

D 92824

(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER B.VOC. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Tourism and Hospitality Management

SDC5PO34—TOURISM POLICY AND PLANNING

Time : Three Hours

Maximum : 80 Marks

Section A

Answer the following questions.

Each question carries 1 mark

1. Mention the year of National Action Plan.
2. Expand UNWTO.
3. When did incredible India campaign started.
4. Expand NCHMCT.
5. Name any craft village.
6. Expand PPP.
7. Expand KITTS.
8. Which tourism policy introduced 7s mantras.
9. In which year India did start its first five year plan
10. Expand ICRT.

(10 × 1 = 10 marks)

Section B

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

Each question carries 2 marks .

11. Write a short note on ITDC.
12. Define tourism policy.
13. Write a note on ministry of tourism.
14. Define planning.
15. What is sectorial tourism planning ?
16. What is centralized tourism planning ?

Turn over

17. Write a short note on PPP.
18. What is responsible tourism ?
19. What is Visa on arrival ?
20. What is regional planning ?
21. What is conceptual planning ?
22. What is endogenous tourism ?

(8 × 2 = 16 marks)

Section C

*Write short essay on any **six** of the following.*

Each question carries 4 marks.

23. Explain the features of Tourism policy.
24. Write a short essay on phases of planning.
25. Briefly explain the need and importance of policy.
26. What are the major recommendations of National action plan ?
27. Briefly explain the socio cultural considerations in planning.
28. Write an essay on tourism and 11th five year plan.
29. Write an essay on tourism and 10th five year plan.
30. Explain Kerala tourism policy 2017.
31. Write an essay on first tourism policy of India.

(6 × 4 = 24 marks)

Section D

*Write a detailed essay on any **two** of the following.*

Each question carries 15 marks

32. What are the major negative environment impacts of Tourism ?
33. Explain in detail the various types and levels of planning
34. Briefly explain the major initiatives taken by the Kerala government to develop tourism
35. Write a short essay on tourism circuits in India.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Tourism and Hospitality Management

SDC 5ET 33—EMERGING TRENDS IN TOURISM

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A*Answer the following questions.**Each question carries 1 mark.*

1. In which year Incredible India campaign was launched ?
2. Name any dance festival in India.
3. Which state is famous for Surajkund craft mela ?
4. Expand ICPB.
5. Which state has the Indias first eco tourism project ?
6. Expand MICE.
7. Which state celebrates Pushkar fair ?
8. Name any music festival in India.
9. Expand ITB.
10. Name the headquarters of Arya vaidya pharmacy.

(10 × 1 = 10 marks)

Section B*Answer any **eight** of the following.**Each question carries 2 marks.*

11. What is yoga tourism ?
12. What is Alternative tourism ?
13. What is MICE tourism ?
14. Write a note on pushkar fair.
15. What do you understand by wellness tourism ?

Turn over

16. What is space tourism ?
17. What is visitor management technique ?
18. What is sports tourism ?
19. Define medical tourism.
20. What is PRO-POOR tourism ?
21. Define sustainable tourism.
22. Write a short note on DSF.

(8 × 2 = 16 marks)

Section C

*Write short essay on any **six** of the following.
Each question carries 4 marks.*

23. Briefly discuss about any three international tourism fairs.
24. Briefly discuss the role of Ayurveda in promoting tourism in Kerala.
25. Briefly discuss, how can we promote Yoga as a global tourism attraction.
26. Write an essay on Agenda 21.
27. Write the importance of health/wellness tourism.
28. Elucidate the role of MICE in promoting tourism.
29. Briefly discuss about various tourism fairs in India.
30. Write an essay on responsible tourism mission of Kerala.
31. Write an essay on Swachh Bharath and explain how it helps in tourism development with suitable examples.

(6 × 4 = 24 marks)

Section D

*Write a detailed essay on any **two** of the following.
Each question carries 15 marks.*

32. Write an essay on role and advantages of Sustainable tourism.
33. Write an essay on various tourism legislations in India.
34. Write an essay on alternative tourism.
35. Discuss the role and opportunity of Medical tourism in promoting tourism in India.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Tourism and Hospitality Management

SDC 5T P32—TOURISM PRODUCTS OF INDIA

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A*Answer the following questions in **one** word each carries 1 mark.*

1. Mount Abu located in which state.
2. Name the first national park in India.
3. Who build Charminar ?
4. Angkor Wat, the largest Hindu temple is situated in which country ?
5. Name the official dance form of the state of Karnataka.
6. MianTansen, belongs to which Indian school of music ?
7. NIWS is situated in which state.
8. Vagamon in Kerala is famous for which adventure tourism activity ?
9. Jaisalmer is located in which state ?
10. Name the largest beach in India.

(10 × 1 = 10 marks)

Section B*Answer any **eight** following questions each carries 2 marks.*

11. What is a tourism Product ?
12. What do you understand by Spice tourism ?
13. What are the basic principle of Jainism ?
14. Write a note on Kumbha mela.
15. Write a short not on Taj Mahal.
16. Write a note on Bharatanatyam.
17. Write a short note on Mughal painting
18. Define Adventure Tourism.

Turn over

19. What is rafting ?
20. Write a note on Puskar fair
21. Write a note on Manali.
22. Write a note on Sravana Balagola.

(8 × 2 = 16 marks)

Section C

Answer any six of the following questions each carries 4 marks.

23. Write a short essay on natural tourism product of Kerala.
24. Briefly explain any five National Parks in India.
25. Briefly discuss about the major tourist train in India.
26. Write a note on Buddhist pilgrim destinations in India.
27. What are the major cultural negative impacts of tourism ?
28. What are the major features of temple architecture in south India ?
29. Write a short essay on Eco-tourism products.
30. Prepare a note on Kerala Cuisine.
31. List out the major folk dances in Kerala.

(6 × 4 = 24 marks)

Section D

Answer any two of the following questions each questions carries 15 marks.

32. Briefly discuss the geographical features of the India.
33. Give an account of major Hindu pilgrimage destinations in North India.
34. Give an account of ten World Heritage Monuments in India.
35. Give an account of major classical dances in India.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Tourism and Hospitality Management

GEC 5TM 15—TRANSPORTATION MANAGEMENT

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A*Answer the following questions.**Each question carries 1 mark.*

1. Name any Heritage train in India.
2. Which tourist train connects Golden Triangle ?
3. Name the highest airport in India.
4. Write the two letter code of Jet Airways.
5. Expand PNR.
6. Name the oldest running locomotive in India.
7. Which train connects India and Pakistan ?
8. Who invented the wheel ?
9. Name the highest railway station in India.
10. Expand KIAL.

(10 × 1 = 10 marks)

Section B*Answer any **eight** of the following questions.**Each question carries 2 marks.*

11. Write a short note on Nilgiri Mountain Railway.
12. What is UBER ?
13. Write a short note on Fairy Queen.
14. Write a short note on Star Cruises.
15. What do you understand by hub and spoke system ?

Turn over

16. What is PNR ?
17. Write a short note on CIAL.
18. Write a short note on houseboats of Kerala.
19. Write about cruise tourism.
20. What do you understand by safari ?
21. What is a caravan ?
22. Write a short note on Eurail.

(8 × 2 = 16 marks)

Section C

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

23. Write an essay on palace on wheels and its services.
24. Write an essay on computer reservation system and its advantages.
25. Briefly discuss about departure and arrival procedures in airport.
26. Write an essay on the role of road transportation in the development of tourism.
27. Briefly discuss the role of transportation sector in promoting tourism.
28. Briefly discuss about various GDS.
29. Write an essay on mountain Railways of India.
30. Discuss about domestic air transpiration in India.
31. What is excess baggage ?

(6 × 4 = 24 marks)

Section D

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

32. Explain about the major railway systems around the world.
33. Describe about Bharat Darshan.
34. Discuss the role of NHAI in developing road transportation in India.
35. Explain about cruise tourism potential of India.

(2 × 15 = 30 marks)

**FIFTH SEMESTER B.VOC. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Tourism and Hospitality Management

GEC 5BR 14—BUSINESS REGULATORY FRAMEWORK FOR TOURISM

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer the following questions.
Each question carries 1 mark.*

1. Expand DGC A.
2. Name the Present Union Minister of Civil Aviation.
3. Name the Newly Opened Airport from Kerala.
4. Expand ILP.
5. Mention the year of Passport Act.
6. Who is the Director General of ASI ?
7. Who is the Minister of Law, Government of Karnataka ?
8. Expand RTI.
9. Mention the year of Consumer Protection Act.
10. Who is the Minister of Consumer affair in Kerala ?

(10 × 1 = 10 marks)

Section B

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

11. What do you mean by Motivation ?
12. Expand ATC.
13. What is foreign currency ?
14. What do you mean by Wildlife ?
15. Who is a consumer ?
16. Define Ancient Monument.

Turn over

17. What is Product ?
18. Define Environment.
19. What is VISA ?
20. What is Ethics of Tourism ?
21. What is unfair trade Practices ?
22. What is Diplomatic Passport ?

(8 × 2 = 16 marks)

Section-C

*Answer any **six** of the following question.*

Each question carriers 4 marks.

23. Write a Note on Business Ethics.
24. Write a Note on ICAO.
25. What are the powers to Control places frequented by Foreigners as per foreigners Act ?
26. Give an account of Ancient monuments.
27. Write a note on State Commission on Consumer Protection Act.
28. Explain the functions of central Zoo Authority
29. Elucidate the Right to Information Act.
30. Write a note on Department of Tourism in Kerala
31. Write a note on National Commission on consumer Protection Act.

(6 × 4 = 24 marks)

Section D

*Answer any **two** of the following question.*

Each question carriers 15 marks.

32. Write an Essay on the role of ITDC in Indian Tourism.
33. Discuss the relevance of Wildlife Protection act in relation to tourism development in protected areas.
34. Explain broadly the Key features of Passport Act.
35. Briefly explain the law relating to travel agencies and tour operation.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Tourism and Hospitality Management

GEC 5MT 13—PRINCIPLES OF MARKETING

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

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

1. Expand CRM.
2. Write any three characteristics of Service Marketing.
3. Marketing is ———— driven.
4. Marketing mix is considered one of the ———— in marketing.
5. Which kind of research it is, when it focuses on the product ?
6. Marketing takes place well before and after ————.
7. In the development of a new product, which stage is known as preparation stage ?
8. ———— is the core stage of PLC.
9. Media is the ———— channel in marketing.
10. Write the two main objectives of marketing.

(10 × 1 = 10 marks)

Section B

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

11. What is product concept ?
12. What is societal marketing ?
13. What is product mix ?
14. What is Place Mix ?
15. Write a short note on communication channel.
16. Marketing is customer oriented. Comment.
17. What is market segmentation ?

Turn over

18. Define branding.
19. What is product line ?
20. What is price concept ?
21. What is promotion mix ?
22. What is tourism multiplier effect ?

(8 × 2 = 16 marks)

Section C

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

23. What is service marketing ?
24. What are the 4 P's of Marketing ? Explain.
25. Explain the types of branding.
26. Write a short essay on product pricing.
27. Write about tourism multiplier effect.
28. Write the benefits of marketing in tourism.
29. Write a note on marketing research.
30. Define tourism marketing. Write the essential elements of tourism marketing.
31. Explain the product strategy in the marketing mix.

(6 × 4 = 24 marks)

Section D

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

32. Briefly explain the relation between tourism and marketing.
33. Explain PLC.
34. Briefly explain the benefits of SWOT analysis in marketing.
35. Explain the steps involved in a new product development.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Software Technology

SDC 5ST 19—DATA STRUCTURE USING JAVA

Time : Three Hours

Maximum : 80 Marks

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

1. Which data structure allows deleting and inserting data elements from rear ?
 - A) Stacks.
 - B) Queues.
 - C) Dequeues.
 - D) Binary search tree.
2. Which of the following is non-linear data structure ?
 - A) Stacks.
 - B) List.
 - C) Strings.
 - D) Tree.
3. The list that requires two pointer variables FIRST and LAST is called _____.
 - A) Circular list.
 - B) Header list.
 - C) One way list.
 - D) Two way list.
4. The average case occurs in linear search algorithm when _____.
 - A) Item is somewhere in the middle of the array.
 - B) Item is not in the array at all.
 - C) Item is the last element in the array.
 - D) When item is the last element in the array or is not there at all.
5. Which data structure is needed to convert infix notation to postfix notation ?
 - A) Branch.
 - B) Tree.
 - C) Queue.
 - D) Stack.

Turn over

17. What is complete binary tree ?
18. What do you mean by spanning tree ?
19. What is greedy method ?
20. What is closed hashing ?
21. Explain the features of good algorithm.
22. What do you mean by linear search.

(8 × 2 = 16 marks)

Section C

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

23. Explain data structure with hierarchy.
24. Explain the operations in linked list.
25. Explain stack in detail with its various operations.
26. Explain queue implementation using arrays.
27. What is AVL tree ? Explain with an example.
28. Define strictly binary tree, complete binary tree and full binary tree.
29. Explain adjacency matrix and adjacency list with example.
30. Explain BPS with its applications.
31. Explain selection sort with example.

(6 × 4 = 24 marks)

Section D

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

32. What do you mean by multi dimensional arrays ? Explain the implementation of multi dimensional array with Java program.
33. Explain stack implementation using arrays and linked list.
34. Explain the algorithm of insertion of elements to heap in top down heap construction.
35. Write a Java program to implement merge sort.

(2 × 15 = 30 marks)

Section B

Answer any eight questions.

Each question carries 2 marks.

11. What are the main sections specified in the Intent Filter section of the Android manifest file ?
12. What is SDK manager and Android development environment ?
13. Where Layouts are placed in Android ?
14. What is an Activity ?
15. What is View Group in Android?
16. What is broadcast receiver ?
17. How can you use activities as dialogues ?
18. What is the use of SharedPreferences API ?
19. What are the functions of SQLiteQuery class ?
20. How does Android identify a view ?
21. What is the importance of XML based layouts ?
22. What is the use of Android preferences ?

(8 × 2 = 16 marks)

Section C

Answer any six questions.

Each question carries 4 marks.

23. Write briefly about AndroidManifest.xml ?
24. Explain the uses of ADB.
25. Illustrate the use of Intents.
26. What are sub activities ? How do you create them ?
27. Give an example for creating broadcast receiver.
28. Explain any two in build Android adapter classes.
29. Illustrate how can you write to a file in Android.

30. Explain the use of Media Player class in Android.
31. List various types of Android Layouts.

(6 × 4 = 24 marks)

Section D

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

32. Explain the steps for creating an Android application from scratch.
33. Illustrate Multiple Activities in Android with the help of an example.
34. Explain any adapter class available in Android with an example.
35. Illustrate how can SQLite database be created in Android.

(2 × 15 = 30 marks)

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**FIFTH SEMESTER B.VOC. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Software Technology

SDC5ST17—PHP FRAMEWORKS : CAKE PHP AND CODEIGNITER

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. PHP is a ——— programming language.
 - (a) Client Side.
 - (b) Server Side.
 - (c) Local Side.
 - (d) All of the above.
2. ——— is an example for web service.
 - (a) CodeIgniter.
 - (b) Cake PHP.
 - (c) Google Map.
 - (d) Both A and (B).
3. What are the functions of Model ?
 - (a) Which manipulate Cake PHP data files.
 - (b) Manipulate application data and data logic.
 - (c) Handover data from controller to View.
4. How to load a view file in Cake PHP ?
 - (a) `$this->load->view(viewfilename).`
 - (b) No need to specify a view file
 - (c) Create a view ctp file same as function name.
 - (d) `$this->load->layout (viewfilename).`
5. In Cake PHP, almost db queries are based on :
 - (a) Database table name.
 - (b) Unique key.
 - (c) Id.
 - (d) Foreign key.

Turn over

6. Which data retrieval function will return only one result ?
- (a) find ('all', \$option). (b) find ('list', one).
(c) find ('one', \$options). (d) find ('first', \$options).
7. CodeIgniter provides _____.
- (a) RAD. (b) Structured coding.
(c) Tree tier architecture coding. (d) All of the above.
8. Passing a model data into controller _____.
- (a) \$this→load→Controller=Model variable.
(b) \$this→ModelName→variable=\$this→Controller→variable.
(c) Controller variable \$this→ModelName→variable.
(d) \$this→controllerName→variable = Model variable.
9. Which of the following function generate error ?
- (a) show_log. (b) display_error.
(c) log_message. (d) error_404.
10. CSRF stands for _____.
- (a) Cross Site Request Forgery.
(b) Credit System Reference Format.
(c) Cross Socket Reference Faults.
(d) Core System Request String.

(10 × 1 = 10 marks)

Section B

Answer any eight questions.

Each question carries 2 marks.

11. What are the benefits of polymorphism ?
12. What are built-in classes in PHP ?

13. What is URL rewriting ?
14. How to pass data from View to Controller ?
15. Write the advantages of Cake PHP over CodeIgniter.
16. What is the use of session ?
17. Create a sample Controller and Model page with CodeIgniter.
18. What is the use of base URL ?
19. What is sha1 and MD5 ?
20. Explain how post method provide security.
21. How to create pages in Cake PHP ?
22. How to get filename of uploaded file ?

(8 × 2 = 16 marks)

Section C

Answer any six questions.

Each question carries 4 marks.

23. Explain inheritance in PHP.
24. Explain the role of Exception in Object Oriented PHP.
25. Explain how to make project with Cake PHP.
26. Write a note on permissions in Cake PHP.
27. Explain console and shells.
28. Explain how to use conditions on bake statement.
29. Write a note on CodeIgniter URL.
30. What is CLI ? Explain its implementation.
31. Explain CodeIgniter configuration systems.

(6 × 4 = 24 marks)

Turn over

Section D

*Answer any **two** questions.*

Each question carries 15 marks.

32. Explain how Object-Oriented PHP differ from normal PHP.
33. Explain overall structure of Cake PHP.
34. Differentiate Model in Cake PHP and CodeIgniter.
35. Explain CodeIgniter Libraries and Helpers with examples.

(2 × 15 = 30 marks)

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FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Software Technology

GEC 5SM 14—SOFTWARE PROJECT MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

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

1. Which of the following is/are considered stakeholder in the software process ?
 - A) Customers.
 - B) End-users.
 - C) Project managers.
 - D) All of the above.
2. Risk management is one of the most important jobs for a _____.
 - A) Client.
 - B) Investor.
 - C) Production team.
 - D) Project manager.
3. Process framework activities are populated with _____.
 - A) Milestones.
 - B) Work products.
 - C) QA points.
 - D) All of the above.
4. Which of these software characteristics is not a factor contributing to project co-ordination difficulties ?
 - A) Interoperability.
 - B) Performance.
 - C) Scale.
 - D) Uncertainty.
5. How does a software project manager need to act to minimize the risk of software failure ?
 - A) Double the project team size.
 - B) Request a large budget.
 - C) Track progress.
 - D) Both C) and D).
6. What is validating the completeness of a product ?
 - A) Identification.
 - B) Software.
 - C) Auditing and Reviewing.
 - D) Status Accounting.

Turn over

7. A common definition of Organizational Behaviour is the study of :
- A) Patterns of organizational structure.
 - B) Group Behaviour.
 - C) Individual Behaviour.
 - D) All of the above.
8. The purpose of job enrichment is to _____.
- A) Expand the number of tasks an individual can do.
 - B) Increase job efficiency.
 - C) Increase job effectiveness.
 - D) Increase job satisfaction of middle management.
9. Say True or False : Software quality assurance is an umbrella activity.
10. Say True or False : Project Management is less important for modern software development since most projects are successful and completed on time.

(10 × 1 = 10 marks)

Section B

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

- 11. What is meant by contract ?
- 12. What is project management ?
- 13. What are the two types of stake holders ?
- 14. What is Cost Benefit Analysis ?
- 15. Define Technical Assessment.
- 16. What is hazard identification ?
- 17. Write about risk management process.
- 18. What is creating frame work ?
- 19. What is EVM ? Explain any two features of it.
- 20. What is organizational behaviour ?
- 21. What is decision making ?
- 22. Define organizational stature.

(8 × 2 = 16 marks)

Section C

Answer any six questions.

Each question carries 4 marks.

23. Explain the activities of software project management.
24. Explain Cash Flow Forecasting.
25. Draw and explain project scheduling process.
26. Explain different types of risk.
27. What are the four methods for gathering information on project ?
28. What are the stages in contract placement ? Explain each one.
29. What are the types of contract ? Explain.
30. What are Hack man job characteristics model ?
31. Explain organizational behaviour with example.

(6 × 4 = 24 marks)

Section D

Answer any two questions.

Each question carries 15 marks.

32. Explain stepwise project planning.
33. What is risk evaluation ? Explain its importance in project implementation.
34. Explain network planning model.
35. What do you mean by managing people and organization teams ?

(2 × 15 = 30 marks)

D 92809

(Pages : 3)

Name.....

Reg. No.....

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Software Technology

GEC 5BC 13—BUSINESS COMMUNICATION

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. The number of key elements in the communication process is _____.
A) Five. B) Six.
C) Seven. D) Four.
2. _____ refers to mental disturbances.
A) Coherence. B) Notion.
C) Distraction. D) Psychological noise.
3. Which of the following is not a compulsory part of a business letter ?
A) Salutation. B) Close.
C) Attention line. D) Body.
4. Business Letters that please the receiver are called ?
A) Good news letter. B) Praising letter.
C) Routine letter. D) All of the above.
5. Dunning letters are also called _____.
A) Collection letters. B) Letter of credit.
C) Complaint letter. D) Suggestion letter.
6. A _____ focuses on your skills and experience rather than on your chronological work history.
A) Functional resume. B) Mimi resume.
C) Combination resume. D) Chronological resume.

Turn over

21. What is written communication ?
22. Explain the meaning of the lay-out of a business letter.

(8 × 2 = 16 marks)

Section C

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

23. What is Noise ? Explain various types of noises.
24. Distinguish between oral and written communication.
25. How do the seven C's of communication help us to write effective business letter.
26. Explain the importance of personal correspondence in business.
27. Distinguish between recommendation letter and reference letter.
28. What is the difference between formal and informal writing ?
29. Write a short note on the structure of a sales presentation.
30. Mention the strategies for active reading.
31. Define cross tabulation. Mention its uses.

(6 × 4 = 24 marks)

Section D

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

32. What do you mean by Business Letter ? Explain its functions and importance.
33. What is a Resume ? What are the different types of resume ? Explain the components of a resume.
34. What is the concept of presentation ? Describe the factors affecting the presentation.
35. Define a project. Describe the structure of a project report. Also list the functions of a project.

(2 × 15 = 30 marks)

D 92807

(Pages : 2)

Name.....

Reg. No.....

