIGITAL FILM PRODUCTION)

Time : Three Hours

Maximum : 80 Marks

I. Answer in a sentence :

- 1 What is meant by story board ?
- 2 In which film the famous 'Odessa steps' appear ?
- 3 Who invented Montage technique ?
- 4 Where is the film archives of India located ?
- 5 Name the first Indian film.
- 6 Which is the last film of John Abraham ?
- 7 What is called hook ?
- 8 What is lead room ?
- 9 Which is the first 70mm film in Malayalam ?
- 10 Which drama of Shakespeare adapted by Kurosova as the film 'Thorn of Blood' ?

(10 × 1 = 10 marks)

II. Answer any *eight* questions in two or three sentences :

- 11 What is adaptation ?
- 12 A good Director is also a good Editor. Why ?
- 13 What is linear arrangement ?
- 14 Explain reaction shots.
- 15 Explain the purpose of White balancing.
- 16 What is meant by 'political film' ?
- 17 Which are films in 'Apu trilogy' ?
- 18 What is eye-line continuity ?
- 19 Explain dream sequence.

Turn over

- 20 What is meant by sequence ?
- 21 What is composition ?
- 22 What are the important elements of a screen play ?

(8 × 2 = 16 marks)

III. Answer any *six* in not less than 150 words :

- 23 Write a note on Comedy.
- 24 What are the common rules in script writing ?
- 25 Explain 5W + 1H ? What is its relevance in script writing ?
- 26 What is the importance of the film China Town ?
- 27 What are the advantages of mirror shots ?
- 28 Why do we call film script as blue print of film ?
- 29 Explain various shots based on camera movement.
- 30 What are the differences between film script and TV script ?
- 31 What are the ways to claim the ownership of screen play ?

(6 × 4 = 24 marks)

IV. Answer any *two* in 600 words :

- 32 Write an essay on an international film maker.
- 33 What are the contributions of P.K. Nair to Indian film? Explain.
- 34 How do you justify the film maker Padmarajan as a master craftsman?
- 35 What are the changes made by Sathyajith Ray in the film Pather Panjali from the novel of Bhipooth Bhooshan Badopadhaya ?

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Common Course

GEC 3EG 06—WRITING FOR ACADEMIC AND PROFESSIONAL SUCCESS

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Answer the following questions :

(A) Choose the correct answer :

- 1 Articles published in magazines, newspapers and websites are generally categorized as _____ writing.
(Academic, Non academic, Research, Thesis)
- 2 An academic writer is expected to be _____.
(Objective, Subjective, Intelligent, Creative)
- 3 Handbook is an example for _____ process analysis.
(Directional, Non-directional, Informational, Analytical)
- 4 The most popular mode of documentation style in subjects under humanities is _____.
(MLA, APA, UGC, ICSSR)
- 5 _____ is a phrase used in illustrative essays.
(In particular, Due to, Similar to, In contrast)

(B) Fill in the blanks :

- 6 The punctuation used to end an indirect question is_____
- 7 In Linguistics, the unit of language longer than a sentence is referred to as_____.
- 8 _____ is a stylistic feature in writing where ideas are presented using grammatically similar or structurally identical words and expressions.
- 9 Presenting the objectives, purpose, methodology and detailed plan of a project is called_____.
- 10 Flickr is an online-site _____.

(10 × 1 = 10 marks)

Turn over

II. Answer any *ten* of the following questions in two *or* three sentences each :

- 11 Explain blind reviewing ?
- 12 What is AWL ? Explain its uses ?
- 13 What is the difference between surveys and questionnaires ?
- 14 Differentiate between 'em' dash 'en' dash ?
- 15 Correct parallelism related mistakes in the following sentences :
 - (a) Driving a car requires co-ordination, patience, and to have good eyesight.
 - (b) Joe likes to walk, running and swimming .
- 16 Give one word substitutes for the following expressions :
 - (a) in close proximity to
 - (b) in connection with
 - (c) be of the opinion that
 - (d) first and foremost
- 17 Punctuate the following sentence :

she said united we stand divided we fall
- 18 Identify the dependent and independent clauses :
 - (a) Please wait till I return
 - (b) The man who met with the accident is a European.
- 19 Correct the following sentences :
 - (a) Half of the population of Somalia are below the poverty line.
 - (b) Bread and butter are my favourite food
- 20 Eliminate wordiness in the following sentences :
 - (a) He dropped out of school on account of the fact that it was necessary for him to help support his family.
 - (b) You may be interested to know that you can now find the updated form in the company shared drive

21 Give formal alternatives to the following phrasal verbs/ colloquial expressions :

- (a) put off.
- (b) go on.
- (c) beyond doubt.
- (d) lose temper.