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Software Development

SDC 5IT 19 (E3)—MOBILE SOFTWARE DEVELOPMENT USING ANDROID

Time : Three Hours

Maximum : 80 Marks

Part A

*Write short answer on **all** questions.
Each question carries 1 mark.*

1. What is Android ?
2. Which kernel is used in Android ?
3. Which is the layout that lets you specify exact locations (x/y coordinates) of its children ?
4. What is Bundle in an Android program ?
5. What is NDK ?
6. What is the APK format ?
7. How do you join two notifications in Android ?
8. What is JNI in Android ?
9. What is the Package name of HTTP client in Android ?
10. What are the JSON elements in Android ?

(10 × 1 = 10 marks)

Part B

*Write a paragraph on any **eight** questions.
Each question carries 2 marks.*

11. What are the life cycle methods of Android activity ?
12. What is Logcat ?
13. What are the main applications of Android ?
14. What is service in Android ?
15. What is the purpose of AutoComplete Text View ?

Turn over

16. What is spinner ?
17. Explain difference types of dialogs in Android.
18. Write a program in Android to create a file.
19. How can we insert a value to the database in Android ?
20. How do I turn off notifications on my Android ?
21. How do you disable apps on Android ?
22. What are the different methods used to get current location of an Android device ?

(8 × 2 = 16 marks)

Part C

*Write short essay on any six questions.
Each question carries 4 marks.*

23. What is Android emulator ?
24. Write a note on virtual machine in Android.
25. What are the differences between linear layout and relative layout ?
26. Explain event broad casting with intents.
27. What are the basic tools used to develop an android app ?
28. What are the native content providers available in Android ?
29. How to access SQLite database in Android ?
30. Explain Android Media Recorder.
31. How to use JSON in Android ?

(6 × 4 = 24 marks)

Part D

*Write essays on any two questions.
Each question carries 15 marks.*

32. Explain Activity and Activity life cycle.
33. Explain onItemClickListener and onItemSelectedListener with examples.
34. What is SharedPreferences ? Explain with real world examples.
35. Explain threads in Android.

(2 × 15 = 30 marks)

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(Pages : 3)

Name.....

Reg. No.....

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Software Development

SDC 5IT 18 (E2) J2EE

Time : Three Hours

Maximum : 80 Marks

Part A

Write short answer on all questions.

Each question carries 1 mark.

1. What is javax. servlet. Servlet ?
 - a) Interface.
 - b) Abstract class.
 - c) Concrete class.
 - d) None of the above.
2. Which of the following code is used to get a particular attribute in servlet ?
 - a) Request.getAttribute(name).
 - b) Response.getAttribute(name).
 - c) New attribute (name).
 - d) None of the above.
3. Which of the following do not support JSP directly ?
 - a) Weblogic Server.
 - b) WebSphere Server.
 - c) Tomcat Server.
 - d) Apache HTTP Server.
4. Which object can be used to access other implicit objects in JSP ?
 - a) Request.
 - b) Page.
 - c) Context.
 - d) PageContext.
5. Which of the following is correct about Statement ?
 - a) Used for general-purpose access to your database.
 - b) Useful when you are using static SQL statements at runtime.
 - c) The Statement interface cannot accept parameters.
 - d) All of the above.

Turn over

6. Which of the following is correct about savepoint ?
- a) A savepoint marks a point that the current transaction can roll back to.
 - b) Instead of rolling all of the changes back, a savepoint can be chosen to roll back only some of them.
 - c) Both of the above.
 - d) None of the above.
7. What is first level cache in Hibernate ?
- a) The first-level cache is the Session based cache.
 - b) The first-level cache is the Session Factory based cache.
 - c) Both of the above.
 - d) None of the above.
8. Is sessionFactory a thread-safe object ?
- a) True.
 - b) False.
9. Which are the IoC containers in Spring ?
- a) BeanFactory, ApplicationContext.
 - b) BeanFactory, ApplicationContext, IoCContextFactory.
 - c) BeanFactory, BeanContext, IoCContextFactory.
 - d) BeanFactory, ApplicationContext, BeanContext.
10. What is Pointcut ?
- a) This represents a point in your application where you can plug-in AOP aspect.
 - b) This is a set of one or more joinpoints where an advice should be executed.
 - c) This is used to inject values in objects.
 - d) This is invoked during program execution by Spring AOP framework.

(10 × 1 = 10 marks)

Part B

*Write a paragraph on any **eight** questions.
Each question carries 2 marks.*

11. Define three-tier architecture.
12. What is HTTP ServletRequest and HttpServletResponse ?

13. Differentiate between forward() method and sendRedirect() method.
14. What are the advantages of JSP over static HTML ?
15. What is a page directive ?
16. What are JSP literals ?
17. Which are the different JDBC driver types ?
18. What is Hibernate ?
19. What is SessionFactory ?
20. Name some of the ORM frameworks based on JAVA.
21. What are persistent classes in Hibernate ?
22. What are the benefits of IOC ?

(8 × 2 = 16 marks)

Part C

*Write short essay on any six questions.
Each question carries 4 marks.*

23. What is application client modules ?
24. Explain getContextPath() function and its usage.
25. Explain how sendRedirect() method works with an example.
26. How do you set cookies and read cookies with JSP ?
27. Explain JSP expression tag with a simple example.
28. Explain ResultSet with an example.
29. What is the difference between get() and load() methods of session object?
30. What is a configuration object in Hibernate ?
31. What is the difference between BeanFactory and ApplicationContext ?

(6 × 4 = 24 marks)

Part D

*Write essays on any two questions.
Each question carries 15 marks.*

32. Explain MVC architecture.
33. Explain the purpose of getParameter(), getParameterValues(), getParameterNames() with examples.
34. Explain JSP session management.
35. Explain JDBC connections steps and all its functions.

(2 × 15 = 30 marks)

**FIFTH SEMESTER B.VOC. (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

Software Development

SDC5IT17—.NET AND DATABASE ADMINISTRATION

Time : Three Hours

Maximum : 80 Marks

Part A

Write short answer on all questions.

Each question carries 1 mark.

1. The acronym CTS stands for _____.
2. Which serves as the execution engine of .net framework ?
 - (a) Common Intermediate Language.
 - (b) Common Language Infrastructure.
 - (c) Common Language Runtime.
 - (d) Common Type System.
3. A class that cannot be inherited is a _____ class.
4. Which two controls are combined to form the ComboBox control ?
 - (a) ListBox and TextBox.
 - (b) ListBox and InputBox
 - (c) ListBox and MsgBox.
 - (d) Label and TextBox.
5. Which is not an ADO.NET DataAdapter Object ?
 - (a) OleDbDataAdapter.
 - (b) SqlDataAdapter.
 - (c) QueryDataAdapter.
 - (d) Both (a) and (b).
6. Which of the following is not a member of ADO object ?
 - (a) Command.
 - (b) DataWrite.
 - (c) Connection.
 - (d) DataRead.

Turn over

7. Extends are formed by combing adjacent _____.
- (a) Blocks. (b) Files.
(c) Records. (d) None of these.
8. _____ is a process that listens for client connection requests.
9. For a backup/restore system, _____ is a prerequisite for service in an enterprise.
- (a) Filter. (b) Recovery.
(c) Security. (d) Scalability.
10. _____ is an exact copy of a single datafile, archived redo log file, or control file.
- (a) Image copy. (b) Datafile copy.
(c) Copy log. (d) Control copy.

(10 × 1 = 10 marks)

Part B

Write a paragraph on any eight questions.

Each question carries 2 marks.

11. What is event driven programming ?
12. What is Pre-JIT compilation ?
13. Differentiate between managed and unmanaged code.
14. Explain List box Control with an example.
15. What is tree view ?
16. How to show a message box in C# ?
17. What are the ADO.NET components ?
18. Explain ExecuteNonQuery method.
19. What is Tablespace ?
20. What are the most important SGA components ?
21. What is ASM instance ?
22. What is Flashback technology ?

(8 × 2 = 16 marks)

Part C

*Write short essay on any **six** questions.*

Each question carries 4 marks.

23. What are the features of .Net ?
24. What are the differences between shared and public assembly ?
25. Explain method overloading with example.
26. Explain font dialogue box with an example.
27. Explain the properties and methods of Command Object.
28. How is backup and recovery done in Oracle ?
29. Explain the relationship between data block and extent in Oracle.
30. What are the features of RMAN ?
31. Explain space management.

(6 × 4 = 24 marks)

Part D

*Write essays on any **two** questions.*

Each question carries 15 marks.

32. Explain architecture of C#.net.
33. Explain various keyboard events in C#.
34. Explain how to configure oracle network environment.
35. Explain how database backup and recovery is done using RMAN.

(2 × 15 = 30 marks)

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(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER B.VOC. (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

Pharmaceutical Chemistry

SDC5EV02—2 INTRODUCTION TO PHARMACOGNOSY

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Father of medicine ———.
2. Unani diagnostic involves the examination of pulse, urine and stool - true /false.
3. Climbing roots are seen in ———.
4. Farnesiferol – A,B and C occur in the gum resin of ———.
5. Sumatra benzoin is antidepressant and vulnerary- true /false
6. Give any two chemical constituents of shatavari.
7. Example for reticulate venation
8. Tannins are absent in ———.
9. Pentosides contains ———.
10. Plant cell and its components studied by using ———.

(10 × 1 = 10 marks)

Part B (Short Answer)

Answer any eight questions.

Each question carries 2 marks.

11. What are the areas dealt with pharmacognosy.
12. Give examples for secondary metabolites.
13. What is leaf apex ?
14. What is root cap ?
15. Give examples for Solanaceae family plants.
16. Give two chemical tests for Tragacanth.

Turn over

17. Write classification of resins.
18. Describe about pharmacognosy of benzoin.
19. What are tannins ?
20. Write an account of pharmacognosy of myrobalan.
21. Write the uses of fennel.
22. What is decoction ?

(8 × 2 = 16 marks)

Part C (Short Essay)

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

23. Write a note on homeopathy.
24. What are the characteristics of root ?
25. Draw the transverse section of cinchona bark.
26. Explain macro and microscopic characters of Podophyllum.
27. Describe the medicinal and non medicinal use of Asafoetida.
28. Write short note on medicinal and non medicinal use of Black Catechu.
29. Write short note on lemon peel.
30. What is the morphology of clove.
31. Write the morphology of and chemical constituents of cardamom.

(6 × 4 = 24 marks)

Part D (Essay)

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

32. Explain Sidda and Unnani system.
33. Write an account of the constituents of Benzoin ,Asafoetida and Podophyllum.
34. Write note on antidiysenterics plants.
35. Give an account on the chemical constituents, characters and therapeutic use of myrobalan.

(2 × 15 = 30 marks)

**FIFTH SEMESTER B.VOC. (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

Pharmaceutical Chemistry

SDC5MC01—MEDICINAL CHEMISTRY

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Propranolol hydrochloride is used as _____.
2. Bradycardia means _____.
3. Pencillins have carboxylic acid group placed at _____.
4. Cancer in gland is called _____.
5. Acetylsalicylic acid is _____.
6. NSAIDS stands for _____.
7. The reagent used for the conversion of hydrocortisone acetate to cortisone acetate is _____.
8. Anxiolytic drug with no drowsiness _____.
9. Nordiazepam when alkylated with trifluoro methyl bromide gives _____.
10. Give an example for one naturally occurring female hormone _____.

(10 × 1 = 10 marks)

Part B (Short Answer)

Answer any eight questions.

Each question carries 2 marks.

11. What are calcium blockers ?
12. Explain the structure and uses of donidine.
13. Write the MoA of aminoglycosides.
14. What is TB. How is it treated.
15. Give MoA of antihistamines.

Turn over

16. Draw the structure of Zidovudine.
17. Write classification of Antihelmintics.
18. What is germ cell tumor ?
19. Give the structure of actinomycin D.
20. What are *two* primary neurotransmitters involved in antidepressants action ?
21. Give the general structure of phenothiazine derivatives.
22. Give the classification of amino alkyl ethers.

(8 × 2 = 16 marks)

Part C (Short Essay)

Answer any six questions.

Each question carries 4 marks.

23. Give the synthesis protocol for propranolol.
24. Give the synthesis protocol for disopyramide.
25. Explain the classification of antimalarials.
26. Write the synthesis of procarbazine.
27. Write note on tricyclic antidepressants.
28. Write note on non sedative antihistamines.
29. Write note on synthesis of ampicillin.
30. Write note on synthesis of Cephalexin.
31. Write note on monoamine oxidase inhibitors.

(6 × 4 = 24 marks)

Part D (Essay)

Answer any two questions.

Each question carries 15 marks.

32. Write the classification of cephalosporins.
33. Explain cholinergic blockers.
34. Classify antihypertensive and give *two* structural examples of each class.
35. Explain anticancer plant products.

(2 × 15 = 30 marks)

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Name.....

Reg. No.....

**FIFTH SEMESTER B.VOC. (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

Pharmaceutical Chemistry

GEC5PM01—PHARMACEUTICAL MANAGEMENT

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Who is regarded as the father of scientific management ?
2. _____ is the harmonization of all the activities of a concern in order to facilitate its working and its success.
3. APR stands for _____.
4. IEC number is _____.
5. _____ is the art and profession of selling.
6. Presale preparation is coming under _____ process.
7. _____ is the process by which response categories are summarized by certain symbols to carry out subsequent operations of data analysis.
8. What is the major weakness of mail survey ?
9. Write a function of purchase department.
10. _____ is generally the chief authority of production department.

(10 × 1 = 10 marks)

Part B (Short Answer)

Answer any eight questions.

Each question carries 2 marks.

11. Distinguish between the Fayol's concept and Taylor's version of management.
12. List out the traits of leader.

Turn over

13. What is meant by drug regulatory affairs ?
14. What are the services performed by retailers ?
15. Write a note on mail order business.
16. Distinguish between advertising and publicity.
17. What is personal selling ?
18. What are the personal qualities of good salesman ?
19. What is detailing in pharmaceutical marketing ?
20. Explain telephone survey.
21. What are the objectives of material management ?
22. What do you understand by production, planning and control (PPC) ?

(8 × 2 = 16 marks)

Part C (Short Essay)

Answer any six questions.

Each question carries 4 marks.

23. Write the advantages of oral communication.
24. What are the procedures for import of drugs ?
25. What are the advantages of wholesaler ?
26. Discuss the various techniques of sales promotion.
27. Explain the three operations of marketing.
28. What is questionnaire ? What are the guidelines for designing a good questionnaire ?
29. Explain the objectives of purchasing.
30. Discuss the process of placing an order.
31. Explain the importance and functions of production management.

(6 × 4 = 24 marks)

Part D (Essay)

Answer any two questions.

Each question carries 15 marks.

32. (i) Explain the term decision making ; (ii) Discuss the steps involved in decision making ; and (iii) Write its salient features.
33. (i) Discuss the various methods used for advertising pharmaceutical products ; and (ii) Mention any five essential features of good advertisement.
34. Explain primary data and methods of obtaining primary data.
35. (i) Define purchasing ; and (ii) Explain purchasing procedure and the important method of purchasing.

(2 × 15 = 30 marks)

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Name.....

Reg. No.....

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Pharmaceutical Chemistry

GEC 5PH 02—PHYSICAL CHEMISTRY—II

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. A chemical reaction whose rate is independent of the concentration of the reactants has order _____.
2. The sum of the powers of the concentration terms of the reactants in the rate equation is known as _____ of the reaction.
3. The non-radiative transition of an excited molecule to a state of different multiplicity is _____.
4. A graph between the extend of adsorption and temperature at constant pressure is called an adsorption _____.
5. Give name of a carrier gas in Gas chromatography.
6. Among CO, NO, HCl and CO₂, which will not yield a microwave spectrum ?
7. Shifts of adsorption maximum to longer wavelength is called _____.
8. Among C-Cl, C-Br, C-I, the bond that shows the highest stretching frequency is _____.
9. The number of signals exhibited by the protons of acetone in NMR is _____.
10. The highest fold rotation axis of HCl molecule is _____ axis.

(10 × 1 = 10 marks)

Part B (Short Answer)

Answer any eight questions.

Each question carries 2 marks.

11. What is meant by steady state approximation ?
12. State Beer-Lambert law.

Turn over

13. What is meant by photosensitization ? Give an example for a photosensitized reaction.
14. Give the BET equation and specify the terms involved.
15. What is meant by a lyophilic colloid ? Give an example ?
16. Distinguish between adsorption column chromatography and partition column chromatography ?
17. What is R_f ? Mention its use.
18. State the Born-Oppenheimer approximation.
19. What is the essential condition for a molecule to absorb infrared radiation ?
20. What is a Chromophore ? Give two examples.
21. What is chemical shift ?
22. What is an inversion centre ?

(8 × 2 = 16 marks)

Part C (Short Essays)

Answer any six questions.

Each question carries 4 marks.

23. Derive the integrated rate equation for a first order reaction.
24. Briefly discuss the adsorption theory of heterogeneous catalysis.
25. Define quantum yield of a photochemical reaction. Explain the high quantum yield for the Hydrogen-Chlorine reaction.
26. Distinguish between physisorption and chemisorption.
27. Explain the following : (i) Hardy-Schulze rule ; and (ii) Protective colloids.
28. Discuss applications of ion exchange chromatography.
29. The pure rotational spectrum of gaseous HCl consists of a series of equally spaced lines separated by 20.80 cm^{-1} . Calculate the internuclear distance of the molecule. The atomic masses are $^1\text{H} = 1.673 \times 10^{-27} \text{ kg}$; $^{35}\text{Cl} = 58.06 \times 10^{-27} \text{ kg}$.
30. Discuss the term Spin-Spin coupling.
31. Distinguish between proper rotation and improper rotation.

(6 × 4 = 24 marks)

Part D (Essays)

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

32. Describe collision theory.
33. (i) Briefly discuss the postulates of Langmuir's adsorption theory.
(ii) Derive Langmuir's adsorption isotherm.
34. Write short note on any *three* chromatographic methods. Mention its merit and limitation.
35. Describe briefly Raman Spectroscopy and its applications.

(2 × 15 = 30 marks)

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(Pages : 3)

Name.....

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FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Pharmaceutical Chemistry

GEC 50C02—ORGANIC CHEMISTRY—II

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. In the elimination addition mechanism of nucleophilic aromatic substitution, the intermediate formed is called _____.
2. In chlorobenzene, chlorine is attached to an _____ hybridised carbon.
3. IUPAC name of glycerol is _____.
4. Which aldehyde reacts with a Grignard reagent to form an adduct which upon hydrolysis yield primary alcohol ?
5. The state of hybridisation of carbonyl carbon is _____.
6. The reaction of benzoic acid with PCl_5 yields _____.
7. Give the IUPAC name of lactic acid.
8. What product is obtained by the catalytic hydrogenation of nitrobenzene.
9. ANFO is a mixture of fuel oil and _____.
10. Cyclic compounds with at least one hetero atom is called _____.

(10 × 1 = 10 marks)

Part B (Short Answer)

Answer any eight questions.

Each question carries 2 marks.

11. Explain the term Williamson's synthesis with suitable examples.
12. By what industrial names are the following compounds known ?
 - (i) CCl_2F_2 ; and (ii) CF_3CHClBr .

Turn over

13. How is benzene converted to phenol ?
14. What is power alcohol ? Explain.
15. What is Iodoform test ?
16. Explain a chemical test by which phenol can be distinguished from benzoic acid.
17. Is p-nitrobenzoic acid more acidic or less acidic than benzoic acid ? Why ?
18. What is HVZ reaction ? Explain with suitable example.
19. What is carbylamines reaction ?
20. Explain biuret test.
21. Draw the resonance structures of furan.
22. Give a method for the preparation of Indole.

(8 × 2 = 16 marks)

Part C (Short Essays)

Answer any six questions.

Each question carries 4 marks.

23. Discuss the term allylic bromination of alkenes.
24. Explain the term Walden inversion.
25. Discuss the action of PCC on 1°, 2°, and 3° alcohols.
26. Explain the Victor Meyer's test to distinguish between 1°, 2° and 3° alcohols .
27. What is Cannizaro reaction ? Give two examples.
28. Give the mechanism of esterification of carboxylic acid by taking any one example.
29. Explain how glycerol is converted to citric acid. Explain the action of heat on citric acid.
30. Explain the preparation of benzene diazonium chloride. How it can be converted to 1) Benzene ; 2) Phenol ; and 3) Aniline.
31. Write down the mechanism of claisen condensation of ethylacetate.

(6 × 4 = 24 marks)

Part D (Essays)

Answer any two questions.

Each question carries 15 marks.

32. (a) What is perkin's reaction ? Explain with an example.
(b) What is haloform reaction ? What kind of compounds undergo the reaction ? Explain with suitable examples.
33. Explain the reactions of acetyl chloride with the following reagents : (i) Water ; (ii) Ethanol ; and (iii) Ammonia.
34. Discuss the basicity of aliphatic amines. Explain the Hinsberg method of separation of amines.
35. Discuss the structure and preparation of furan. Explain the conversion of furan to 1. Furoic acid ; 2. Thiophene ; and 3. Pyrrole.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS-UG)

Pharmaceutical Chemistry

GEC 5NP 01—CHEMISTRY ON NATURAL PRODUCTS

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short Answer Type)*Answer all questions.*

1. Name the chief constituents of essential oil.
2. What are Narcotics ?
3. Biotin is _____.
4. _____ is an alkaloid that does not possess any noteworthy physiological action.
5. In 2-deoxyribose the - OH group is absent at _____ position.
6. Name the principal sugar in blood.
7. Furan on treating with HCl and HCN in the presence of $AlCl_3$ gives.
8. Pyrrole on oxidation with CrO_3/CH_3COOH yield _____.
9. Name the ring present in steroid.
10. Give the name of the enzyme which cause oxidation reduction reaction.

(10 × 1 = 10 marks)

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

11. What are the uses of Citral ?
12. What is alkaloid ? How do they occur in nature ?
13. Give the chemical names of Vitamin A and B_2 .
14. What are reducing and non-reducing sugars ?
15. Give the structure of Cholesterol.
16. Out of Furan and Pyrrole which is more basic and forms salts with acids.
17. Why Pyridine also undergoes nucleophilic substitution reaction ?
18. Define iodine value. Mention its significance.

Turn over

19. What are amino acids? Give examples.
20. What is Rancidity? How can you overcome it?
21. Name the Purine and Pyrimidine bases present in DNA and RNA.
22. Mention the different types of enzyme inhibition.

(8 × 2 = 16 marks)

Section C (Short Essays)

Answer any **six** questions.

23. What are Vitamins? Give the classification. Mention the deficiency disease of Vitamin C.
24. Explain how alkaloids are extracted and purified from their natural source.
25. Write in detail Killiani Fischer synthesis.
26. Discuss the open chain structure of D (+) glucose. What are its limitations? How cyclic structure overcome these limitations.
27. Give the structural formula of:
 - (a) Pyrrolidine.
 - (b) Piperidine.
 - (c) Quinoline.
 - (d) Isoquinoline.
28. Write the electrophilic substitution reactions of Furan.
29. Explain the applications of cellulose in industry.
30. Discuss the structure of proteins.
31. Write the structural features of Saponin.

(6 × 4 = 24 marks)

Section D (Essays)

Answer any **two** questions.

32. How will you account the aromatic character of 5-membered heterocyclic compounds? Arrange Thiophene, Furan and Pyrrole in order of increasing aromatic character giving reasons.
33. What are enzymes? Give the classification, nomenclature and mechanism of action of enzymes.
34. Define Terpenoids. Give the classification. Give the source and structure of Citral and Geraniol. Explain the isomerism exhibited by them. Give two reactions of Citral with equations.
35. What are Proteins? Give the classification of amino acids. Write any three chemical reactions of amino acids. Add a note on denaturation of proteins.

(2 × 15 = 30 marks)

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(Pages : 3)

Name.....

Reg. No.....

**FIFTH SEMESTER B.VOC. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Multimedia

SDC 5MM 19 3D—SCRIPTING AND GAME DEVELOPMENT

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.
Each question carries 1 mark.
Answer in a word phrase or sentence.*

1. Which panel used to add textures and shades ?
 - (a) UV Editor.
 - (b) Hypershades.
 - (c) Visor.
 - (d) Paint Effects.
2. To duplicate selected objects in the scene you can use the key board shortcut.
 - (a) Ctrl + D.
 - (b) Shift + C.
 - (c) Control + A.
 - (d) Shift + D.
3. In which location can the rate stretch tool be used to modify a clip ?
 - (a) The Project panel.
 - (b) The Source Monitor.
 - (c) The Effect Panel.
 - (d) The time line.
4. The _____ shows the frame in the movie.
 - (a) Tool Bar.
 - (b) Properties panel.
 - (c) Time Line.
 - (d) Scene.
5. The arrangements of viewing objects are decided by the order of :
 - (a) Scenes.
 - (b) Frames.
 - (c) Layers.
 - (d) Actions.

Turn over

6. _____ Option gives glass effect to objects.
- (a) Reflection. (b) Opacity.
(c) Refraction. (d) Gradient.
7. To quickly close holes in a geometric object you can use _____.
- (a) File Hole. (b) Cap holes.
(c) Close holes. (d) Close Cap holes.
8. To rotate an object you can use the Key board shortcut ?
- (a) A. (b) J.
(c) K. (d) Z.
9. Which option use to make a 3D object from curve ?
- (a) Extrude. (b) Chamfer.
(c) Specify. (d) Symmetry.
10. To quickly assign primitively shaped texture coordinates to objects you can use a modifier :
- (a) Add UVW. (b) UW map.
(c) UVW coord. (d) UW Mapping.

(10 × 1 = 10 marks)

Part B (Brief Answer Question)

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

11. Difference between Omni light and Directional light.
12. How do you export auto cad file to 3dsmax ?
13. What is meant by graph editor ?
14. Advantages of duplicate special.
15. What are the different axis you can rotate ?
16. What is the mask in after effects ?
- 17.. What is metadata handling ?
18. What is mocap.

19. Name the types of curve tools ?
20. What is geometric cache ?
21. Difference between wireframe and shaded mode.
22. How do you split a polygon ?

(8 × 2 = 16 marks)

Part C (Short Essays)

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

23. What is the purpose of staging ?
24. Explain particles.
25. How do you simulate a reactor cloth ?
26. Explain flash action commands.
27. How do you create a smoke effects ?
28. Difference of mask tool and rotobrush.
29. Explain proxy mode workflow in edius.
30. Explain vray materials and uses.
31. Explain modeling and Animations.

(6 × 4 = 24 marks)

Part D (Essays)

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

32. Explain modeling and animation.
33. Explain the evolution of VFX.
34. Explain 3D compositing workflow.
35. Explain Maya character creation workflow.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Multimedia

SDC 5M M18—GRAPHICS AND ANIMATION IN ADVERTISING

Time : Three Hours

Maximum : 80 Marks

Section A*Write very short / Objective type answer on all ten questions.**Each question carries 1 mark.*

1. Commercial ads often seek to generate increased consumption of their products or services through _____.
2. What is direct response advertising ?
3. Most significantly with the campaigns of Edward Bernays, considered the founder of modern, _____ advertising.
4. Egyptians used _____ to make sales messages and wall posters.
5. Trick banner ads that look like a _____ with icons.
6. Full form of SEM
7. _____ is often the first thing a potential customer sees.
8. _____ is an audio or visual form of marketing communication.
9. What is Bode Animation ?
10. The page size of a _____ is fairly large and small ads can look minuscule ?

(10 × 1 = 10 marks)

Section B*Write short answers on any eight of the following questions.**Each question carries 2 marks.*

11. What are media agencies ?
12. What is Radio Advertisements ?
13. Describe persuasion.
14. What is customer base ?
15. What is trick banner ?

Turn over

16. What is E-marketing ?
17. What is promotional balloon ?
18. What is cartoon ?
19. What is a creative ad ?
20. What are viral videos ?
21. What are the new media available for advertisement ?
22. What is cultural icon ?

(8 × 2 = 16 marks)

Section C

*Write short essays on any six of the following questions.
Each question carries 4 marks.*

23. What are the 4 P's of Marketing ?
24. What is Marketing Mix ?
25. What is SEO ?
26. What is Content Marketing ?
27. Explain map ads.
28. Explain poster printing techniques.
29. Describe environment friendly ads.
30. Describe universal advertising.
31. What is episodes ad ? With example.

(6 × 4 = 24 marks)

Section D

*Write essays on any two of the following questions.
Each question carries 15 marks.*

32. Explain the impact of video ads.
33. What's your concept of online advertising ?
34. Discuss about advertising style. Explain each one.
35. Explain different ways to advertise products and services.

(2 × 15 = 30 marks)

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(Pages : 3)

Name.....

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FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS-UG)

Multimedia

SDC 5MM 17—MEDIA LAWS AND ETHICS

Time : Three Hours

Maximum : 80 Marks

Part A

I. Answer the following in one or two words or in one or two sentences. Each question carries 1 mark :

1 The main function of the judiciary is :

- (a) Law of execution. (b) Law of formulation.
(c) Law of application. (d) Law of adjudication.

2 Fundamental duties are contained in :

- (a) Part IV A. (b) Part V B.
(c) Part III C. (d) Part VI C.

3 Which is called Lok Adalat ?

- (a) Village court. (b) Kerala court.
(c) High court. (d) None of these.

4 Which of the following groups cannot sue in defamation ?

- (a) Companies. (b) Local authorities.
(c) Politicians. (d) Celebrities.

5 Under RTI Act, information means _____.

- (a) Documents. (b) Advices.
(c) Contracts. (d) All of these.

6 The Law for working journalists and other employees has been passed in the year _____.

- (a) 1953. (b) 1954.
(c) 1955. (d) 1957.

7 Which is a branch of Ethics ?

- (a) Epistemology. (b) Logic.
(c) Aesthetics. (d) Moral Psychology.

Turn over

- 8 _____ is defined as defamation by written or printed words, pictures or in any form other than by spoken word or gestures.
- 9 Jurisprudence means :
- (a) The tonical area of the Science of Law and societal order.
 - (b) A legal scholar.
 - (c) Judicial system.
 - (d) None of these.
- 10 The Supreme Court of India is located in _____.
- (a) Ernakulam.
 - (b) Trivandrum.
 - (c) New Delhi.
 - (d) None of these.

(10 × 1 = 10 marks)

Part B

II. Write short notes on any *eight* of the following. Each question carries 2 marks :

- 11 What is RTI ?
- 12 What is Law ?
- 13 What do you mean by press freedom ?
- 14 What is defamation ?
- 15 What are the defenses to defamation ?
- 16 Difference between Decency and morality.
- 17 What is wage ?
- 18 Write about cyber defamation law.
- 19 Explain copyright act.
- 20 Explain any four fundamental rights.
- 21 What are the differences between ethics and morals ?
- 22 Short note on custom law.

(8 × 2 = 16 marks)

Part C

III. Write short essays on any *six* of the following. Each question carries 4 marks :

- 23 What is Law reform ?
- 24 Draw a structure of Judiciary. Explain each one.
- 25 List the legal concepts.

- 26 Explain the fundamental duties of every citizen of India.
- 27 Explain constitutional restrictions on the freedom of speech and expression.
- 28 What are the traditional and non-traditional form of Press ?
- 29 State the basic responsibilities of journalists.
- 30 Explain Press Council code on communal writings.
- 31 Describe the powers of the Central Government.

(6 × 4 = 24 marks)

Part D

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

- IV.
 - 32 Why freedom of press is important ?
 - 33 Write about 10 media ethic issues.
 - 34 Explain impact of social media.
 - 35 Describe the three basic areas of news reporting.

(2 × 15 = 30 marks)

**FIFTH SEMESTER B.VOC. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Logistics Management

SDC 5LM 19—AIR CARGO LOGISTICS MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. _____ is the person whose name appears on the WB as the party to whom the goods are to be delivered by the carrier.
2. The _____ handles the delivery of local discharge cargo under MAWBs and HAWBs and mail arriving on international flight.
3. _____ is the document that summarizes all the shipments loaded from a board point and travelling on a given flight and must be issued for every flight.
4. When a shipment arrives at the destination airport, the consignee's copy of the WayBill and an _____ must be forwarded as quickly as possible to the consignee named on the AWB.
5. Which of the following statements about the rights and obligations of IATA Cargo Agent is False?
 - (a) IATA Cargo Agents receives a commission from IATA Airlines on export cargo.
 - (b) IATA Cargo agent must present shipments to the airlines "Read for carriage".
 - (c) IATA Cargo Agent have the option of either settling accounts using CASS in countries where it is available or through the traditional method.
 - (d) IATA Cargo agent can lose their registration for repeated late payment of freight accounts.
6. Which of the following functions apply to a IATA cargo agent ?
 - (a) Charges the Customer the published airline air freight rates.
 - (b) Assume responsibility beyond delivering the shipment to the Airline.
 - (c) Deliver direct shipment to the carrying airline.
 - (d) Both (A) and (C).

Turn over

7. ——— is done in the aircraft that do not possess a cargo or conveyor system.
8. Which of the following functions apply to the consolidator ?
- (a) Charges the customer the published airline air freight rates.
 - (b) Assumes responsibility beyond delivering the shipment to the airline.
 - (c) Deliver direct shipment to the carrying airline.
 - (d) Negotiates the sales contract between the shipper and the consignee.
9. What is the name given to the practices of assembling a number of individual shipments and Dispatching them as a single shipment on one Master Air Waybill :
- (a) Freight Forwarder.
 - (b) Consolidator.
 - (c) Unitization.
 - (d) Breaking bulk..
10. Which of the following statement about a cargo door is false ?
- (a) It may serve one or two cargo compartments.
 - (b) It opens only inward.
 - (c) It opens either outwards or inwards.
 - (d) Lower deck cargo door is located on the aircraft's right side.

(10 × 1 = 10 marks)

Part B (Short answer questions)

Answer any eight questions.

Each question carries 2 marks.

- 11. What is currency ?
- 12. What is airlines ?
- 13. What is aircraft layout ?
- 14. What is ULD ?
- 15. What is consortium ?
- 16. What is airfreight export ?
- 17. What is marketing research ?
- 18. What is audit ?
- 19. What is SWOT ?
- 20. What is POD ?

21. What is TACT ?
22. What is customer clearance ?

(8 × 2 = 16 marks)

Part C (Short Essay questions)

Answer any six questions.

Each question carries 4 marks.

23. Explain the hub and spoke in airports.
24. Write a note on airline regulations.
25. Explain the navigation systems in Airline industry.
26. Explain the terminal area and landside operations in Airline.
27. Write a note on Air way Bill.
28. Write a note on COD and POD conditions of contract.
29. Explain the volume/weight ratio in airline
30. Briefly explain about the air cargo rates and charges.
31. Explain the importance of Aircargo Industry.

(6 × 4 = 24 marks)

Part D (Short Essay questions)

Answer any two questions.

Each question carries 15 marks.

32. Write a note on airport transportation system.
33. Explain the issues and challenges faced by the airline industry.
34. Write a note on aircraft types.
35. Write a note on Air cargo services.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Logistics Management

SDC 5LM 18—RETAIL MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

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

1. The word “retail” has been derived from which language ?
 - a) Latine.
 - b) French.
 - c) Greek.
 - d) Persian.
2. Who is the last link in the chain connecting the producer and customer ?
 - a) Wholesaler.
 - b) Agent.
 - c) Retailer.
 - d) Storekeeper.
3. MRP stands for :
 - a) Minimum retail price.
 - b) Maximum retail price
 - c) Minimum rate of profit
 - d) Maximum rate of profit
4. A multi-channel retailer sells merchandise :
 - a) Over telephone.
 - b) Through retail stores.
 - c) Over internet.
 - d) Over more than one channel.
5. What is the full form of VAT ?
 - a) Value added tax.
 - b) Very important additional tax.
 - c) Value additional tax.
 - d) Value added theory.
6. Mail order retailing is the same as :
 - a) Direct selling.
 - b) In Home retailing.
 - c) E-tailing.
 - d) Catalog retailing.

Turn over

7. Which is not considered one of the elements of “managing a business” in a retail strategy ?
- a) The retail organization.
 - b) Human resource management.
 - c) Operations management.
 - d) Merchandise management and pricing.
8. A systematic procedure for analyzing the performance of a retailer is called :
- a) Control.
 - b) Feedback.
 - c) Strategic planning.
 - d) Retail audit.
9. During each stage in the development of a retail strategy, retail managers should :
- a) Consider only controllable variables.
 - b) Refrain from “fine tuning” the strategy.
 - c) Look for both positive and negative feedback.
 - d) Consider no problems with the government to be a form of negative feedback.
10. Which of the following is the major reason consumers give for shopping online ?
- a) Want product delivered.
 - b) Unique merchandise.
 - c) Price.
 - d) Convenience.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

11. What is Dissonance buying behavior ?
12. What is fashion goods ?
13. What is retail store ?
14. What is site selection in retail ?
15. What is retail communication ?
16. What is Advertising ?
17. What is sales promotion ?
18. What is store layout ?
19. What is store design ?

20. What is retail customer service ?
21. What is Supermarkets ?
22. What is market segmentation ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

23. Explain the role of merchandiser.
24. Write a note on advertising.
25. Explain the store design objectives.
26. Write a note on retail customer
27. Explain the significance of retail industry in India.
28. Explain the types of retailers.
29. Explain the types of merchandise ?
30. What is buying decisions ?
31. What is post purchase behavior ?

(6 × 4 = 24 marks)

Part D (Short Essay Questions)

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

32. Write a note on retail market strategy.
33. Explain the retail industry in India.
34. What is consumer buying behavior ? Explain the types of buying decisions.
35. Write a note on retail pricing.

(2 × 15 = 30 marks)

**FIFTH SEMESTER B.VOC. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Logistics Management

SDC 5LM 17—OPERATIONS MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Operations Management is a _____ process.
2. Which of these Managers would be least likely to be considered in an operations management role within an organization ?
 - (a) Production Manager.
 - (b) Reservations Manager.
 - (c) Financial Risk Manager.
 - (d) Quality Manager.
3. Logistics is the term for which activities ?
 - (a) Procurement of raw materials.
 - (b) Distribution of goods to customers.
 - (c) Accounting for raw materials in transit.
 - (d) All of the above.
4. A quality criterion which can be measured is called a _____.
 - (a) Quality variable.
 - (b) Quality component.
 - (c) Quality attribute.
 - (d) Quality characteristic.
5. There are 5 basic organizational forms, simple, functional, divisional, conglomerate and _____.
 - (a) Hybrid.
 - (b) Complex.
 - (c) Corporate.
 - (d) Hierarchical.

Turn over

6. Which of the following is a characteristic of a well-designed process ?
- (a) The whole process is not easy to understand.
 - (b) The whole process is robust.
 - (c) The whole process has ineffective links.
 - (d) The whole process is not cost effective.
7. The size of the product range or number of services offered is called _____.
- (a) Validity.
 - (b) Variability.
 - (c) Value.
 - (d) Variance.
8. In the mass production era there were 4 types of operations process; complex project, batch production, assembly line and _____.
- (a) Job shop.
 - (b) Batch process.
 - (c) Mass process.
 - (d) Continuous process.
9. In a materials processing operation, which of the following process type is associated with the highest volume and lowest variety ?
- (a) Project.
 - (b) Job shop.
 - (c) Batch process.
 - (d) Mass production.
10. In a customer processing operation, which process type has the lowest volume ?
- (a) Professional service.
 - (b) Service shop.
 - (c) Mass service.
 - (d) Self service.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

- 11. What is facilities planning ?
- 12. What is plant location ?
- 13. What is process layout ?
- 14. What is control chart ?
- 15. What is quality control ?
- 16. What is operation planning ?

17. What is maintenance management ?
18. What is work study ?
19. What is work measurement ?
20. What you mean by operation management ?
21. What is material handling ?
22. What is product layout ?

(8 × 2 = 16 marks)

Part C (Short Essay questions)

Answer any six questions.

Each question carries 4 marks.

23. Write a note on work study, time study and method study.
24. Explain Production planning functions.
25. Explain the techniques of operation control.
26. Write is quality control. Explain the need and objectives of quality control.
27. Write a note on SQC.
28. Explain the characteristics of quality circle.
29. Explain the objectives of quality circles.
30. Explain the principles of TQM.
31. Explain the interactions of operations management with other areas.

(6 × 4 = 24 marks)

Part D (Short Essay Questions)

Answer any two questions.

Each question carries 15 marks.

32. What is plant layout ? Explain the process of plant layout.
33. What is capacity planning ? Explain the Determinants of effective capacity.
34. What is work measurement ? Explain the scope and importance of work measurement.
35. What is TQM ? Explain the benefits of TQM.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Logistics Management

GEC 5BE 15—BANKING AND INSURANCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

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

1. In pursuance of which one of the following was the General Insurance Corporation of India was formed ?
 - a) General Insurance Business (Nationalisation) Act, 1972.
 - b) Insurance Act, 1938.
 - c) Insurance Amendment Act, 2002.
 - d) IRDA Act 1999.
2. What does the letter 'S' denote in the term IFSC ?
 - a) Subscriber.
 - b) State.
 - c) System.
 - d) Source.
3. What is the full form of CBS ?
 - a) Core Banking Solution.
 - b) Core Banking Software.
 - c) Core Banking System.
 - d) Core Banking Service.
4. Which one of the following set up core banking infrastructure for rural banks ?
 - a) IBA.
 - b) NABARD.
 - c) RBI.
 - d) SIDBI.
5. Which organization provides credit history of the borrowers ?
 - a) CIBIL.
 - b) CII.
 - c) FRBI.
 - d) IRDA.

Turn over

16. What is Bancassurance ?
17. What is mobile banking ?
18. What is commercial banks ?
19. What is exchange banks ?
20. What is savings bank ?
21. What is world bank ?
22. What is IDBI ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

23. Explain the origin and development of banking.
24. Explain different types of banks.
25. Write a note on banks and economic development.
26. Explain the general principles of life insurance contract.
27. Explain the roles of IRDA.
28. Write a note on ATM.
29. Write a note on CORE banking.
30. Write a note on virtual banking.
31. Explain the need of insurance.

(6 × 4 = 24 marks)

Part D (Short Essay Questions)

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

32. Explain the need and importance of virtual banking.
33. What is Insurance ? Explain the principles of insurance.
34. Explain the objectives and functions of EXIM Banks.
35. What is commercial bank ? Explain the functions of commercial banks.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Logistics Management

GEC 5H R14—HUMAN RESOURCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

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

1. Which is not a method of performance appraisal ?
 - A) Straight ranking method.
 - B) Man-to-man comparison method.
 - C) Check list method.
 - D) None of the above.
2. HRM is concerned with :
 - A) Worker.
 - B) Industrial relation.
 - C) Field Staff.
 - D) All employees.
3. Which among the following are parts of job description ?
 - (i) Duties performed.
 - (ii) Job summary.
 - (iii) Job identification.
 - (iv) Supervision given.
 - (v) Delegation of authority.
 - A) (i), (ii), (iii) and (iv).
 - B) (ii), (iii), (iv) and (v).
 - C) (i), (iii), (iv) and (v).
 - D) (i), (ii), (iii) and (v).
4. Mechanism of Human Resource Development includes :
 - A) Job Redesign.
 - B) Rewards.
 - C) Human Resource Information System.
 - D) All of the above.
5. Performance appraisal means evaluating an employees performance relative to :
 - A) Establishing goods.
 - B) Fellow employees.
 - C) Job description requirements.
 - D) Performance standards.

Turn over

6. Human resource planning system includes :
- A) Human resource supply forecast. B) Human resource inventory.
C) Corporate plan. D) All of the above.
7. Which one of the following does not include under the functions of human resource management ?
- A) Planning. B) Profitability.
C) Organising. D) Recruitment.
8. Methods for training and development involve various job techniques such as expanded responsibility, job rotation, assistant to positions and other :
- A) Techniques. B) Projects.
C) Firms. D) System.
9. Which of the following includes under techniques of Training ?
- A) On the job Training Method. B) Informal Training.
C) Role Playing Method. D) All of the above.
10. Recruitment and selection involves the following except :
- A) Building a pool of candidates.
B) Completing application form by applicants.
C) Reduction of the work force.
D) Employment planning and forecasting.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

11. What is waiting list in recruitment ?
12. What is transfer ?
13. What is promotion ?
14. What is demotion ?
15. What is unsolicited applications ?
16. What is casual callers ?
17. Define job evaluation.
18. What is human resource development ?

19. What is Absenteeism ?
20. What is questionnaire ?
21. Define HRM

(8 × 2 = 16 marks)

Part C (Short Essay questions)

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

22. Explain the scope of Human resource management.
23. Explain the responsibilities of Human resource manager
24. Explain the methods of job analysis.
25. Define Job description. Explain the contents of Job description.
26. Explain the objectives of training ?
27. Explain the process of career planning
28. Explain the Rights of a grievant.
29. Explain the qualities needed to a Human resource manager
30. Write a note on career development methods.
31. Explain the sources of recruitment.

(6 × 4 = 24 marks)

Part D (Short Essay Questions)

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

32. What is Human Resource Management ? Explain its functions.
33. What is training ? Explain the approaches of a training.
34. What is job evaluation ? Explain the advantages and disadvantages of Job evaluation.
35. What is grievance handling ? Explain the procedure of grievance handling.

(2 × 15 = 30 marks)

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(Pages : 3)

Name.....

Reg. No.....