22 Explain blind peer reviewing ?

(10 × 2 = 20 marks)

III. Answer any *four* of the following questions in a *paragraph* :

- 23 Which are the elements of e-mail etiquette ?
- 24 Enumerate the features of Argumentative writing ?
- 25 Write a paragraph on the impact of social media on personal relationships ?
- 26 Imagine you are the manager of an MNC. Write a memo to the accounting department asking them to attend training to learn about the new software the company has adopted.
- 27 You have just passed out from a college which is now celebrating its annual day. On this occasion, you have been invited to receive a prize for some past activity. Send an email to the principal regretting your inability to attend the function.
- 28 List the aspects of your paper to be checked at the proof reading stage ?

(4 × 5 = 20 marks)

IV. Answer any *two* of the following questions in about 300 words :

- 29 Prepare a cover letter and CV to apply for the post of a senior accountant in an MNC.
- 30 Briefly analyse the features of a descriptive essay. Attempt a descriptive essay on any one of the following :
 - (a) Your dream house.
 - (b) A gift you received.
 - (c) A tourist spot you visited.
 - (d) Your hometown/village.
- 31 What is a Blog ? What is blogging. Write a blog on “recent trends in fashion in your state”.
- 32 List the features of academic and non-academic writings ?

(2 × 15 = 30 marks)

THIRD SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2021

Common Course

GEC 3EG 07—INSPIRING EXPRESSIONS

Time : Three Hours

Maximum : 80 Marks

I. Answer the following questions :

- 1 "On His Blindness" is written in _____ style.
 - (a) Shakesperean.
 - (b) Spensarian.
 - (c) Petrarchan.
 - (d) Alexandrian.
- 2 The term 'coy' means :
 - (a) Beautiful.
 - (b) Lovely.
 - (c) Fine.
 - (d) Shy.
- 3 _____ is the rocky island referred to in the poem Ulysses.
 - (a) Ithaca.
 - (b) Troy.
 - (c) Algeria.
 - (d) Ferrara.
- 4 What has the nightingale never known ?
 - (a) Verdurous glooms and winding mossy ways.
 - (b) A beaker full of warm South.
 - (c) The weariness, the fever and the fret.
 - (d) The murmurous haunt of flies on summer eves.
- 5 Who among the following is a Victorian poet ?
 - (a) Robert Browning.
 - (b) P. B. Shelley.
 - (c) John Keats.
 - (d) Milton.
- 6 _____ image is used in the poem to represent hypocrisy.
 - (a) Crocodile.
 - (b) Women.
 - (c) Water.
 - (d) Smoke.

Turn over

- 7 The poem "Journey of the Magi" opens with the lines by :
- (a) Browning. (b) Lancelot Andrews.
(c) Tennyson. (d) Andrew Marvell.
- 8 How had the narrator of the luncheon became acquainted with the woman in the story ?
- (a) They had mutual friends. (b) They had exchanged letters.
(c) They had met at a play. (d) They were relatives.
- 9 Hughie Erskine is in love with _____ ?
- (a) Baron hausberg. (b) Laura Merton.
(c) Alan Trevor. (d) Elizabeth Laura.
- 10 Who slept in the attic ?
- (a) Herman. (b) Mother.
(c) Joe. (d) Grand father.

(10 × 1 = 10 marks)

II. Answer any *ten* of the following questions in a sentence or two :

- 11 What does Milton allude to by the word 'talent' ?
- 12 What does the term 'coy' in the title mean ?
- 13 Why does Keats wish to fade away with the bird ?
- 14 Who is Fra pandolf ?
- 15 What are happy isles ?
- 16 Mention the significance of 'old white horse' in 'Journey of the Magi' ?
- 17 What are the highlights of an Indian summer as depicted in the poem by Mahapatra ?
- 18 What is Mr. Lal's attitude towards his country ?
- 19 Why did Hughie grow angry with Trevor ?
- 20 How had the narrator of 'The Luncheon' become acquainted with the woman in the story ?
- 21 In James Thurber's short story how and why did the narrator's mother break her neighbour's window ?
- 22 What is the primary theme of "The Night the Ghost Got In" by James Thurber ?

(10 × 2 = 20 marks)

III. Answer any *four* of the following questions in a paragraph of 100 words :

- 23 "They also serve who only stand and wait". Explain.
- 24 Explain the character of the duke ?
- 25 What difficulties did the Magi face on their way ?
- 26 Write the primary theme of the short story 'Luncheon' by Somerset Maugham.
- 27 Describe the character of Mr. Bodwell ?
- 28 Describe the character of Joe.

(4 × 5 = 20 marks)

IV. Answer any *two* of the following questions in 300 words :

- 29 What does the Nightingale symbolise for the poet over the course of the poem ?
- 30 What do you think is the central theme of the Ulysses ? How does poet bring it to light ?
- 31 Bring out the contrast between the characters of Mr. Mohan Lal and his wife Lachmi ?
- 32 Analyse the humour in Somerset Maugham's short story 'The Luncheon' ?

(2 × 15 = 30 marks)