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Logistics Management

GEC 5M M13—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A

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

1. Market control process consists :
 - a) Formation of Performance standards.
 - b) Performance Appraisal.
 - c) Correcting Deviations.
 - d) All of the above.
2. The marketing plan provides both :
 - a) The vision and the cost.
 - b) The vision and the direction.
 - c) The vision and control.
 - d) The vision and the post.
3. Which of the following is not controllable variable of marketing management ?
 - a) Competitive Environment
 - b) Technological Environment
 - c) Economic Environment
 - d) All of above.
4. Promotion mix is the particular combination of promotional tools used by a company to _____ with its audiences.
 - a) Communicate.
 - b) Help.
 - c) Purchasing Decision.
 - d) Plan.
5. Marketing management is _____.
 - a) Managing the marketing process.
 - b) Monitoring the profitability of the company's products and services.
 - c) The art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.
 - d) Developing marketing strategies to move the company forward.

Turn over

6. Marketers often use the term _____ to cover various groupings of customers.
- a) People.
 - b) Buying power.
 - c) Demographic segment
 - d) Market.
7. The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.
- a) Production.
 - b) Selling.
 - c) Marketing.
 - d) Holistic marketing.
8. The buying process starts when the buyer recognizes a _____.
- a) Product.
 - b) An advertisement for the product.
 - c) A salesperson from a previous visit.
 - d) Problem or need.
9. Adding new features to a product is advocated by which of the approaches ?
- a) Product Approach.
 - b) Production Approach.
 - c) Marketing Approach.
 - d) Selling Approach.
10. One of the key tasks of marketers is _____ and to create consumer perceptions that the product is worth purchasing.
- a) To make products easily visible and available.
 - b) To promote sales of products.
 - c) To differentiate their products from those of competitors.
 - d) To do marketing surveys.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

- 11. Define marketing.
- 12. What is local market ?
- 13. What is spot market ?
- 14. What is future market ?
- 15. What is imperfect market ?
- 16. What is pricing ?
- 17. What is promotion in marketing ?

18. What is selling concept ?
19. What is External marketing ?
20. What is Micro Environment ?
21. What is product mix ?
22. What is E-marketing ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

*Answer any **six** questions.*

Each question carries 4 marks.

23. Explain the classification of markets.
24. Explain the features of marketing.
25. Differentiate between marketing and selling.
26. Write a note on micro environment
27. What is market segmentation? Explain the needs of market segmentation.
28. What is Target marketing? Explain the advantages of Target marketing.
29. Differentiate between rural marketing and urban marketing
30. Write a note on service marketing mix.
31. Differentiate between traditional marketing and e-marketing.

(6 × 4 = 24 marks)

Part D (Short Essay Questions)

*Answer any **two** questions.*

Each question carries 15 marks.

32. What is E-advertising ? Explain E-advertising advantages and disadvantages.
33. Write a note on : a) green marketing. b) niche marketing c) social marketing.
34. What is internet marketing ? Explain new trends in internet marketing.
35. Explain the advantages and disadvantages E-marketing.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Jewellery Designing

SDC 5JD M17—ADVANCED JEWELLERY DESIGNING—II

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short / Objective Question)*Answer all questions.**Each question carries 1 mark.*

1. _____ is a style of cable chain that has flat sided vertical links rather than rounded metal links.
2. _____ cufflinks are made of soft silk rather than metal and the heads are decorative knots.
3. Which metal contains 2 % - 5 % carbon content ?
4. _____ chain is constructed using a series of flat diamond cut chain links.
5. _____ type of chain is popular for use as charm bracelets.
6. Which temperature gives cherry red colour in enamelling process ?
7. Which of the following is the lightest pencil for designing ?
 - (a) 2B.
 - (b) 1B.
 - (c) HB.
 - (d) H.
8. To draw smooth curves of any nature, drafting instruments used is :
 - (a) Mini drafter.
 - (b) French Curve.
 - (c) Templates.
 - (d) Eraser Shield.
9. A typical layout of drawing sheet do not contains :
 - (a) Centering Marks.
 - (b) Orientation Marks.
 - (c) Trimming Marks.
 - (d) Identification Marks.

Turn over

10. Which of the following shape is not commonly used in Coral bead strands ?

- (a) Fan. (b) Branch.
(c) Peanut. (d) Hawaiian.

(10 × 1 = 10 marks)

Section B (Short Answer)

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

11. What is Elliptical Brooch ?
12. Define Fob.
13. What is Watch Fob ?
14. What is Ball Return Cufflink ?
15. What is Toggle Closure Cuff link ?
16. What is French Rope Chain ?
17. What is the Figaro Chain ?
18. What is Anchor Chain ?
19. What is Herringbone Chain ?
20. What is Iron Cast ?
21. Draw any four Pearl bead Shapes in bead jewellery.
22. What is the difference between Wired Brooch and Wired Edge brooch ?

(8 × 2 = 16 marks)

Section C (Short Essays)

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

23. Design a Pendant based on the theme Butterfly.
24. Design a Square Buckle for Men.
25. Design and colour a Gold Pendant with enamelling work.
26. Design a Hat pin for Peach basket hat based on Flower spray.

27. Write a note on different materials used to make cufflinks.
28. What is the difference between Pendant Slide and Pendant Connection ?
29. Write a note on Gem strand beads.
30. Design and Colour a Coral bead strand jewellery in chip shape.
31. Design a Lavalier Necklace and explain about the pendant connection in the work.

(6 × 4 = 24 marks)

Section D (Essays)

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

32. Design a Platinum pendant inspired from vegetable with Curb chain and springing clasp.
33. Design and colour a Necklace and earring based on the motif Peacock.
34. Design and colour Gem strand bead jewellery in Round go-go shape and* Donut shapes. Explain the materials used in the jewellery.
35. Designs grill arrangement in Window, Door and Gate.

(2 × 15 = 30 marks)

**FIFTH SEMESTER B.VOC. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Gemmology

SDC5GM17—DIAMOND GRADING AND SORTING

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 shape of the 'Table' of a Round Brilliant Cut Diamond.
2. Diamonds are mined from what Parent Rock ?
 - (a) Kimberlite.
 - (b) Pegmatites.
 - (c) Chamockite.
 - (d) Anorthosite.
3. Diamond crystallizes in the _____ system.
4. Who Devised the Ideal Cut Diamond ?
 - (a) Louis de Berquen.
 - (b) Jules Mazarin.
 - (c) Marcel Tolkowsky.
 - (d) Baldassare Peruzzi.
5. What gemstone can polish a Diamond ?
6. The rarest fancy color found in Diamond.
 - (a) Green.
 - (b) Yellow.
 - (c) Blue.
 - (d) Pink.
7. The depth of a Diamond is a combination of :
 - (a) Crown, Pavilion, Culet.
 - (b) Crown, Girdle, Pavilion.
 - (c) Table, Pavilion, Culet.
 - (d) Table, Girdle, Pavilion.

Turn over

8. The play of white and colored flashes of light seen when the diamond is viewed in motion is called _____.
9. What Carat weight is the largest rough gem quality diamond in the world ?
- (a) 617 Carats. (b) 3106 Carats.
(c) 970 Carats. (d) 1111 Carats.
10. The highest color grade for a diamond.

(10 × 1 = 10 marks)

Section - B (Short Answer Type Questions)

*Answer any **eight** questions.*

Each question carries 2 marks.

11. Where in the earth's structure are the best conditions for diamond formation ?
12. What were the earliest diamond cuts ?
13. What are some historical stimulants ?
14. What is the purpose of a diamond's culet ?
15. Write a short note on the specific gravity and hardness of diamond.
16. Define table facet of a R.B.C.
17. Differentiate between upper girdle facets and lower girdle facets.
18. Differentiate between make and polish.
19. What is meant by 'Fire' in diamond ?
20. What is meant by total depth percentage ?
21. What are the guidelines to give 'good' cut grade ?
22. What are VS 1 and VS2 diamonds ?

(8 × 2 = 16 marks)

Section C (Short Essay Type Questions)

*Answer any **six** questions.*

Each question carries 4 marks.

23. Give a short account of the basic tools for colour-grading diamonds.
24. Explain briefly how diamonds reach the surface.

25. What are the techniques to estimate crown angles ?
26. Describe how stimulants are different from synthetic and natural diamonds.
27. Write a short note on the main challenges faced by a diamond cutter.
28. How do market factors affect diamond value ?
29. Describe the commonly seen inclusions and blemishes in diamonds.
30. What are the benefits and disadvantages of fracture filling ?
31. Write a note on different cut grades and their guidelines for brightness.

(6 × 4 = 24 marks)

Section D (Essay Type Questions)

Answer any two questions.

32. Describe how colour grading is the same and different for fancy-coloured diamonds and D to Z diamonds.
33. Draw and explain the various diamond cuts.
34. Explain ratios method of table length estimation with the help of neat sketches.
35. Give an account of some basic detection methods for synthetic diamonds.

(2 × 15 = 30 marks)

D 92770

(Pages : 3)

Name.....

Reg. No.....

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Fish Processing Technology

SDC 5A Q20—INSTRUMENTATION IN FISH PROCESSING AND ANALYSIS

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all the questions.

Each question carries 1 mark.

1. Chromatography is a physical method that is used to separate and analyse _____.
 - a) Simple mixtures.
 - b) Complex mixtures.
 - c) Viscous mixtures.
 - d) Metals.
2. Gas chromatography can be performed in which of the following ways :
 - a) Only in columns.
 - b) Only on plane surfaces.
 - c) Either in columns or on plane surfaces.
 - d) Neither in columns nor on plane surfaces.
3. The two knobs of a microscope used for focusing the image include fine adjustment knob and _____ adjustment knob.
 - a) Course.
 - b) Stage.
 - c) Objective.
 - d) Diaphragm.
4. A stereo microscope is used to ?
 - a) Observe the surface of an object.
 - b) View all cell content.
 - c) Observe live cells.
 - d) Observe cell cycle.
5. What would you see using a dark-field microscope on bacteria that transmit light without reflecting it into the objective lense ?
 - a) Dark bacteria on a bright background.
 - b) Bright bacteria on a bright background.
 - c) Bright bacteria on a dark background.
 - d) Dark bacteria on a dark background.
 - e) Fluorescent bacteria on a dark background.

Turn over

6. Scanning electron microscopy is most often used to reveal _____.
- Surface structures.
 - Internal structures.
 - Both surface and internal structures simultaneously.
 - Either surface or internal structures but not simultaneously.
7. When preparing a wet mount for study under the microscope, you must ensure that _____ ?
- A drop of methylene blue added to the specimen.
 - A coverslip is placed over the specimen.
 - A drop of water I added to the specimen on the slide.
 - The low power lens is above the object on the stage.
8. Which of the following is used in electron microscope ?
- Electron beam.
 - Magnetic fields.
 - Light waves.
 - Electron beams and magnetic fields.
9. Which part of the microscope supports the body tube of a microscope ?
- Base.
 - Low power objective.
 - Arm.
 - Coarse adjustment.
10. Expand PCR :

(10 × 1 = 10 marks)

Section B

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

- What is southern blotting ?
- Write the working principle of fluorescent microscope.
- What are the different types of electron microscopes ?
- Explain the working of pH meter.
- What is the Principle of flame photometer ?
- What is thin layer chromatography ?
- What are the applications of electrophoresis ?

18. Explain the principle of gas chromatography.
19. Explain Isoelectric focusing.
20. What is indirect ELISA ?
21. What is the application of MALDI-TOF ?
22. What is HPLC ?

(8 × 2 = 16 marks)

Section C

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

23. Explain the working of Phase contrast Microscope.
24. Explain different types of Oxygen and temperature probes.
25. Explain the principle of Atomic Absorption Spectroscopy.
26. Explain the principle and applications of Immuno-electrophoresis.
27. What are different types of light microscopes ? Explain.
28. Explain the principle of working of Gas Chromatography.
29. Write notes on micro arrays. How it is useful technique in research ?
30. Comment of the electrophoretic separation of proteins.
31. With the help of labelled diagram explain the different components in HPLC.

(6 × 4 = 24 marks)

Section D

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

32. What is PCR ? What are the major steps in PCR ? How does it help in fish identification ?
33. Write an essay on the Principles of and applications of Electron microscopy and comment on various types of electron microscopes.
34. Describe in detail about various blotting techniques and how it is useful in disease diagnostics.
35. Write an essay on principle and application of different chromatographic separation methods.

(2 × 15 = 30 marks)

D 92769

(Pages : 4)

Name.....

Reg. No.....

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Fish Processing Technology

SDC 5AQ 19—STORAGE AND TRANSPORTATION OF FISHERY PRODUCTS

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. 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 affects its storage stability.
 - c) All of the mentioned.
 - d) None of the mentioned.
2. Bacteria and yeast can _____.
 - a) Grow with or without air.
 - b) Need humid/warm conditions to grow.
 - c) Need more moisture than molds.
 - d) All the mentioned statements can be used to fill the blanks.
3. As a thumb rule in the food industry, reducing the temperature of storage by 10°C increases the life of food item by twice and increasing by 10°C reduces by half.
 - a) True.
 - b) False.
4. Shelf life is the period between processing to retail purchase to consuming of the food product :
 - a) True.
 - b) False.
5. A fungus that causes fermentation :
 - a) Bacteria.
 - b) Mold.
 - c) Yeast.
 - d) Enzymes.

Turn over

6. A type of food preservation technique that involves sealing food in sterilized, airtight containers :
- a) Freezing.
 - b) Drying.
 - c) Canning.
 - d) Irradiating.
7. How does drying food kill microbes ?
- a) It doesn't.
 - b) By depending on cold temperatures to slow down their growth rate.
 - c) By using a lot of heat to kill them.
 - d) By getting rid of their water source.
8. What is a method that works by removing water from the food which inhibits the growth of micro-organism and hinder quality of decay ?
- a) Canning.
 - b) Drying.
 - c) Freezing.
 - d) Salting.
9. What vitamin is synthesized by bacteria in the intestine ?
- a) Vitamin E.
 - b) Vitamin K.
 - c) Vitamin D.
 - d) Vitamin A.
 - e) Vitamin C.
10. Which bacterium is called the "cafeteria germ" ?
- a) Escherichia coli.
 - b) Clostridium botulinum.
 - c) Campylobacter jejuni.
 - d) Salmonella.
 - e) Clostridium perfringens.

(10 × 1 = 10 marks)

Section B

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

- 11. What is specific weight ?
- 12. What is bulk density ?
- 13. What are the intrinsic factors affecting quality of fish ?
- 14. What is drip loss ?

15. What is Autolysis ?
16. What are the factors to be considered during cold storage of fishery products.
17. What is the significance of a chill room in a fish processing plant ?
18. What is cold shock ?
19. What is potable water ? What is its use in fish processing ?
20. What is Shelf life ?
21. What are the chemical methods of analysis of fish ?
22. What are the sensory methods of analysis of fish ?

(8 × 2 = 16 marks)

Section C

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

23. Explain the factors affecting quality of fresh fish.
24. What are the changes in fish muscle during freezing and in the cold storage ?
25. Explain the enzymatic spoilage in fish.
26. Types of fish storage.
27. Different types of ice.
28. Physical and chemical changes in fish during chill storage.
29. What are the post mortem changes in fish ?
30. Explain the factors leading to declining of bacterial load during storage of fishery products.
31. Give classification of transport vehicles for fish and fish products.

(6 × 4 = 24 marks)

Turn over

Section D

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

32. Explain :
- a) Gaping.
 - b) K value.
 - c) Super Chilling.
 - d) Quality Index Method (QIM).
 - e) Cold chain in seafood industry.
33. Explain post-harvest fishery losses and methods to reduce losses during storage and transportation.
34. Types and functions of cold storage.
35. Physical, chemical and sensory methods of analysis for assuring quality of fish.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Fish Processing Technology

SDC 5AQ 18—PACKING AND LABELING OF FISH AND FISHERY PRODUCTS

Time : Three Hours

Maximum : 80 Marks

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

1. Who is regarded as the father of canning ?
 - a) Nicholas Appert.
 - b) Louis Pasteur.
 - c) John Hall.
 - d) Bryan Dokin.
2. The reason for food spoilage is :
 - a) Growth of microorganisms like bacteria, fungus etc or insects.
 - b) Autolysis.
 - c) Oxidation by air that causes rancidity or colour changes.
 - d) All of the above.
3. Nisin is used as :
 - a) Antimicrobial agent.
 - b) Emulsifier.
 - c) Stabilizer.
 - d) Sweetener.
4. Tocopherol is an example of :
 - a) Anticaking agent.
 - b) Flavouring agent.
 - c) Antioxidant.
 - d) None of these .
5. State True or False. Properly canned foods can be safe, nutritious and delicious.
6. State True or False. Don't count on an old family recipe to be a safe canning recipe.

Turn over

7. Why is canning such an effective method of killing microbes ?
- This isn't true, canning isn't very good at killing microbes.
 - Canning almost always uses very high salt content to kill the microbus.
 - Canning freezes microbes to death.
 - Canning uses very high heat to kill microbes.
8. What is the method that was replaced by freezing and refrigeration ?
- Canning.
 - Salting.
 - Pickling.
9. What is packaging ?
- A plastic box.
 - The anti-theft device on a product.
 - Wrapping materials for a product.
 - A wooden box.
10. In the history of packaging of the food industry, which among these was never a material of packaging ?
- Bakelite.
 - Pottery and vases.
 - Iron and tin plated steel.
 - None of the mentioned.

(10 × 1 = 10 marks)

Section B

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

- Why are there so many different types of packaging materiel ?
- What is the procedure of packaging ?
- What are the packaging standards for international trade ?
- What is aseptic packaging ?
- What are the necessary components of a label ?
- What are the general labelling rules for fishery products ?

17. What is the purpose of packaging ?
18. What is the procedure for packaging fishery products ?
19. How frozen fish is packed ?
20. What is controlled atmosphere packaging ?
21. What is the principle of retort pouch packing ?
22. Describe the specifications in size of labeling.

(8 × 2 = 16 marks)

Section C

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

23. Explain pasteurisation and sterilisation ? What are the differences between them ?
24. What is the procedure for packaging fishery products ?
25. What is retort pouch ? What is the principle and technique of recent pouches ?
26. Define antinutritional factor. What are the antinutritional factors in seafood.
27. Describe the specifications in size of labeling.
28. How fresh fish, frozen fish and dried fish is packed
29. What is the procedure of packaging ?
30. Explain pasteurisation and sterilisation ? What are the differences between them ?
31. What are the different types of labelling for irradiated food ?

(6 × 4 = 24 marks)

Section D

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

32. Explain different types of nutrients and their functions.
33. What are the recent advancements in packaging of fishery products ? Give emphasis to combination and synergistic effects ?
34. What are the physical properties of packaging materials for fishery products ? Also explain package designs ?
35. Explain the methods used in testing of packaging materials.

(2 × 15 = 30 marks)

**FIFTH SEMESTER B.VOC. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Fish Processing Technology

SDC5 AQ17—CURED AND DRIED FISHERY PRODUCTS

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. Processing of fish by salting, drying, smoking and pickling is known as _____.
 - (a) Caring.
 - (b) Curing.
 - (c) Cloning.
 - (d) Cleaning.
2. The post-harvest losses are _____.
 - (a) Qualitative.
 - (b) Quantitative.
 - (c) Physiological.
 - (d) All of above.
3. What is the ideal temperature for pathogens to flourish ?
 - (a) 10°C.
 - (b) 37°C.
 - (c) 55°C.
 - (d) 90°C.
4. _____ must be removed to stop the spoiling action of microorganisms.
 - (a) Moisture.
 - (b) Food.
 - (c) Favourable temperatures.
 - (d) All the above.
5. Bacterial growth is generally impossible when water activity reduces below _____.
 - (a) 0.80.
 - (b) 0.60.
 - (c) 0.90.
 - (d) 0.70.

Turn over

6. Flathead is a _____.
- (a) Round and oily fish. (b) Flat and white fish.
(c) Round and white fish. (d) Flat and oily fish.
7. Crustaceans include :
- (a) Prawn, Scallop, Bug and Rock lobster.
(b) Squid, Prawn, Bug and Rock lobster.
(c) Crab, Mussel, Prawn and Oyster.
(d) Prawn, Crab, Rock lobster and Yabby.
8. The pH of spoiled shellfish is _____.
- (a) Acidic.
(b) Neutral.
(c) Alkaline.
(d) According to kind of spoilage.
9. Water activity of fresh meat is _____.
- (a) 0.99. (b) 0.90.
(c) 1.00. (d) 0.95.
10. Marinated fish should not have spoilage problems unless _____.
- (a) The acid content is very high.
(b) The acid content is low enough.
(c) The acid content is moderate.
(d) None of the above.

(10 × 1 = 10 marks)

Section B

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

11. What are the storage characteristics of salted fish ?
12. Free and bound water in foods.

13. What is enzymatic browning ?
14. Water activity.
15. What is dehydration ratio ?
16. What are fermented foods ?
17. What are the enzymatic reactions in fish pickle ?
18. What is lipid oxidation ?
19. What are the microorganisms present in marinades ?
20. *Aeromonas hydrophila* in cured fish.
21. What is called natural drying ?
22. What are the enzymatic reactions in the dried fish ?

(8 × 2 = 16 marks)

Section C

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

23. Freeze Drying.
24. Microbial spoilage.
25. Enzymatic reactions of cured fish.
26. Explain the use of salt in fish and factors affecting salt uptake by fish.
27. Explain fermented products and different methods of fermentation.
28. What are marinades? Explain its shelf life and spoilage.
29. Explain production, shelf life and packaging of fish and shellfish pickles.
30. What are the precautions to be taken in fish drying ?
31. Effects of water activity on chemical deterioration.

(6 × 4 = 24 marks)

Turn over

D 92766

(Pages : 3)

Name.....

Reg. No.....

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Fish Processing Technology

GEC 5M E05—MARINE ECOLOGY

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. Which of the following zones has the highest percentage of marine habitats ?
 - a) Abyssalpelagic.
 - b) Mesopelagic.
 - c) Epipelagic.
 - d) Hadalpelagic.
 - e) Bathypelagic.
2. Mosses belong to which of the following phyla ?
 - a) Pterophyta.
 - b) Psilophyta.
 - c) Bryophyta.
 - d) Anthophyta.
 - e) Lycophyta.
3. Great white shark would be part of which of the following lifestyles ?
 - a) Plankton.
 - b) Epifauna.
 - c) Benthos.
 - d) Nekton.
4. All of the following are basic examples of abiotic factors except :
 - a) Salinity.
 - b) Predation.
 - c) Substrate.
 - d) Temperature.
 - e) Light.
5. Extreme changes in temperature are not a physical characteristic in which environment ?
 - a) Deep sea vents.
 - b) Tidal pools.
 - c) Sub tidalbenthos.
 - d) Salt marshes.

Turn over

6. Abyssal plain :
- a) Flat area over the ocean basin floor.
 - b) Cover 80% of the Pacific ocean floor.
 - c) Occurs above the Mesopelagic zone.
 - d) Occurs between 2000 and 3000 m deep.
7. Who first formulated the germ-plasm theory of inheritance ?
- a) August Weismann.
 - b) Hugo de Vries.
 - c) Gregor Mendel.
 - d) Karl von Linne.
 - e) Jean- Baptiste Lamarck.
8. Blue- green algae belongs to kingdom :
- a) Monera.
 - b) Metaphyta.
 - c) Protista.
 - d) Metazoa.
 - e) Fungi.
9. Laminaria is a source of :
- a) Spirulina.
 - b) Carrageenan.
 - c) Agar-agar.
 - d) Iodine.
 - e) Chlorellin.
10. Which of the sea grass is an example of Paddle grass ?
- a) Halophila.
 - b) Zostera.
 - c) Thalassia.
 - d) Syringodium.
 - e) Pterocladia.

(10 × 1 = 10 marks)

Section B (Short Answers)

*No. of questions to be answered-eight.
Each question carries 2 marks.*

- 11. Define biodiversity.
- 12. Define Estuary.
- 13. Define Zooxanthallae.
- 14. Define carrying capacity.
- 15. List of the biotic levels of organization.
- 16. What is coral bleaching ?

17. Define food chain.
18. Factors influencing phytoplankton productivity.
19. Define biological succession.
20. What are renewable resources ?
21. Define biogeography.
22. What are Endangered species ?

(8 × 2 = 16 marks)

Section C (Short Essays)

*No. of questions to be answered-six.
Each question carries 4 marks.*

23. What is the type of association between Zooxanthellae and Corals : what do each get out of the association ?
24. Compare settlement *vs* recruitment.
25. Name different phytoplankton and their and their main characteristics.
26. Explain hotspots of biodiversity.
27. Explain climate change and global warming.
28. Explain food chains (elaborate with diagram and relationships).
29. Discuss the importance of seaweeds in relation to other primary producers in marine and estuarine ecosystems.
30. Explain the conservation of biodiversity.
31. Explain disaster management.

(6 × 4 = 24 marks)

Section D (Essays)

*No. of questions to be answered-two.
Each question carries 15 marks.*

32. Structure and functions of aquatic ecosystem.
33. Threats and conservation of biodiversity.
34. Classify marine ecosystem according to depth.
35. Explain the terms : (a) Plankton, (b) Nekton, and (c) Benthos.

(2 × 15 = 30 marks)

D 92765

(Pages : 3)

Name.....

Reg. No.....

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Fish Processing Technology

GEC 5NFF05—NUTRACEUTICALS AND FUNCTIONAL FOODS

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. Scientific name of Indian mackeral is _____.
2. Scientific name of is white shrimp is _____.
3. Which of the following is an active non-nutrient ?
 - (a) Fat.
 - (b) Fibre.
 - (c) Protein.
 - (d) Sugar.
4. Which of the following food has the lowest Glycaemic Index (GI) ?
 - (a) Potato.
 - (b) Popcorn.
 - (c) Rolled oats.
 - (d) White bread.
5. Which of the following is a functional food ?
 - (a) Soy and linseed biscuits.
 - (b) Seedless watermelon.
 - (c) Air popped popcorn.
 - (d) Low fat milk.
6. Bread, which has been fortified with vitamins and minerals is classified as which type of food ?
 - (a) Organic.
 - (b) Genetically modified.
 - (c) Functional.
 - (d) Specialised.
7. _____ is essential for energy production, Hb, oxygen transport.
 - (a) Calcium
 - (b) Iron
 - (c) Magnesium
 - (d) Copper

Turn over

8. _____ is required for healthy nerve and muscle function, bone formation.
- (a) Calcium (c) Magnesium
(b) Phosphorus (d) Copper
9. _____ is need for proper function of thyroid gland.
- (a) Cobalt. (c) Phosphorus.
(b) Chromium. (d) Iodine.
10. _____ is a component of Vitmin B 12 and B 12 co-enzymes.
- (a) Cobalt. (c) Phosphorus.
(b) Copper. (d) Iodine.

(10 × 1 = 10 marks)

Section B

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

11. What are Probiotcs ?
12. Define nutraceuticals ?
13. What are essential amino acids.
14. What are essential fatty acids.
15. Define Symbiotics.
16. What are fermented foods ?
17. Define anti-oxidants.
18. What are prebiotics ?
19. Why are the gut bacteria beneficial ?
20. What are the health benefits of Zinc ?
21. What are the health benefits of Iron.
22. Significance of Vitamin C.

(8 × 2 = 16 marks)

Section C

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

23. Differentiate probiotics, prebiotics and symbiotics.
24. Health benefits of Vitamin K.
25. Natural anti-oxidants with examples.
26. Fermented foods with examples.
27. Health benefits of Magnesium and Cobalt.
28. Health benefits of Calcium and Chromium.
29. Omega 3 and Omega 6 fatty acids.
30. Classification of amino acids with examples.
31. Classification of vitamins with examples.

(6 × 4 = 24 marks)

Section D

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

32. Describe the mechanism of action and levels of probiotics required for therapeutic efficacy.
33. What are nutraceuticals ? Describe major nutraceuticals and their health applications.
34. Explain the significance of marine algae, chondroitin sulphate and glucosamine.
35. Explain the nutritional significance of fish proteins.

(2 × 15 = 30 marks)

D 92764

(Pages : 3)

Name.....

Reg. No.....

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Fashion Technology

SDC 5FT 22—APPAREL COSTING AND EXPORT DOCUMENTATION

Time : Three Hours

Maximum : 80 Marks

Section A

I. Answer *all* the questions :

1 How many digits are in import export code ?

- a) 5.
- b) 10.
- c) 20.
- d) 15.

2 Import export code also known as :

- a) Importer exporter code.
- b) Split up license.
- c) Advance license.
- d) Import license.

3 Expand RCMC :

- a) Registration Cum Membership Certificate.
- b) Resource management capacity.
- c) Risk control measure.
- d) Resource control management capacity.

4 _____ is a membership certificate issued for 5 years by export promotional councils or commodity board of India.

- a) Registration Cum Membership Certificate.
- b) Importer exporter code.
- c) RBI code.
- d) None of these.

5 All of the following are certificates related to shipment, except ?

- a) Matte receipt.
- b) Shipping bill.
- c) Certificate of measurement.
- d) Letter of credit.

Turn over

- 6 _____ is also known as Documentary credits ?
- a) Letter of credit. b) Bill of exchange.
c) Letter of hypothecation. d) Bank certificate of payment.
- 7 Bill of entry be filed within _____ days of arrival of goods at customs location ?
- a) 2 months. b) 45 days.
c) 30 days. d) 3 months.
- 8 IEC stands for :
- a) Import export code.
b) Inter Exchange carrier.
c) International electrotechnical commission.
d) Intelligence evaluation committee.
- 9 What is international shipping ?
- a) Shipment of goods between countries.
b) Process of transporting goods and merchandise from one destination to another by land, sea, or air.
c) Movement of goods within country generally by rail, air and road.
d) None of these.
- 10 _____ is a request from a prospective importer about description of goods, their standard or grade, size, weight etc.
- a) Confirmation of order. b) Inquiry.
c) Opening letter of credit. d) Procurement of goods.

(10 × 1 = 10 marks)

Section B

II. Answer any *eight* of the following :

- 11 What is inquiry in pre-shipment procedure ?
- 12 Define shipping.
- 13 What are the seven steps of international shipping ?
- 14 Define import license.
- 15 Validity of import license.
- 16 What is shipping bill ?
- 17 Mention the types of letter of credit.
- 18 Describe apparel export promotion council.

- 19 Why is it necessary to set registered with an EPC ?
- 20 Describe import export code.
- 21 What is DAT & DAP?
- 22 Which incoterms are used in terms for any mode or modes of transport ?

(8 × 2 = 16 marks)

Section C

III. Answer any *six* of the following :

- 23 How to calculate the cost for knitted fabric ?
- 24 How to calculate the cost for checking ?
- 25 Why is it necessary to set registered with an EPC ?
- 26 Benefits offered by Government of India to garment export ?
- 27 Explain invoice.
- 28 Describe about the documents related to goods.
- 29 How to obtain IEC code ?
- 30 Explain the complications of actual user condition.
- 31 Explain the 8 documents required for international shipping.

(6 × 4 = 24 marks)

Section D

IV. Answer any *two* of the following :

- 32 Explain international shipping in detail.
- 33 Explain the documents related to goods in detail.
- 34 Explain the role of apparel export promotion council.
- 35 Explain the cost calculation for knitted T-shirts.

(2 × 15 = 30 marks)

III. Answer any *six* of the following :—

- 23 Explain the scope of Visual Merchandising ?
- 24 What are the challenges of Visual Merchandising ?
- 25 Explain the scope of Visual Merchandising ?
- 26 How store exterior elements in Visual Merchandising helps to increase the sale ?
- 27 How to plan a store layout for retail business ?
- 28 Explain any *two* store layout with diagram ?
- 29 What are the objectives of store design?
- 30 Describe the concepts of display ?
- 31 What kind of windows are used in store front. Explain?

(6 × 4 = 24 marks)

IV. Answer any *two* of the following :—

- 32 Explain the difference between mannequins and dress forms and describe the types of each of it ?
- 33 Explain how store exterior and interior help the store to attract customers ?
- 34 Explain retailing and retail environment in India ?
- 35 Explain the store exterior and store interior elements used in visual merchandising ?

(2 × 15 = 30 marks)

**FIFTH SEMESTER B.VOC. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Fashion Technology

SDC5FT20—GARMENT FINISHING AND CLOTHING CARE

Time : Three Hours

Maximum : 80 Marks

Section A

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

1 ——— molecules help water to get a hold of grease, break it up, and wash it away.

(a) Detergent. (b) Bleaching agent.

(c) Thickening agent. (d) Surfactants.

2 ——— are used in everything from hair shampoo and clothes washing powder to shaving foam and stain removers.

(a) Detergent. (b) Bleaching agent.

(c) Thickening agent. (d) None of the above.

3 ——— is advisable only to white cottons and linen only.

(a) Blueing. (b) Detergents.

(c) Soaps. (d) Stain removal.

4 The substance which gives stiffness to the clothes is ———.

(a) Water. (b) Starch.

(c) Blueing agent. (d) Bleaching agent.

5 ——— is a powered household appliance that is used to remove moisture from a load of clothing usually shortly after they are washed in a washing machine.

(a) Clothes dryer. (b) Printer.

(c) Dyer. (d) Washing machine.

Turn over

- 17 What is laundry ?
- 18 What is washing ?
- 19 What is the peculiarity of leather goods ?
- 20 What is fur ?
- 21 What is dry cleaning ?
- 22 What are the absorbents used in the dry cleaning process ?

(8 × 2 = 16 marks)

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

- 23 Explain the softening of water briefly ?
- 24 What do you mean by a detergent ? Explain the manufacturing process briefly.
- 25 Explain the cold water starching briefly.
- 26 Explain the types of starches briefly.
- 27 Explain wash board, suction washer and wash boiler briefly.
- 28 Explain the principles of washing briefly.
- 29 Explain the function of a washing machine briefly.
- 30 What are the washing instructions for leather goods ?
- 31 What are the washing instructions for fur?

(6 × 4 = 24 marks)

IV. Answer any *two* of the following. Each question carries 2 marks :

- 32 What do you mean by detergent ? Explain in detail
- 33 Explain the laundry blueing process in detail ?
- 34 What are the various types of laundry equipment's, explain in detail ?
- 35 What do you mean by washing ? Explain in detail

(2 × 15 = 30 marks)

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Name.....

Reg. No.....

**FIFTH SEMESTER B.VOC. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Digital Film Production

DFC5FP18—ADVANCED SOUND DESIGN

Time : Three Hours

Maximum : 80 Marks

Part A

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

1. Post Production.
2. Audio Editing.
3. Protocols.
4. Mixing.
5. Instrument Track.
6. Bit Depth.
7. MIDI Track.
8. Effect Control.
9. Sample Rate.
10. Rendering.

(10 × 1 = 10 marks)

Part B

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

11. What is meant by music composing ?
12. What is meant by sound effects ?
13. What are protocols preferences ?
14. Explain Buffer settings.
15. Write about any two editing softwares.
16. What is Decibel ?

Turn over

17. What is a playlist ?
18. Difference between rough cut and final cut.
19. Difference between digital and analogue editing.
20. What is SPL ?
21. What are different types of microphones ?
22. What is the use of pitch correction ?

(8 × 2 = 16 marks)

Part C

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

23. What are the types of effects used in editing.
24. What is the purpose of sound effects in audio reproduction ?
25. Explain how you will control noise while recording.
26. What are the latest trends in digital editing ?
27. What are the fundamentals of a sound wave ?
28. Write on fade in and fade out ?
29. How can sound create impact on visuals ?
30. How do you use busses ?
31. What is the use of phase correction ?

(6 × 4 = 24 marks)

Part D

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

32. Explain the fundamental elements of a good mix.
33. Write on equal loudness principle.
34. Write about brief history of sound in cinema.
35. How will you edit the audio in a ?
 - (a) Action sequence.
 - (b) Dialogue sequence.
 - (c) Song Sequence.

(2 × 15 = 30 marks)

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Name.....

Reg. No.....

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Digital Film Production

DFC 5FP 17—ADVANCED TV PRODUCTION

Time : Three Hours

Maximum : 80 Marks

Answer all questions.

1. Name a non-fiction movie.
2. NTSC.
3. First documentary film is _____.
4. Basic unit of a film is called _____.
5. Arrangement of elements in frame is called _____.
6. Expand IFFK.
7. Expand PCR.
8. Explain serials.
9. Soft news.
10. Marking list of all the shot on a tape is called _____.

(10 × 1 = 10 marks)

*Answer any **eight** questions.*

11. What is news formula ?
12. What is a documentary ?
13. Draw a format for a script.
14. What are the types of lights and lighting equipments ?
15. Signature Tune.
16. Right to information is a boon to media - Comment.
17. Explain basics of cinematography.
18. Reality Shows.
19. Elucidate the types of shots.
20. Chroma key.

Turn over

21. Three point Lighting.
22. What are the key elements in productions ?

(8 × 2 = 16 marks)

Answer any six questions.

23. Trace the evolution of Television.
24. Argue the importance of lead in a news story.
25. How do you edit a TV documents ?
26. Differentiate between radio and television.
27. Explain, how graphics will be helpful in television ?
28. Define Broadcasting.
29. Write a review on your favorite television programme.
30. What do you mean by multi-angled stories ?
31. Importance of scripting and treatment for a programme production ?

(6 × 4 = 24 marks)

Answer any two questions.

32. Explain the work and contribution of Doordarshan.
33. Analyze the narrative structure of a film you have seen recently.
34. Write about media crimes.
35. Explain about different types of television programmes and explain with an example.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Digital Film Production

GEC 5NM 16—INTRODUCTION TO NEW MEDIA

Time : Three Hours

Maximum : 80 Marks

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

1. What is Coded ?
2. Photoshop is a _____ software.
3. Write one international online news portal name.
4. Something happens to some where is called _____
5. What is the use of p tag ?
6. What is opening tag in html ?
7. What is closing tag in html ?
8. What is HYPERLINK ?
9. What is High angle ?
10. What is eye level shot ?

(10 × 1 = 10 marks)

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

11. Elaborate continuity in news reporting.
12. Why do we use different angles in news video.
13. How can you use colour in communicating an idea.
14. A cinematographer and the director are a team. Comment.
15. Explain continuity in set properties.

Turn over

16. Explain Reuters.
17. What is online journalism ?
18. What are the different types of natural lights use in news reporting ?
19. What is the content in a news ?
20. Explain the role of cameraman in a online news media ?
21. What are the difference between blog and website ?
22. What is deep focus and shallow focus ?

(8 × 2 = 16 marks)

Section C

*Answer any **six** questions.*

Each question carries 4 marks.

23. What are the fundamentals of news channel.
24. What are the steps behind in a news coverage ?
25. Digital film making has affected the filmmaking process. Comment.
26. Elaborate the uses of Extreme long shot to Extreme close up shot.
27. Is it necessary to follow a shooting script in news programme.
28. NEWS get a visual from through a the eyes of a cameraman. Comment.
29. Is there any difference between master and establishing shot ? Explain.
30. The Quality of your camera is not criterion for making a news. Comment.
31. Elaborate Frame, Shot, Scene, Sequence.

(6 × 4 = 24 marks)

Section D

*Answer any **two** questions.*

Each question carries 15 marks.

32. Write on different types of filters and explain their users.
33. Cinema is an entertainment media ? Elaborate.
34. How social media has influenced our society.
35. Draw a story board of any *seven* shot in a news related talk show ?

(2 × 15 = 30 marks)

**FIFTH SEMESTER B.VOC. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Digital Film Production

GEC 5AP 15—ADVERTISING AND PUBLICITY MEDIA

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Advertising is the ——— communication.
2. Who is the father of advertising ?
3. Katharina kaif is the brand ambassador of ———.
4. Example of romance appeal.
5. What is brand image ?
6. Long term informative advertising is ——— min.
7. Meaning of Pop Ads.
8. ——— is the world biggest ad agency
9. Full form of IMC.
10. ——— appeal used in cosmetic or beauty product.

(10 × 1 = 10 marks)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. Who is target audience ?
12. What is colour family ?
13. Explain media mix.
14. Explain about brand equity.
15. Types of departments in ad agency ?
16. Difference between RYB and RGB.

Turn over

17. Who are the members in creative department ?
18. Explain about caption.
19. Explain about promotional advertising.
20. Elements of layout.
21. Write about White balance.

(8 × 2 = 16 marks)

Part C

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

22. Types of emotional appeal.
23. Kinds of advertising.
24. Write four brand names and their tagline.
25. Explain advertising Budget.
26. Types of print ads.
27. Role of ad agency.
28. Methods of broadcast advertising.
29. Difference between print ad and broadcast ad.
30. Important of illustration in ad design.

(6 × 4 = 24 marks)

Part D

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

31. Features and role of advertising.
32. How can affect advertising in daily life ?
33. Explain different types of appeals with example.
34. Explain the step of ad making process.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Digital Film Production

GEC 5M M14—MANAGEMENT IN MEDIA

Time : Three Hours

Maximum : 80 Marks

Answer all questions.

1. Marketing.
2. Viral Video.
3. Startups.
4. Media Management.
5. Budgeting.
6. Mob Sourcing.
7. Outdoor Shooting.
8. Hiring Equipment.
9. Production Schedule.
10. Casting.

(10 × 1 = 10 marks)

Answer any eight questions.

11. Explain Management principles.
12. What are production objectives ?
13. Difference between market analysis and research.
14. What is production crew and cast ?
15. What is cyber laws ?
16. What are broadcasting codes in India ?
17. What is acquiring properties ?
18. Explain video piracy.
19. Explain pre production.
20. Explain the job of production manager.
21. Explain the basic visual laws.
22. Explain cinematograph act 1952.

(8 × 2 = 16 marks)

Turn over

*Answer any **six** questions.*

23. What are shooting plans ?
24. Explain contracts in media.
25. Explain the process of seeking permission from legal bodies.
26. Explain the difference between Act, Sequence, Scene and shot.
27. Explain the various stages of media production.
28. Explain the various ethical issues faced by media.
29. Explain the method of evaluating management skills.
30. Describe any new innovative management ideas.
31. Explain how startups use media to market themselves.

(6 × 4 = 24 marks)

*Answer any **two** questions.*

32. Explain the process of production management.
33. Write about time, money and logistic management.
34. Write about management in film production.
35. Digital media has helped the management easier - discuss.

(2 × 15 = 30 marks)

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Name.....

Reg. No.....

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Digital Film Production

GEC 5TV 13—FUNDAMENTALS OF TV PRODUCTION

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. Teleprompter.
2. Composition.
3. PCR.
4. Soft News.
5. Human Interest.
6. Proximity.
7. Media convergence.
8. Citizen Journalism.
9. Basic unit of a film is called _____.
10. Arrangement of elements in frame is called _____.

(10 × 1 = 10 marks)

Section B

Answer any eight questions.

Each question carries 2 marks.

11. What are the key elements in TV productions ?
12. What are the different types of lights and lighting equipment ?
13. Explain linear and non-linear editing ?
14. Different stages of Television Ad production.

Turn over

15. What are the basic TV shots ?
16. Describe the three point lighting.
17. Digital audio workstation.
18. Basics of Cinematography.
19. Explain the importance of storyboard.
20. Explain the preproduction process in TV production.
21. Give an overview on advertising production techniques.
22. Explain the importance of time code.

(8 × 2 = 16 marks)

Section C

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

23. What is production controlling ?
24. Explain the work of a program director.
25. Explain the elements of a tv program script.
26. Explain how graphics are used in TV.
27. Write a note on shooting schedule.
28. Explain narrative and non narrative editing.
29. Write a review on your favourite television program.
30. Explain the characteristics of TV as a medium of communication.
31. Critically review the recent trends in Malayalam TV industry.

(6 × 4 = 24 marks)

Section D

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

32. Write a script for a 30 sec advertisement.
33. How do you analyze a TV script ?
34. Write about the stages of television production in detail.
35. Importance of planning in a program production.

(2 × 15 = 30 marks)

**FIFTH SEMESTER B.VOC. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Broadcasting and Journalism

SDC 5BJ 19—DEVELOPMENT COMMUNICATION

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all Objective Type Questions.

1 mark each.

1. "VayalumVeedum" is a programme in _____.
 - (a) Doordarshan.
 - (b) Akashvani.
 - (c) Gyani Vani.
 - (d) UGC country wide classroom.
2. Development communication theory was originated in _____.
 - (a) Post colonial countries.
 - (b) America.
 - (c) Soviet Union.
 - (d) Europe.
3. Global village is a term used by _____.
 - (a) Wilbur Schramm.
 - (b) Marshal McLuhan.
 - (c) Harold Lasswell.
 - (d) Aristotle.
4. Gate keeping is related to _____.
 - (a) Intrapersonal communication.
 - (b) Interpersonal communication.
 - (c) Mass communication.
 - (d) Group communication.
5. Journalist P. Sainath is associated with _____.
 - (a) PARI.
 - (b) Down to Earth.
 - (c) Asian School of Journalism.
 - (d) SEED.

Turn over

6. Mixing various media options on one device.
- (a) Media convergence. (b) Media explosion.
(c) Media implosion. (d) None of the above.
7. _____ is the oldest and dominant paradigm founded in Western Neo-classical economic theory ?
- (a) Modernization Theory. (b) Dependency Theory
(c) Participatory Theory. (d) All of the above
8. Who is the proponent of Diffusion of Innovation Theory ?
- (a) Majid Tehranian. (b) Everett Rogers.
(c) Daniel Lerner. (d) Wilbur Schramm.
9. The participatory development model is also known as _____.
- (a) Another development. (b) Multiplicity paradigm.
(c) Both (a) and (b). (d) None of the above.
10. ILO stands for _____.
- (a) International Linguistic Organisation.
(b) International Labour Organisation.
(c) Indian Linguistic Organisation.
(d) Indian Labour organisation.

(10 × 1 = 10 marks)

Section B

*Write short notes on any **eight** of the following.
2 marks each.*

11. Top Down approach.
12. Dependency Theory.
13. Community radio.
14. Diffusion of Innovation.

15. Kerala Karshakan.
16. Participatory Communication.
17. Development Journalism.
18. WHO.
19. ICT.
20. UNICEF.
21. Narrowcasting.
22. Communication.

(8 × 2 = 16 marks)

Section C

*Write short essays on any **six** of the following.
4 marks each.*

23. Define the concept of development.
24. Explain the stages in the process of development Journalism.
25. Write a note on Participatory development communication.
26. Write a note on Nehruvian model of development.
27. Discuss the role of folk media in propagating the message of development.
28. Write a short essay on Marxist development model.
29. Write note on self-help groups.
30. Discuss the role of community radio in rural development.
31. Write a short essay on Kheda Communications Project.

(6 × 4 = 24 marks)

Section D

*Write essay on any **two** of the following.
15 marks each.*

32. Elaborate various development theories.
33. Write an essay on the role of mass media in development communication.

Turn over

34. Write an essay on the role of information and communication technologies in development communication.
35. Write an essay on various international development agencies.

(2 × 15 = 30 marks)

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FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Broadcast Journalism

SDC 5BJ 17—ONLINE JOURNALISM

(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type Questions)*Answer all questions.**Each question carries 1 mark.*

1. A society in which the creation, distribution, and manipulation of information has become the most significant economic and cultural activity is called _____.
 - a) Multimedia society.
 - b) Convergent media.
 - c) Information society.
 - d) Technological society.
2. Pick the odd one out :
 - a) Googie Chrome.
 - b) Internet Explorer.
 - c) Safari.
 - d) Google.
3. Using multiple media on internet platforms is termed as :
 - a) Media Merge.
 - b) Media convergence.
 - c) Media collection.
 - d) Multiple media.
4. HTTP Stands for :
 - a) Hyper Text markup language.
 - b) Hyper Text Transfer Page.
 - c) Hyper Text Transfer Protocol.
 - d) Hyper Test Transfer Protocol.
5. State whether True or False : Audio is not supported in Instagram live.

Turn over

6. Internet explorer is :

- a) Social networking software.
- b) Search engine.
- c) Browser.
- d) Multimedia application.

7. Media Convergence is _____.

- a) Convergence of traditional media.
- b) Convergence of electronic media.
- c) Convergence of conventional and new media.
- d) None of the above.

8. ISP stands for :

- a) Internet Service Pack.
- b) Internet Service Programme.
- c) Internet Service Provider.
- d) Internet Service Promoter.

9. IT Act was implemented in the year :

- a) 2001.
- b) 2002.
- c) 2004.
- d) 2000.

10. Match the following :

- | | | |
|------------------|---|---------------|
| a) Instagram | – | Web Language. |
| b) Google Pay | – | CMS. |
| c) HTML | – | Web Browser. |
| d) Word Press | – | Facebook. |
| e) Google Chrome | – | UPI. |

(10 × 1 = 10 marks)

Section B

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

Write short notes on :

11. Information Society.
12. Web Browser.
13. Responsive Website.
14. IT Act.
15. Search engine.
16. Online journalism.
17. Cyber crime.
18. Vlog.
19. UPI.
20. Phishing.
21. Web design.
22. Homepage.

(8 × 2 = 16 marks)

Section C

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

Write short essays on :—

23. Internet is a mass medium—Explain.
24. What is meant by ITC ? How does ITC help in education ?
25. What are the challenges in online transactions ?
26. List down the features of online media.
27. Which are the different types of websites and their functions ?
28. What is meant by website domain ? List down major web page domains used for different purposes.

Turn over

29. Prepare a timeline of development of online journalism in India.
30. Differentiate between traditional journalism and online journalism.
31. Compare and contrast HTML and CSS in terms of web development and design.

(6 × 4 = 24 marks)

Section D

Write essays on any two questions.

Each question carries 15 marks.

32. Online media is growing up at a fast pace across the world. List down the various features of online media that helped the growth.
33. Compare the following terms related to web and provide examples :
 - a) Web browser and search engine.
 - b) Responsive and non-responsive websites.
 - c) Web casting and narrow casting.
34. Compare and contrast traditional and online journalistic platforms. Predict your ideas on the future of print, visual and online platforms in India.
35. A good website is noted on its appearance, and evaluated by its content. Explain how important the aesthetics and content for a website. Discuss the elements of web design and the major tools used.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Broadcasting and Journalism

GEC 5F A13—FILM APPRECIATION

(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type Questions)*Answer all questions.**Each question carries 1 mark.*

1. Name the large gate mentioned in Akira Kurosawa's Rashamon ?
 - a) City Gate.
 - b) Golden Gate.
 - c) Rashamon.
 - d) The Gate.
2. _____ is a technique in which objects very near the camera as well as those far away are in focus at the same time ?
 - a) Shallow focus.
 - b) Deep focus.
 - c) Long Take.
 - d) Short take.
3. Which of the following certificates issued by the film certification board for the unrestricted public exhibition throughout India is suitable for all age groups ?
 - a) A.
 - b) U.
 - c) UA.
 - d) S.
4. Nanook of the North is a documentary film by _____.
 - a) Hitchcock.
 - b) Flaherty.
 - c) Murnoe.
 - d) Welles.
5. Who among the following is considered as the father of Indian cinema ?
 - a) Satyajith Ray.
 - b) Dadasaheb Phalke.
 - c) Adoor Gopalakrishnan.
 - d) Ramu Kariat.
6. Which of the following is the first full length feature film by Adoor Gopalakrishnan ?
 - a) Charulatha.
 - b) Chemmeen.
 - c) Swayamvaram.
 - d) None of the Above.

Turn over

28. Discuss the different uses of montage in the film Battleship Potemkin.
29. Differentiate between 'Silent Era' and the 'Era of talkies'.
30. Discuss the various stages of film production with appropriate examples.
31. Examine the characteristics of new generation Malayalam films.

(6 × 4 = 24 marks)

Section D

*Write essays on any two.
15 marks each.*

32. Began on a silent note in 1910s, the Indian film industry has now emerged as one of the biggest industries in India. Evaluate the growth of film industry in India.
33. The concept of stardom is ruling over content in Indian cinema. Do you agree with this statement? Justify your answers with examples.
34. "G. Aravindan was known for his unorthodox way of film making and experiments in story telling"- Comment.
35. Write a detailed essay about the great masters of Indian cinema.

(2 × 15 = 30 marks)

**FIFTH SEMESTER B.VOC. DEGREE EXAMINATION
NOVEMBER 2020**

(CUCBCSS—UG)

Broadcast Journalism

SDC5BJ20—BUSINESS JOURNALISM

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

Choose the Correct Answer:-

1. The lowering of the value of a country's currency relative to gold or other currencies is known as _____.
(a) Devaluation. (b) Demonetization.
(c) Recession. (d) Inflation.
2. _____ is a means of advertising which allows a marketer to target an audience and deliver a personalized message.
(a) Billboard Advertising. (b) Surrogate Advertising.
(c) Direct mail Advertising. (d) Transit Advertising.
3. The spreading of investments by companies in different fields is known as _____.
(a) Diversification. (b) Consortium.
(c) Conglomeration. (d) All of the above.
4. The payment designated by the board of directors of a company to be distributed to the shareholders is known as _____.
(a) Profit. (b) Bond.
(c) Share. (d) Dividend.
5. The common currency adopted by eleven of the fifteen members of the European Union.
(a) US Dollar. (b) Pound Sterling.
(c) Euro. (d) European Dollar.

Turn over

6. An accounting year that ends on a date other than December 31 is known as _____.
- (a) Fiscal year. (b) Financial year.
(c) Assessment year. (d) Both (a) and (b).
7. A company's first stock offering to the public is called as _____.
- (a) Initial Public Offering. (b) Going Public.
(c) Both (a) and (b). (d) None of the above.
8. Fund, operated by investment companies, that raises money from shareholders to invest in bonds, stocks, options, commodities, or other securities.
- (a) Mutual fund. (b) Share.
(c) Bond. (d) Dividend.
9. _____ is the process of transforming private assets into public assets by bringing them under the public ownership of a national government or state.
- (a) Privatisation. (b) Nationalisation.
(c) Globalisation. (d) All of the above.
10. Name the economist known for the theory that the invisible hand of competition guides markets, and the wealth of nations increases with the division of labor.
- (a) Paul Krugman. (b) Adam Smith.
(c) Karl Marx. (d) David Ricardo.

(10 × 1 = 10 marks)

Section B

Answer any **eight** questions.

All questions carry equal marks.

Write short notes on :

11. Classical school
12. Business India.
13. Mint.
14. Breton Woods Institutions.

15. WTO.
16. NITI Aayog.
17. Five year plans.
18. Green Revolution.
19. Stock Market.
20. NBFC.
21. News Agency.
22. SENSEX.

(8 × 2 = 16 marks)

Section C

Answer any six questions.

Each question carries 4 marks.

Write short essay on :

23. Write down a note on the ethics of business journalism.
24. What were the impacts of 2008 Global recession in Indian economy?
25. What is meant by CSR ? What is the role of the same in the development of the nation ?
26. The Indian stock market is suffering from a number of weaknesses. List out the major ailing factors of Stock Exchanges or Capital Market in India.
27. Write a note on Kerala model of development.
28. The importance of reporting state budget in print and visual media.
29. Technological advancements and developments in the field of business have negatively affected agriculture in India - Discuss.
30. Discuss the terms Liberalization, Privatization and Globalization ?'
31. Write a short essay on five year plans.

(6 × 4 = 24 marks)

Turn over

Section D

*Answer any **two** questions.*

Each question carries 15 marks.

32. Discuss about the major schools of modern economic thinking? What are their contributions toward the world economy?
33. Write a detailed essay about the history and growth of business journalism in India.
34. Discuss the pros and cons of Demonetization implemented in India in 2016.
35. Compare and contrast Indian Economy during the global financial crisis of 2008 and demonetization of 2016?

(2 × 15 = 30 marks)

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Name.....

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FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Broadcast Journalism

SDC 5B J19—DIGITAL JOURNALISM

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Choose the Correct Answer :

1. Which of the following is not an ISP ?
 - a) Airtel.
 - b) Videocon.
 - c) TRAI.
 - d) Reliance.
2. Jio is a/an _____.
 - a) Internet Service Provider.
 - b) Internet Satellite Provider.
 - c) Internet Service Programme.
 - d) None of the above.
3. LAN stands for :
 - a) Local Area News.
 - b) Local Area Network.
 - c) Long Area Network.
 - d) None of the above.
4. IMO is an application used for _____.
 - a) Online chat.
 - b) Video conference.
 - c) Video call and chat.
 - d) None of the above.
5. ICT stands for _____.
 - a) Information and Communication Techniques.
 - b) Internet and Communication Television.
 - c) Internet Communication Tool.
 - d) Information and Communication technology.
6. NWIO stands for :
 - a) New World Internet Organization.
 - b) New World Information Organization.
 - c) New World Information Order.
 - d) New World Internet Order.

Turn over

7. Responsive websites mean _____.
- Interactive websites.
 - Websites which are feedback enabled.
 - Websites which are compatible for both computer and mobile phones.
 - Websites which are not compatible for mobile phones.
8. Hacking is a/an _____.
- Civil case.
 - Criminal case.
 - Cyber crime.
 - Both b) and c).
9. IT act was implemented in the year :
- 2001.
 - 2002.
 - 2004.
 - 2000.
10. Wordpress is a/an _____.
- Free website provider.
 - Free blog provider.
 - Free blog and website provider.
 - Free or paid blog and website provider.

(10 × 1 = 10 marks)

Section B

*Answer any eight questions.
All questions carry equal marks.*

Write short notes on :

- HTML and CSS.
- HTTPS.
- Media Convergence.
- Article 66a.
- Web 2.0.
- LAN.
- Narrowcasting.
- ICT.
- Information society.
- Internet Explorer.
- Interactive website.
- E-governance.

(8 × 2 = 16 marks)

Section C

Answer any six questions.

Write short essay on :

- Write a short essay on the advantages of a website with the use of hyperlinks. How does hyperlink help making navigation easier ?
- What are responsive websites ? What is the relevance of responsive websites today ?

25. How do blogs differ from a website ?
26. Write a short note on comparison between Twitter and Facebook.
27. What is meant by ISP ? How can they help to achieve digital literacy for common people ?
28. How would you relate cybercrimes with privacy ?
29. What is participatory journalism ? Explain with examples.
30. "Internet is a converged medium" - Do you agree with this statement ? Justify your answer.
31. What is annotative reporting ? State its strength and limitations.

(6 × 4 = 24 marks)

Section D

Answer any two questions.

32. Internet is heterogenic. State the potentials and limitations of internet in the scenario of globalization?
33. 'Internet unites the nations and erases the boundaries'. Comment.
34. The number of people watching a television show or news on television is decreasing where the number of people watching the same on internet is increasing. Discuss the chance of migration from traditional media platforms to an online platform.
35. How does digital divide affect the development of the nation ? What are the contributions of government, corporate and individuals to overcome this ?

(2 × 15 = 30 marks)

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(Pages : 4)

Name.....

Reg. No.....

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Broadcast Journalism

SDC 5BJ 18—DOCUMENTARY FILM PRODUCTION

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

Choose the Correct Answer :—

1. Who developed sequential photographs of horses in motion ?
 - a) Eadward Muybridge.
 - b) Lumiere brothers.
 - c) Pare Lorentz.
 - d) Flaherty.
2. The device invented in 1879 for projecting and animating photographic images was _____.
 - a) Kinetoscope.
 - b) Caledioscope.
 - c) Zoopraxiscope.
 - d) None of the above.
3. World's first public film screening was organized by _____.
 - a) Flaherty.
 - b) Lumiere Brothers.
 - c) Para Lorentz.
 - d) Jean Rouch.
4. The French film movement of 1960's which showed people everyday situations naturally with authentic dialogues :
 - a) Cinema direct.
 - b) Cinema verite.
 - c) Silent cinema.
 - d) Truthful cinema.
5. "The man with a movie camera" was directed by _____.
 - a) Enoch j rector.
 - b) Pare Lorentz.
 - c) Dziga vertov.
 - d) Muybridge.

Turn over

6. The traditional style of narration used in documentary film was _____.
- a) Voice over narration. b) Silent narration.
c) Interview. d) None of the above.
7. Frank Capra's *War time : why we fight* series is an example for _____.
- a) Expository. b) Investigative.
c) Reportage. d) Propaganda.
8. Leni Riefenstal's film "Triumph of the Will" is an example for _____.
- a) Investigative Documentary. b) Expository Documentary.
c) Reportage Documentary. d) None of these.
9. The production code was a set of rules that _____.
- a) Determined what ratings should be applied to movies.
b) Controlled the content of movies from the 1930's until the late 60's.
c) Monitored the off screen behavior of movie stars.
d) Make sure actors would be treated fairly during film production.
10. The term 'Voice of God' is associated with _____.
- a) Interview. b) Background music.
c) Narration. d) None of the above.

(10 × 1 = 10 marks)

Section B

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

Write short notes on :

11. A man with movie camera.
12. Kinetoscope.
13. Santhosh George kulangara.
14. Ram Ke Naam Par.
15. India Untouched.

16. Q2P.
17. Interview documentary.
18. Sancharam.
19. Nero's Guest's.
20. Silent Narration.
21. Post production.
22. Walter Ruttmann.

(8 × 2 = 16 marks)

Section C

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

Write short essay on :—

23. Discuss the importance of research in documentary film making ?
24. What is docu-drama ? How does it differ from other forms of documentaries ?
25. "The man with movie camera" is a milestone in the history of documentary films. Discuss
26. Briefly comment on the documentaries of Anand Patwardhan.
27. Briefly point out the do's and don'ts of documentary scripting.
28. State Grierson's first principle of documentary .
29. What are the functions of a documentary film ? Describe with help of any film you have seen.
30. Write a note about the documentary film, The Nero's Guests.
31. Nanook of the North embraced with romanticism. Do you agree ? Explain.

(6 × 4 = 24 marks)

Turn over

Section D

Answer any two questions.

Each question carries 15 marks.

32. According to many new generation students, Documentary is serious, quite, boring genre of films. Do you agree with the statement ? Elaborate.
33. Write an essay about the history of documentary films in India.
34. What are the different types of documentary films ? Explain with examples.
35. Documentary is different from other films, as it brings reality to frame. How a documentary varies from others and what are the functions of documentary.

(2 × 15 = 30 marks)

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(Pages : 3)

Name.....

Reg. No.....

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Accounting and Taxation

SDC 5A T22 E5—BUSINESS RESEARCH METHODS

Time : Three Hours

Maximum : 80 Marks

Part A

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

Choose the correct answer :

1. The relative absence of errors of measurement in a measuring instrument is known as :
 - a) Validity.
 - b) Scaling.
 - c) Reliability.
 - d) None of these.
2. A representative part of population is called :
 - a) Sample.
 - b) Universe.
 - c) Sample design.
 - d) None of these.
3. _____ is a report prepared for layman.
 - a) Technical.
 - b) Popular.
 - c) General.
 - d) Specific.
4. Which of the following research is fact-finding investigation ?
 - a) Formulative.
 - b) Casual.
 - c) Descriptive.
 - d) None of these.
5. _____ validity refers to the extent to which the study implies predictive power.
 - a) Predictive.
 - b) Concurrent.
 - c) Construct.
 - d) Content.
6. If the observation takes place in the natural surrounding, it is known as :
 - a) Controlled observation.
 - b) Participant observation.
 - c) Uncontrolled observation.
 - d) Structured observation.
7. Which theory follows the approach “from general to specific” ?
 - a) Induction.
 - b) Deduction.
 - c) Abstraction.
 - d) Introduction.

Turn over

8. In which section the researcher presents his argument ?
- Preliminaries.
 - Reference.
 - Acknowledgement.
 - text.
9. A format for presenting the relationship among variables as a percentage distribution is called :
- Frequency table.
 - Contingency table.
 - Histogram.
 - Line chart.
10. The first stage in data processing is :
- Coding.
 - Editing.
 - Classification.
 - Tabulation.

(10 × 1 = 10 marks)

Part B

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

- What is factorial design ?
- What do you mean by bivariate analysis ?
- What is popular report ?
- What is induction ?
- What is central editing ?
- What is Latin square design ?
- What is third draft ?
- What is structured interview ?
- What is validity ?
- What is casual research ?

(8 × 2 = 16 marks)

Part C

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

- Explain the various types of validity.
- Describe the methods for collecting primary data.

23. Explain the importance of interpretation.
24. What are the functions of research report ?
25. What are the advantages and disadvantages of sampling ?
26. State the importance of descriptive research design.
27. Write a note on fundamental research.
28. Explain the needs of research report
29. What are the principles of tabulation ?

(6 × 4 = 24 marks)

Part D

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

30. What is experimental research design ? Explain its types.
31. What is data processing ? What are the stages included in it ?
32. Explain the importance of conducting business research.
33. Explain the stages of research report.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS-UG)

Accounting and Taxation

SDC 5A T21 E4 : CORPORATE ACCOUNTING

Time : Three Hours

Maximum : 80 Marks

Part A

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

1. Internally generated goodwill :
 - (a) Should be recognized as a fixed asset.
 - (b) Should be recognized as a intangible asset.
 - (c) Should be recognized as a asset.
 - (d) None of these.
2. Under double account system statement 1 and 2 resemble :
 - (a) Capital account.
 - (b) Revenue account.
 - (c) Capital reserve.
 - (d) None of these.
3. The price that would be received to sell an asset or paid to transfer a liability is known as :
 - (a) Fair value.
 - (b) Exit price.
 - (c) Implicit price.
 - (d) None.
4. Payment of dividend is an example of :
 - (a) Cash flow from operating activity.
 - (b) Cash flow from investing activity.
 - (c) Cash flow from financing activity.
 - (d) None of these.

Turn over

5. Lease liabilities are :
- (a) Long term liability.
 - (b) Current liability.
 - (c) Split between (a) and (b).
 - (d) Contingent liabilities.
6. Post buy back debt equity ratio should not exceed
- (a) 1 : 1.
 - (b) 1 : 2.
 - (c) 2 : 1.
 - (d) 3 : 2.
7. Contingent asset are :
- (a) Shown in the balance sheet.
 - (b) Shown below the balance sheet.
 - (c) Disclosed in the directors report of the company.
 - (d) None of these.
8. When preference shares are redeemed to its amount to :
- (a) Increasing share capital.
 - (b) Decreasing share capital.
 - (c) Both (a) and (b).
 - (d) None of these.
9. An entity that controls one or more entities Is known as :
- (a) Parent.
 - (b) Subsidiary.
 - (c) Principal.
 - (d) None.
10. Indicate whether increase in debtors /current asset result in
- (a) Increase in cash.
 - (b) Decrease in cash.
 - (c) No change in cash.
 - (d) None of these.

(10 × 1 = 10 marks)

Part B

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

11. What is a cash flow statement ?
12. What is change in accounting estimate ?

13. What is accounting standard ?
14. What is qualifying asset ?
15. What do you mean by clear profit ?
16. What is capital base ?
17. What do you mean by revaluation of asset ?
18. What is consolidated financial statement ?
19. Give any two SEBI guidelines for issue of bonus shares.
20. What is buy-back of shares ?

(8 × 2 = 16 marks)

Part C

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

21. What do you mean by liabilities ? Explain various types of liabilities.
22. Distinguish between bonus shares and right shares.
23. Explain the objectives and importance of financial statement.
24. Why consolidation of financial statement of a holding company with its subsidiary necessary ?
25. XYZ Ltd. decides to buy back 25% of its Rs. 4 Crores paid up equity capital. The face value per equity shares is Rs 10 whereas the market price is Rs 25. XYZ Ltd takes the following steps for buy back of its shares
 - (a) To issue 14% debentures of Rs. 100 each at par for face value of Rs. 1 Crore at par.
 - (b) To utilise general reserve to the extent required.
 - (c) To sell investments of Rs. 50,00,000 for Rs. 52,00,000.
 - (d) To buy back the shares at the market price.

Journalise the above transactions.

Turn over

26. H Ltd. acquired all the shares in S Ltd. on 1st January 2018 and the balance taken from the books of the two companies on 31st march 2018 were as follows :

| Cr. Balance | H. Ltd | S. Ltd | Dr. Balance | H. Ltd | S. Ltd |
|-----------------|----------|--------|------------------|----------|--------|
| Share Capital | 50,000 | 30,000 | Sundry assets | 65,000 | 70,000 |
| Reserves | 20,000 | 15,000 | Shares in S Ltd. | 50,000 | — |
| Surplus account | 25,000 | 10,000 | at cost | | |
| Creditors | 20,000 | 15,000 | | | |
| | 1,15,000 | 70,000 | | 1,15,000 | 70,000 |

Surplus of S ltd had a credit balance of Rs. 3,000 on 1st April 2017. Prepare consolidated balance sheet as on 31-3-2018.

27. From the following figures ascertain the value of inventory at the end of the year :

| | Rs. |
|---------------------------------|----------|
| Opening inventory | 40,000 |
| Purchase of the year | 4,00,000 |
| Carriage inward | 5,000 |
| Rate of gross profit on sale | 20% |
| Sales during the year | 4,50,000 |
| Cost of goods destroyed by fire | 10,000 |

28. The Indian gas company rebuilt their works with double the capacity at a cost of Rs. 8,00,000. The cost of the part of old works was Rs. 3,50,000. In working the new works, old material of Rs. 15,000 was reused and material worth Rs. 25,000 was sold away. The cost of labour and materials are 50% higher now than when the old works were rebuilt. You are required to make necessary calculations and give journal entries. (6 × 4 = 24 marks)

Part D

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

29. Explain the following items in the context of preparing consolidated balance sheet :
- Cost of control.
 - Inter company owing.
 - Non-controlling interest.
 - Payment of dividend out of pre and post acquisition profit.
30. "Different assets showing the balance sheet are valued differently" in the context of this statement explain the asset group and method of valuation highlighting reasons thereof.
31. K G limited furnish the following information as at 31st march 2018 :

| CR Balance | In lakhs | DR Balance | In lakhs |
|--|----------|--------------|----------|
| Equity share capital (fully paid up shares of 10 each) | 1200 | Machinery | 1800 |
| Securities premium | 175 | Furniture | 226 |
| General reserve | 265 | Investment | 74 |
| Capital redemption reserve | 200 | Stock | 600 |
| Surplus account | 170 | Debtors | 260 |
| 12% debentures | 750 | Cash at bank | 740 |
| Creditors | 745 | | |
| Other current liabilities | 195 | | |
| | 3,700 | | 3,700 |

On first April 2018 the company announced the buy back of 25% of its equity shares @ Rs. 15 per share. For this purpose, it sold all of its investment for Rs 75 lakhs. On 30th April, 2018 the company achieved the target of buy back. On 30th April 2018 the company issued one fully paid up equity shares of Rs.10 by way of bonus for every four equity shares held by the equity share holders.

Turn over

You are required to :

- (a) Pass necessary journal entries for the above transactions.
- (b) Prepare balance sheet of KG ltd after bonus issue of share.

32. Balances have been extracted at the end of the 2017-2018 from the books of an electricity company

| | Rs. |
|---|-------------|
| Share capital | 1,00,00,000 |
| Reserve fund (invested in Govt securities at par) | 60,00,000. |
| Contingencies reserve invested In 7% state loan | 12,00,000 |
| Loan from state electricity board | 25,00,000 |
| 12% debentures | 20,00,000 |
| Development reserve | 8,00,000 |
| Fixed asset | 2,50,00,000 |
| Depreciation reserve on fixed Asset | 30,00,000 |
| Consumers deposit amount contributed by | |
| Consumers towards cost of fixed asset | 2,00,000 |
| Intangible asset | 8,00,000 |
| Tariff and dividend control reserve | 10,00,000 |
| Current asset (monthly average) | 15,00,000 |

The company earned a profit of Rs 28,00,000 (after tax) in 2017-18. Show how profit has to be deal with by the company, assuming that the bank rate was 10%. All working should part of your answer.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS-UG)

Accounting and Taxation

SDC 5A T20 : QUANTITATIVE TECHNIQUES FOR BUSINESS

Time : Three Hours

Maximum : 80 Marks

Part A

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

Choose the correct answer :

1. Project design and development are done usually using _____ technique
 - (a) Network analysis.
 - (b) Simulation.
 - (c) Linear programming.
 - (d) None of these.
2. If x and y are positively correlated, then ;
 - (a) An increase in X axis followed by an increase in Y axis.
 - (b) A decrease in Y axis followed by an increase in X axis.
 - (c) A change in X axis not followed by any change in Y.
 - (d) A change in Y axis is followed by a change in X.
3. In tossing a coin, getting a head and getting tail are _____.
 - (a) Simple event.
 - (b) Mutually exclusive.
 - (c) Complementary event.
 - (d) All of these.
4. If x follows Binomial distribution with parameter n and P , then X can take :
 - (a) Finite number of values.
 - (b) Infinite integers.
 - (c) Finite number of integers.
 - (d) Integers from 0 to 1.
5. A wrong decision about H_0 leads to :
 - (a) One kind of error.
 - (b) Two kind of error.
 - (c) Three kind of error.
 - (d) Four kinds of error.
6. If the plotted points of scatter diagram lies on a narrow band it indicates a _____ degree of correlation.
 - (a) No correlation.
 - (b) High correlation.
 - (c) Linear correlation.
 - (d) None of the above.

Turn over

7. npq is the variance of :
- (a) Binomial distribution. (b) Poisson distribution.
(c) Normal distribution. (d) None of these.
8. Analysis of variances utilizes _____.
- (a) f -test. (b) Chi square test.
(c) Z-test. (d) T-test.
9. The normal curve is _____.
- (a) Bi-model. (b) Uni-modal.
(c) Binomial. (d) None of these.
10. Test of hypothesis and _____ are the two branches of statistical inference.
- (a) Probability. (b) Statistical analysis.
(c) Estimation. (d) None of these.

(10 × 1 = 10 marks)

Part B

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

11. What is extrapolation ?
12. What do you mean by coefficient of determination ?
13. Explain alternative hypothesis.
14. What is sample space ?
15. What is rejection region ?
16. Write two uses of Poisson distribution.
17. What is simulation ?
18. What is theoretical distribution ?
19. What is scatter diagram ?
20. 4 coins are tossed simultaneously. What is the chance of getting two heads ?

(8 × 2 = 16 marks)

Part C

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

21. Describe the uses and limitations of quantitative techniques.
22. If $P(A) = .5$, $P(B) = .6$ and $P(A \cap B) = .2$ Find
- (a) $P(A \cup B)$. (b) $P(A')$.
- (c) $P(A \cap B')$. (d) $P(A' \cap B')$
23. A stenographer claims that she take dictations at the rate of more than 120 words per minute. Of the 12 tests given to her, she could perform an average of 135 words with a standard deviation of 40. Is her claim valid ($\alpha = .01$).
24. Fit a Poisson distribution to the following data and calculate theoretical frequencies :

| | | | | | |
|-----|-----|----|----|---|---|
| x | 0 | 1 | 2 | 3 | 4 |
| f | 123 | 59 | 14 | 3 | 1 |

25. What are the properties of correlation coefficient ?
26. A University has to select an examiner from a list of 50 persons. 20 of them are women and 30 men. 10 of them know Hindi and 40 do not, 15 of them are teachers and the remaining are not. What is the probability of the university selecting a Hindi knowing women teacher ?
27. The scores of the students in a test follow normal distribution with mean = 80 and SD = 15. A sample of 1000 students has been drawn from the population. Find
- (a) Probability that a randomly chosen student has score between 85 and 95.
- (b) Appropriate number of students scoring less than 60.
28. Given below are observed and expected frequencies in a study made :

| | | | | | |
|--------------|----|----|----|----|----|
| Observed (O) | 25 | 24 | 42 | 40 | 50 |
| Expected (E) | 30 | 32 | 35 | 36 | 48 |

Apply chi square test and examine whether the observed frequencies are in agreement with expected frequencies.

(6 × 4 = 24 marks)

Turn over

Part D

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

29. The probability that a contractor will get a plumbing contract is $\frac{2}{3}$ and the probability that he will not get an electric contract is $\frac{5}{9}$. If the probability of getting at least one contract is $\frac{4}{5}$, what is the probability that he will get both the contracts.
30. Explain the application of quantitative techniques in business.
31. Given a normal distribution with mean = 40 and SD = 10. Find the value of x that has :
- (a) 15 % of the area to its left.
 - (b) 20 % of the area to its right.
32. From the following data calculate the age of husband and the age of wife from the two regression equations and calculate the husband's age when the wife age is 16 :

| | | | | | | | | | | |
|-----------------|----|----|----|----|----|----|----|----|----|----|
| Husband's age : | 36 | 23 | 27 | 28 | 28 | 29 | 30 | 31 | 33 | 35 |
| Wife's age : | 29 | 8 | 20 | 22 | 27 | 21 | 29 | 27 | 29 | 28 |

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Accounting and Taxation

SDC 5AT 19—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

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

Choose the correct answer :

1. _____ model is highly rm centric, where the rm believes that the competitive edge lies in its ability to innovate.
 - a) Conventional.
 - b) Contemporary.
 - c) Competitive.
 - d) None of the above.
2. _____ buy products and _____ use product.
 - a) Consumer and Customers.
 - b) Customers and Consumer.
 - c) Buyers and Sellers.
 - d) Buyers and Customers.
3. Which of the following is not a potential cause of the failure of a new product ?
 - a) A poorly designed product.
 - b) An incorrectly positioned product.
 - c) An underestimated market size.
 - d) Higher than anticipated costs of product development.
4. Presenting new-product ideas to consumers in symbolic or physical ways to measure their reactions occurs during which of the following stages ?
 - a) Concept testing.
 - b) Idea generation.
 - c) Marketing strategy.
 - d) Screening.

Turn over

5. Marketing Myopia related first paper published in 1960 in the _____.
- a) International Business Review. b) Forbes Magazine.
c) Harvard Business Review. d) Oxford University Press.
6. Customization results in :
- a) Customer exit. b) Customer retention.
c) Customer complaints. d) Better balance sheet figures.
7. The basic role of promotion is _____.
- a) Communication. b) Information.
c) Interpretation. d) Manipulation.
8. A _____ is a detailed version of the idea stated in meaningful Consumer terms.
- a) Product concept. b) Product feature.
c) Product idea. d) Product image.
9. In marketing, the term product :
- a) Refers only to tangible items that can be seen, tasted, or touched.
b) Is a broad concept that refers to anything that can be oared for use and consumption, in exchange for money or some other form of value.
c) Is limited in meaning to goods, services, and ideas only.
d) Never refers to such things as package design, brand name, or warranty.
10. "The concept of marketing mix was developed by _____.
- a) N. H. Borden. b) Philip Katter.
c) Stanton. d) W. Anderson.

(10 × 1 = 10 marks)

Part B

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

11. What do you mean by selling philosophy ?
12. What is cost oriented pricing ?
13. What is cyber marketing ?

14. What is channel integration ?
15. Define IMC.
16. What do you mean by SOSTAC Model ?
17. What is product management ?
18. What is PDA ?
19. What is Merchandising ?
20. What are the natures of rural marketing ?

(8 × 2 = 16 marks)

Part C

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

21. What are the steps in developing effective communication ?
22. What is channel conflict management ? What are the types of conflict management ?
23. What are the factors influencing consumer behaviour ?
24. Explain the fundamentals of product management ?
25. What are the different between traditional marketing and interactive marketing ?
26. How digital marketing can help growing business ?
27. What are the methods of personal selling ?
28. What is Packaging ? What are the functions of it ?

(6 × 4 = 24 marks)

Part D

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

29. What is market segmentation ? Different between target marketing and market positioning ?
30. What is Pricing ? What are the different methods of pricing ?
31. Explain about marketing mix communication.
32. What is direct marketing ? Explain the various the methods of it.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Jewellery Designing/Gemmology

GEC 5AD 16—ADVERTISING

Time : Three Hours

Maximum : 80 Marks

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

1. _____ model is the combination of both continuity and flighting scheduling.
2. Expand 'ASCI'.
3. A period of time during which there is no advertising activity is called _____.
4. A newspaper or magazine advertisement entirely surrounded by editorial matter or margin is called _____.
5. The practice of advertising a product or service solely in order to attract customers to a point of sale, where they can then be persuaded to buy something else is called _____.
6. The overall impression created in the market place by any one brand is called _____.
7. A brief heading or description accompanying an illustration is called _____.
8. The words in an advertisement as distinct from the illustrations or other graphic material is called _____.
9. A form of selling without retail outlets, distributors, wholesalers or any type of middlemen is called _____.
10. Indian Society of Advertisers was founded on the year _____.

(10 × 1 = 10 marks)

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

11. What do you mean by a pop-up advertisement ?
12. Explain the term 'media planning'.
13. Define the term 'media mix'.

Turn over

14. What do you mean by 'split run' ?
15. Explain the term 'scheduling'.
16. Explain the term 'endorsement'.
17. Make a note on the importance of packaging.
18. What is the objective of institutional advertising ?
19. What do you mean by 'promotion' ?
20. Briefly explain purchase point advertising.
21. What do you mean by advertising testing ?
22. What do you mean by brand loyalty ?

{10 × 2 = 20 marks}

Part C

*Answer any **five** questions.
Each question carries 6 marks.*

23. Describe the functions of advertisements.
24. Explain the term 'market analysis'.
25. Make a note on the role of Directorate of Advertising and Visual Publicity.
26. Explain the Rossiter-Percy model.
27. Make a note on the preparation of the advertising budget.
28. Describe the elements of an advertising copy.
29. Make a note on the different types of online advertisements.
30. Explain the responsibilities of the creative department of an ad agency.

(5 × 6 = 30 marks)

Part D

*Answer any **two** questions.
Each question carries 10 marks.*

31. Comment on the statement 'Product positioning is an important element of a marketing plan'.
32. Make a detailed note on the history of advertising in India.
33. Describe the effects of advertising on children.

(2 × 10 = 20 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Multimedia/Software Development/Jewellery Designing/Gemmology/MLT

GEC 5LS 15—LIFE SKILL DEVELOPMENT

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type)*Answer all the ten questions.**Each question carries 1 mark.*

1. Which one is not a soft skill ?
 - a) Communication.
 - b) Problem solving.
 - c) Reading.
 - d) Leadership.
2. The process of ending disagreement between two parties are called :
 - a) Competition.
 - b) Cooperation.
 - c) Contravention.
 - d) Conflict resolution.
3. Write the name of a career magazine :
4. One to two page formal document that lists a job applicant's work experience, education and skills is called :
5. The concept personality is derived from the word persona which means :
 - a) Drama.
 - b) Mask.
 - c) Habit.
 - d) Culture.
6. Empathy means :
 - a) To help and understand.
 - b) Teach and learn.
 - c) Help and act.
 - d) Neglect.
7. Interpersonal communication means :
 - a) Express feelings.
 - b) Refuse others.
 - c) Confront situation.
 - d) Compete with others.

Turn over

8. Personality is largely developed through :
- a) Perception.
 - b) Learning.
 - c) Listening.
 - d) Social interaction.
9. Which is not a pillar of life skill education ?
- a) Learning to know.
 - b) Learning to be.
 - c) Learning to do.
 - d) Self-learning.
10. Team work is a _____ skill.
- a) Hard.
 - b) Education.
 - c) Soft.
 - d) None of the above.

(10 × 1 = 10 marks)

Section B (Very Short Answer Type)

*Answer any ten questions out of twelve.
Each question carries 2 marks.*

- 11. Lifelong learning.
- 12. Public speaking.
- 13. Career guidance.
- 14. Self esteem.
- 15. Social Quotient.
- 16. Assertiveness.
- 17. Critical thinking skills.
- 18. Group discussion.
- 19. Non verbal communication.
- 20. Coping skills.
- 21. Emotional strain.
- 22. Life skills education.

(10 × 2 = 20 marks)

Section C (Short Essay Questions)

*Answer any six questions out of eight.
Each question carries 5 marks.*

- 23. What are the components of life skills ?
- 24. Examine the importance of self-management skills.

25. Explain the life course approach ?
26. State the importance of career planning.
27. Write a note on career guidance centers.
28. Present the different types of communication.
29. Distinguish between self-esteem, self-awareness, and self-control.
30. Examine the features of effective inter-personal communication.

(6 × 5 = 30 marks)

Section D (Essay Questions)

Answer any two questions from three.

Each question carries 10 marks.

31. Justify the reasons why life skill training has become a necessity ?
32. Define communication skills and describe its importance.
33. Discuss the dynamics of positive thinking.

(2 × 10 = 20 marks)

**FIFTH SEMESTER B.VOC. (CUCBCSS—UG) DEGREE
EXAMINATION, NOVEMBER 2020**

Jewellery Designing/Gemmology/MLT

GEC5PP14—PSYCHOLOGY AND PERSONAL GROWTH

Time : Two Hours

Maximum : 40 Marks

Part A

*Choose the correct answer.
Each question carries 1 mark.*

1. Psychology is the study of _____ Behaviour.
 - (a) Overt.
 - (b) Covert.
 - (c) Both overt and covert.
 - (d) None of these.
2. _____ is the process of comparing oneself to others.
 - (a) Social comparison.
 - (b) Self monitoring.
 - (c) Self esteem.
 - (d) None of the above.
3. _____ arises from the perceived resistance to the fulfillment of an individual's will or goal.
 - (a) Anger.
 - (b) Conflict.
 - (c) Aggression.
 - (d) Frustration.
4. _____ is people's beliefs in their capabilities to exercise control over their own functioning.
 - (a) Self efficacy.
 - (b) Self concept.
 - (c) Self esteem.
 - (d) Self monitoring.
5. _____ is the practice of breath regulation.
 - (a) Pranayama.
 - (b) Prarthana.
 - (c) Manthra.
 - (d) Sadhana.

(5 × 1 = 5 marks)

Turn over

Part B

*Write short notes for all.
Each question carries 2 marks.*

6. Pathway thinking.
7. Hope.
8. Conflict.
9. Social wellbeing.
10. Personal effectiveness.

(5 × 2 = 10 marks)

Part C

*Write a paragraph for any three.
Each question carries 5 marks.*

11. How does optimism develop in a person ?
12. What is Transactional analysis ? Explain the different ego states of a person.
13. Explain the barriers to self development
14. Which are the six branches of Yoga ?

(3 × 5 = 15 marks)

Part D

*Write an essay for any one.
The question carries 10 marks.*

15. What is Psychology ? Explain the different branches of psychology.
16. What is Happiness ? What are its causes and effects ? Explain.

(1 × 10 = 10 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Multimedia/Software Development/Jewellery Designing/Gemmology

GEC 5HR 13—HUMAN RESOURCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I

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

A) Choose the correct answer from the choices given :

- 1 The process of searching for prospective employees and stimulating them to apply for jobs in the organization is :
 - (a) Selection.
 - (b) Placement.
 - (c) Recruitment.
 - (d) Promotion.
- 2 The written statement of the main duties and responsibilities which a particular job entails is called :
 - (a) Job analysis.
 - (b) Job description.
 - (c) Job evaluation.
 - (d) Job specification.
- 3 Which of the following is a method of job evaluation ?
 - (a) Ranking method.
 - (b) Point method.
 - (c) Grading method.
 - (d) All of these.
- 4 The preliminary step involved in the process of selection is :
 - (a) Selection test
 - (b) Scrutiny.
 - (c) Application blank.
 - (d) Reference check.
- 5 Self discipline is also called :
 - (a) Positive discipline.
 - (b) Negative discipline.
 - (c) Indiscipline.
 - (d) Corrective discipline.

B) Fill in the blanks :

- 6 The rate of change in the work force during a certain period is called _____.
- 7 Paired comparison is a method of _____.

Turn over

- 8 _____ is a real or imaginary feeling of dissatisfaction which an employee has about his employment relationship.
- 9 The tendency to rate an employee performance consistently high or low on the basis of overall impression is called _____ in performance appraisal
- 10 Fringe benefits are those benefits supplemented to _____.

(10 × 1 = 10 marks)

Part II

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

- 11 What are personnel policies ?
- 12 Explain labour turnover rate.
- 13 What is job design ?
- 14 Define job enrichment.
- 15 What is recruitment policy ?
- 16 What is proficiency test ?
- 17 What is depth interview ?
- 18 What is orientation ?
- 19 What is mentoring ?
- 20 Define grievance redressal.

(8 × 2 = 16 marks)

Part III

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

- 21 Explain the internal sources of recruitment.
- 22 Distinguish between job enrichment and job enlargement.
- 23 Explain the various types of interview.
- 24 Describe the features of a sound promotion policy.
- 25 How an organization can measure the effectiveness of training ?
- 26 Explain the various off- the job techniques of executive development.
- 27 Explain the factors influencing the executive salary and pay.
- 28 What are the effects of labour absenteeism ?

(6 × 4 = 24 marks)

Part IV

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

- 29 Briefly explain the steps involved in the process of executive development. State the techniques of executive development.
- 30 Explain the various factors affecting wage structure in an organisation. Mention the requirements of a sound wage and salary structure.
- 31 Explain the causes of employee grievances. State the essentials of a sound grievance policy.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. DEGREE EXAMINATION, NOVEMBER 2020

(CUCBCSS—UG)

Accounting and Taxation/Banking Finance Service and Insurance/Fashion Technology

GEC 5HR 11—HUMAN RESOURCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

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

I. Choose the correct answer :

- 1 In which of the wage payment system an employee will be least interested in enhancing output
 - (a) Time rate system.
 - (b) Piece rate system.
 - (c) Bonus payment system.
 - (d) Time cum piece rate system.
- 2 HRM involves :
 - (a) Employee training.
 - (b) Industrial relation.
 - (c) Remuneration.
 - (d) All of these.
- 3 Labour welfare aims at providing such service facilities and amenities which enables a worker to perform their work in healthy atmosphere :
 - (a) Human welfare.
 - (b) Health and safety.
 - (c) Industrial relations.
 - (d) Motivation.
- 4 Shifting of an employee from one job to another without special reference to change in responsibility or compensation is known as :
 - (a) Transfer.
 - (b) Promotion.
 - (c) Demotion.
 - (d) Separation.
- 5 The rating of an employee high or low on the basis of general impression :
 - (a) Personal bias.
 - (b) In consistent rating.
 - (c) Average rating.
 - (d) Halo effect.

Turn over

II. Fill in the blanks :

- 6 _____ is a process which verifies whether everything occurs in the organization according to plans.
- (a) Planning. (b) Controlling.
(c) Directing (d) Organizing
- 7 _____ is a process of searching for prospective employees and stimulating them to apply for more jobs in the organization.
- (a) Induction. (b) Selecting.
(c) Placement. (d) Recruitment.
- 8 _____ method is a combination of graphic rating scales, and critical incidents method.
- (a) BARS. (b) MBO.
(c) Paired comparison method. (d) None of these.
- 9 HRM includes _____.
- (a) Judgement. (b) Job description.
(c) Cost. (d) Action.
- 10 _____ is a simple form of penalty for indiscipline.
- (a) Transfer. (b) Warning.
(c) Suspension. (d) Dismissal.

(10 × 1 = 10 marks)

Part II (Short Answer)

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

- 11 Define strategic human resource management.
- 12 What is Induction ?
- 13 What is Demotion ?
- 14 Elucidate the term 'transfer'.
- 15 What is meant by vestibule training ?
- 16 What are the objectives of human resource management ?

- 17 What is Recruitment ? What are the internal sources of recruitment ?
- 18 Define performance appraisal.
- 19 Which are the two aspects of discipline ?
- 20 What are fringe benefits ?

(8 × 2 = 16 marks)

Part III (Short Essays)

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

- 21 Explain the types of absenteeism.
- 22 What are the factors affecting wage and salary administration ?
- 23 What are the uses of job analysis ?
- 24 What are the essential characteristics of management by objectives ?
- 25 What are the essentials of a good grievance handling procedure ?
- 26 What is human resource planning ? What is its importance ?
- 27 What are principles of job design ?
- 28 What is meant by 360-degree feedback ?

(6 × 4 = 24 marks)

Part IV (Long Essays)

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

- 29 Explain the objectives and methods of performance appraisal.
- 30 Explain the various stages involved in the selection process.
- 31 Explain various methods of on-the-job and off-the-job training.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Tourism and Hospitality Management
SDC5PO34—TOURISM POLICY AND PLANNING
(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer the following questions in one word each.
Each question carries 1 mark.*

1. Expand EIA.
2. Abbreviate UNWTO.
3. Name any two characteristics of policy.
4. Which tourism policy introduced 7s mantras ?
5. What is master plan ?
6. ——— is the first step in tourism planning.
7. Name any responsible tourism destination in Kerala.
8. In which year India started first Five Year Plan ?
9. Expand KITTS.
10. Expand NITI Ayyog.

(10 × 1 = 10 marks)

Section B

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

11. Define tourism policy.
12. Write a note on heritage tourism.
13. Write a short note on ITDC.
14. Define planning.
15. What is centralized tourism planning ?
16. What is market research ?
17. What is special tourism zone ?
18. What is VISA on arrival.

Turn over

19. What is sectorial tourism planning ?
20. What is regional planning ?
21. What is responsible tourism ?
22. Write a short note on TFCI.

(8 × 2 = 16 marks)

Section C

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

23. Write the major objectives of Tourism Policy 1982.
24. Write a short essay on tourism circuits in India.
25. Write an essay on National Action Plan, 1992.
26. Explain Kerala Tourism Policy, 2012.
27. Write an essay on tourism 10th Five Year Plan.
28. Write a short essay on phases planning.
29. Write a short essay on objectives of tourism planning.
30. Describe the Tourism Policy, 1995.
31. Write an essay on regional and national planning.

(6 × 4 = 24 marks)

Section D

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

32. Briefly types of tourism planning.
33. Explain Kerala Tourism Policy, 2017.
34. Explain National Tourism Policy, 2015.
35. Discuss the steps in tourism planning.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Tourism and Hospitality Management

SDC5ET33—EMERGING TRENDS IN TOURISM

(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

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

1. Expand MICE.
2. Name the state famous for Pushkar fair.
3. Which state is famous for Suraj Kund craft mela ?
4. Name any desert festival in India.
5. Name any dance festival in India.
6. Mention the International year of eco-tourism.
7. In which year incredible India campaign was launched ?
8. Expand ICPB.
9. Who is considered as the father of Ayurveda ?
10. Name the Nation Festival of Punjab.

(10 × 1 = 10 marks)

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

11. Define Sustainable Tourism.
12. What do you understand by Incentive Tour ?
13. Write a note on Hornbill Festival.
14. What is Alternative Tourism ?
15. Define Medical Tourism.
16. What is Dark Tourism ?
17. What is Spa Tourism ?

Turn over

18. What do you understand by Benchmarking ?
19. What is wellness Tourism ?
20. What do you understand by Pro-Poor Tourism ?
21. What is Visitor Management System ?
22. What do you understand by Cape Town declaration ?

(8 × 2 = 16 marks)

Section C

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

23. Write an essay on Responsible tourism mission of Kerala.
24. Explain in detail the new trends in Tourism.
25. Write an essay on Alternative Tourism.
26. Expand the Agenda-21.
27. Discuss the steps in improving sustainability.
28. Briefly discuss the various tourism fairs in India.
29. Discuss the role of Ayurveda in promoting Tourism in Kerala.
30. Write an essay on Global tourism fairs.
31. Explain the various conventions on Responsible Tourism.

(6 × 4 = 24 marks)

Section D

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

32. Write an essay on the importance of Medical tourism.
33. Elucidate the role of MICE in Promoting tourism.
34. Discuss in detail the Socio-economic aspects of Sustainable Tourism.
35. Write an essay on tourism legislations in India.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Tourism and Hospitality Management
SDC5TP32—TOURISM PRODUCTS OF INDIA
(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Section A

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

1. Name the capital city of Sikkim.
2. Hampi is situated in which state ?
3. Name the builder of Qutb Minar.
4. Mahabalipuram shore temples were built by which dynasty.
5. Ankorvat, the largest Hindu temple is situated in which country.
6. Chempaner pavagad archaeological park is situated in which state.
7. Tyagaraja Swamikal, belongs to which Indian school of music.
8. Name any water based adventure tourism activity.
9. Nandadevi national park is located in which state.
10. Name any bird sanctuary from Tamilnadu.

(10 × 1 = 10 marks)

Section B

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

11. Write a note on Kathak.
12. Name any four pilgrim centers in Himalaya.
13. Write a note on Sanchi Stupa.
14. What is a tourism product ?
15. Write a note on Sravanabelagola.
16. Write a short note on Carnatic school of music.
17. What is trekking ?

Turn over

18. What is desert safari ?
19. Write a note on scuba diving ?
20. Write a short note on Taj Mahal.
21. Define adventure tourism.
22. Write a note on Kumbhmela.

(8 × 2 = 16 marks)

Section C

*Write short essay on any six questions.
Each question carries 4 marks.*

23. Briefly discuss about golden triangle.
24. Briefly discuss the relation between tourism and culture.
25. List out the major classical dance forms in India.
26. Discuss the major land based adventure tourism activities.
27. Briefly discuss the difference between Carnatic and Hindustani school of music.
28. Briefly discuss desert tourism in India.
29. Write a short essay on South Indian school of painting.
30. Write a short essay on Jainism and its influence in Indian culture.
31. Write a short essay on Western ghats and its importance on tourism.

(6 × 4 = 24 marks)

Section D

*Write a detailed essay on any two questions.
Each question carries 15 marks.*

32. What do you understand by adventure tourism ? Briefly discuss major Adventure tourism activities.
33. Give an account of major classical dances in India.
34. Give an account of spiritual tourism and its opportunities in India.
35. Give an account of major hill stations in Himalayas.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Tourism and Hospitality Management

GEC5TM15—TRANSPORTATION MANAGEMENT

(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

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

1. What is IRCTC ?
2. Write the three letter City Code of Mangalore.
3. Expand ATC.
4. Name the longest Cruise ship in the world.
5. Expand CIAL.
6. Name any national waterway. In which year railway was introduced in India ?
7. Name any computerised reservation system.
8. Who introduced Travellers cheque ?
9. Name any tourist train in India.
10. Name the shortest national highway in India.

(10 × 1 = 10 marks)

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

11. What is GDS ?
12. What is Golden Chariot ?
13. What do you understand by a National Highway ?
14. What is Bharat Darshan ?
15. Write a short note on Grand Trunk Road.
16. Write a short note on Houseboats of Kerala.
17. Write a short note on Eurail pass.

Turn over

18. What is excess baggage ?
19. What is a caravan ?
20. Write a short note on CRS.
21. What are the major Airlines from India ?
22. Write a short note on Fairy Queen.

(8 × 2 = 16 marks)

Section C

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

23. Briefly discuss about the growth and development of Indian Railways.
24. Briefly discuss the role of transportation sector in promoting tourism.
25. Briefly discuss the role of Cruise Liners in promoting tourism.
26. Write an essay on major Railway systems around the world.
27. Write an essay on role and importance of houseboat and backwater tourism in Kerala.
28. Write an essay on major airlines of India.
29. Write an essay on computer reservation system and its advantages.
30. Write an essay on Tourist trains in India.
31. Discuss the role of IRCTC in promoting tourism in India.

(6 × 4 = 24 marks)

Section D

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

32. Write an essay on computer reservation system and its advantages.
33. Explain the role of transportation sector in promoting tourism.
34. Discuss about Palace on wheels and its services.
35. Describe the role of air transportation in tourism development.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Tourism and Hospitality Management

GEC5BR14—BUSINESS REGULATORY FRAMEWORK FOR TOURISM

(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Section A

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

1. Expand FEMA.
2. Mention the year of Kerala Tourism (Conservation and Preservation of Areas) Act.
3. Mention the year of Travel Agencies Regulation Act.
4. Expand FERA.
5. Mention the year of Foreigners Act.
6. Mention the year of Wild life Protection Act.
7. Mention the year of Ancient Monuments Act.
8. Expand WL(P)A.
9. Expand the term NALSA.
10. Expand ASI.

(10 × 1 = 10 marks)

Section B

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

11. Name of the present Union Minister for Civil Aviation.
12. What is ICAO ?
13. Write a short note on Travel Agency Regulations Act.
14. What is Bearer Certificate ?
15. What is an official passport ?
16. What is Consumer Disputes Redressal Agency ?
17. What are Consumer Protection Councils ?

Turn over

18. Write a note on Passport authority.
19. What is VISA ?
20. Define Environment.
21. What is Service ?
22. Define Ancient Monument.

(8 × 2 = 16 marks)

Section C

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

23. Define Ethics and its significance in Tourism.
24. Give an account of Travel Agency Regulation Act.
25. Write a note on Foreigners Act.
26. Write a note on penalties in relation to Consumer Protection Act.
27. Give an account of Wildlife Protection Act.
28. Discuss the functions of Central Zoo Authority.
29. Write a note on Department of Tourism.
30. Write a note on Passport Act of India.
31. Explain the Right to Information Act.

(6 × 4 = 24 marks)

Section D

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

32. Write an essay on DGCA and its functions.
33. Write an essay on Right to Information Act.
34. Discuss the role of ITDC in Indian Tourism.
35. Discuss the role of ICAO in relation to act of airlines and airways.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Tourism and Hospitality Management
GEC5MT13—PRINCIPLES OF MARKETING
(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Section A

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

1. Expanded form of TIM is _____.
2. Which is the larger concept of marketing ?
3. A tourism product is a combination of different products from different manufacturers. It is commonly known as _____.
4. Expand SWOT.
5. Advertising is one of the _____ in marketing.
6. Which segmentation generally preferred by international companies ?
7. Introduction stage is otherwise known as _____ stage.
8. The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other product is known as _____.
9. In marketing, companies achieve profits through _____.
10. _____ is a group of related products under a single brand by the same company.

(10 × 1 = 10 marks)

Section B

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

11. Define Marketing.
12. What is service ?
13. Write the characteristics of marketing.
14. What is new product development ?
15. Write a note on communication channel.
16. Define branding.

Turn over

17. What is product mix ?
18. Write the stages in PLC.
19. What is market segmentation ?
20. What is price concept ?
21. What is the meaning of brand identity ?
22. What is place mix ?

(8 × 2 = 16 marks)

Section C

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

23. Briefly explain service marketing.
24. Write the difference between product and service.
25. Write a short note on product pricing.
26. Marketing is an economic oriented tool in tourism. Comment.
27. Write the benefits of marketing in tourism.
28. Write the characteristics of marketing.
29. What are the elements of marketing mix ?
30. What are the stages in PLC in terms of marketing ?
31. Write the relation between Tourism multiplier effect and Hospitality industry.

(6 × 4 = 24 marks)

Section D

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

32. What is tourism marketing ? Explain the elements of tourism marketing.
33. Write an essay on service marketing techniques.
34. Explain the benefits of SWOT analysis in marketing.
35. Explain the stages in PLC.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. (PROGRAMME) EXAMINATION, NOVEMBER 2021

Software Technology

SDC5ST19—DATA STRUCTURE USING JAVA

Time : Three Hours

Maximum : 80 Marks

Section A

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

1. _____ is a pile in which items are added at one end and removed from another end.
(a) Stack. (b) Queue.
(c) List. (d) None of the above.
2. Two main measures for the efficiency of an algorithm are _____.
(a) Processor and Memory. (b) Complexity and Capacity.
(c) Time and space. (d) Data and space.
3. A doubly linked list has _____ pointers with each node.
(a) 0. (b) 1.
(c) 2. (d) 3.
4. What would be the asymptotic time complexity to find an element in the linked list ?
(a) $O(1)$. (b) $O(n)$.
(c) $O(n^2)$. (d) None of the above.
5. The postfix form of the expression $(A + B) * (C * D - E) * F/G$ is _____.
(a) $AB + CD * E - FG/**$. (b) $AB + CD * E - F ** G/$.
(c) $AB + CD * E - * F * G/$. (d) $AB + CDE * - * F * G/$.
6. The queue in which the insertion take place in the first position after the last element is a _____.
(a) Priority. (b) Dequeue.
(c) Circular. (d) Linked.
7. The number of external nodes in a full binary tree with N internal nodes is _____.
(a) N . (b) $N + 1$.
(c) $2N$. (d) $2N + 1$.

Turn over

8. The condition _____ indicates that the queue is empty.
- (a) Front = Null. (b) Null = Front.
(c) Front = Rear. (d) Rear = Null.
9. Which of the following is not an in-place sorting algorithm ?
- (a) Selection. (b) Heap.
(c) Quick. (d) Merge.
10. Find the location of the element in the list with a given value is _____.
- (a) Traversal. (b) Search.
(c) Sort. (d) None of the above.

(10 × 1 = 10 marks)

Section B

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

11. What is data structure ?
12. What is circular list ?
13. List the applications of stack.
14. Explain the operations in queue.
15. What do you mean by heap ?
16. What is B-Tree ?
17. List the algorithm design techniques.
18. What is a graph ? How it is represented ?
19. What do you mean by linear search ?
20. What is collision ? List the collision resolution technique.
21. What is binary tree ? Give an example.
22. What is sparse matrix ?

(8 × 2 = 16 marks)

Section C

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

23. Explain single and double linked list with examples.
24. How we can use array in representation of data structure ?
25. Convert the given infix expression into prefix : $Q = (A - B / C) * (D * E - F)$.
26. Explain stack implementation using linked list.

27. What is AVL tree ? Explain with an example.
28. What is tree traversal ? Explain the different types with examples.
29. Explain DFS with examples.
30. List all the applications of dynamic programming.
31. Explain time complexity and space complexity with Big O notations.

(6 × 4 = 24 marks)

Section D

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

32. Write a Java program to implement queue data structure.
33. What is heap ? Explain the variations of heap. Also construct a heap using 6, 3, 7, 18, 9, 40.
34. Explain in detail Dijkstra's Algorithm with examples.
35. Explain hashing and hashing functions in detail.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Software Development

SDC5IT19 (E3)—MOBILE SOFTWARE DEVELOPMENT USING ANDROID

Time : Three Hours

Maximum : 80 Marks

Part A*Write short answer on all questions.**Each question carries 1 mark.*

1. Who is the founder of Android Inc. ?
2. What is Open Handset Alliance ?
3. What is broadcast receiver ?
4. What is FrameLayout ?
5. Which permission is needed to write to external storage ?
6. ADB stands for _____.
7. What is Async Task ?
8. What is sleep mode in Android ?
9. Which is the JSON exception in Android ?
10. Which method is used to find GPS enabled or disabled programmatically in Android ?

(10 × 1 = 10 marks)

Part B*Write a paragraph on any eight questions.**Each question carries 2 marks.*

11. How to start a new activity from current activity in Android ?
12. What is context in an Android program ?
13. What is DDMS ?
14. What is explicit intent in Android ?
15. What is adapter ?
16. Name some exceptions in Android.
17. Write the code to show toast message.
18. How can we access data from a database in Android ?

Turn over

19. What are the methods used for saving and loading files in Android ?
20. How to avoid ANR ?
21. What is a push notification on Android ?
22. What is REST ?

(8 × 2 = 16 marks)

Part C

*Write short essay on any six questions.
Each question carries 4 marks.*

23. What is the purpose of R.java file ?
24. Explain the core building blocks in Android.
25. Write a note on different types of system broadcast receivers.
26. Write short note on intents.
27. Explain form widgets with example code.
28. What is Shared Preference ? Mention its applications.
29. What do you mean by linkify ?
30. Explain Android Media Player.
31. How to send SMS in android ?

(6 × 4 = 24 marks)

Part D

*Write essays on any two questions.
Each question carries 15 marks.*

32. Explain the features and applications of Android.
33. Describe XML layouts, relative layouts and table layouts.
34. Explain the life cycle of UI thread.
35. Explain JSON parsing.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Software Development

SDC5IT18—(E2) J2EE

Time : Three Hours

Maximum : 80 Marks

Part A*Write short answer on all questions.**Each question carries 1 mark.*

1. Which of the following code can be used to set the length of content of body of the response ?
 - (a) `request.setContentLength(length).`
 - (b) `response.setContentLength(length).`
 - (c) `header.setContentLength(length).`
 - (d) None of the above.
2. Which of the following code retrieves name and version of the protocol ?
 - (a) `Header.getProtocol().`
 - (b) `Response.getProtocol().`
 - (c) `Request.getProtocol().`
 - (d) None of the above.
3. What is difference between `<%-comment-%>` and `<!--comment-->` ?
 - (a) `<%-comment-%>` is JSP comment `<!--comment-->` is an HTML comment.
 - (b) `<%-comment-%>` is ignored by JSP container.
 - (c) `<!--comment-->` is ignored by browser.
 - (d) All of the above.
4. What JSTL stands for ?
 - (a) JavaServer Pages Standard Tag Library.
 - (b) JSP Tag Library.
 - (c) Java Standard Tag Library.
 - (d) None of the above.
5. What JSTL stands for ?
 - (a) Boolean `execute().`
 - (b) ResultSet `executeQuery().`
 - (c) Int `executeUpdate().`
 - (d) None of the above.

Turn over

6. Which of the following is correct about stored procedures ?
- (a) A stored procedure is a group of SQL statements that form a logical unit and perform a particular task.
 - (b) Stored procedures can be called using CallableStatement class in JDBC API.
 - (c) Both of the above.
 - (d) None of the above.
7. Which of the following is not an ORM framework ?
- (a) Castor.
 - (b) Spring DAO.
 - (c) Hibernate.
 - (d) NoSQL.
8. Which of the following is true about Query object in Hibernate ?
- (a) Query objects Hibernate Query Language (HQL) string to retrieve data from the database and create objects.
 - (b) Query objects SQL string to retrieve data from the database and create objects.
 - (c) A Query instance is used to bind query parameters, limit the number of results returned by the query, and finally to execute the query.
 - (d) All of the above.
9. Which is the correct implementation class of BeanFactory ?
- (a) XmlBeanFactory.
 - (b) ClassPathBeanFactory.
 - (c) FileSystemBeanFactory.
 - (d) AdvancedBeanFactory.
10. What types of Dependency injection does Spring supports ?
- (a) Constructor based, Setter based.
 - (b) Constructor based, Setter based, Getter Based.
 - (c) Setter based, Getter based, Properties based.
 - (d) Constructor based, Setter based, Properties based.

(10 × 1 = 10 marks)

Part B

*Write a paragraph on any eight questions.
Each question carries 2 marks.*

- 11. What is multi-tiered architecture ?
- 12. What is the purpose of doPost() method in a servlet ?
- 13. What is difference between GenericServlet and HttpServlet ?
- 14. What is errorpage attribute in JSP ?

15. What are JSP implicit objects ?
16. What is autoFlush attribute in JSP ?
17. What is a JDBC driver ?
18. What is the difference between first level cache and second level cache ?
19. What is HQL ?
20. What is criteria in Hibernate ?
21. What is a DispatcherServlet ?
22. What are the common implementation of the ApplicationContext ?

(8 × 2 = 16 marks)

Part C

*Write short essay on any six questions.
Each question carries 4 marks.*

23. What are the components of J2EE application ?
24. What is the difference between Cookies and HttpSession ?
25. What are the major tasks of servlets ?
26. Explain JSP page redirection with an example.
27. What are the types of directive tags in JSP ?
28. What are SQL warning ?
29. What is the difference between session.save() and session.persist() method ?
30. What are the advantages of Hibernate Framework ?
31. What are the different Bean scopes in Spring ?

(6 × 4 = 24 marks)

Part D

*Write essays on any two questions.
Each question carries 15 marks.*

32. Explain life cycle of servlet.
33. Explain JDBC driver and driver management.
34. Explain configuration object and session factory in Hibernate.
35. Explain Spring Framework architecture and its advantages.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Software Development

SDC 5IT 17—NET AND DATABASE ADMINISTRATION

Time : Three Hours

Maximum : 80 Marks

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

1. The acronym CLS stands for _____.
2. Which of the following are NOT true about .NET framework ?
 - (a) It provides a consistent object-oriented programming environment whether object code is stored and executed locally, executed locally but internet-distributed, or executed remotely.
 - (b) It provides a code-execution environment that minimizes software development and versioning conflicts.
 - (c) It provides a code-execution environment that promotes safe execution of code, including code created by an unknown or semi-trusted third party.
 - (d) It provides different programming models for Windows-based applications and Web-based applications.
3. The default manner in which a parameter is sent into a function is _____.
4. An exception is another name for _____.
 - (a) Compile error.
 - (b) Logic error.
 - (c) Runtime error.
 - (d) Syntax error.
5. The first step of configuring a Data Adapter is to select _____.
 - (a) An adapter object.
 - (b) A connection object.
 - (c) A database object.
 - (d) A dataset object.
6. Which method do you invoke on the SQL DataAdapter object to load your dataset with data ?
 - (a) Update.
 - (b) Fill.
 - (c) Gather.
 - (d) Load.
7. Which portion of the data block contains information about the actual rows in the block ?
 - (a) Table Directory.
 - (b) Row Directory.
 - (c) Row data.
 - (d) None of these.

Turn over

8. _____ store only blocks changed since a previous backup.
9. In log-based recovery, the log is sequence of _____.
 - (a) Filter.
 - (b) Records.
 - (c) Blocks.
 - (d) Numbers.
10. RMAN stands for _____.

(10 × 1 = 10 marks)

Part B

*Write a paragraph on any **eight** questions.
Each question carries 2 marks.*

11. What is the difference between NameSpace and Assembly ?
12. What is Microsoft Intermediate Language (MSIL) ?
13. What are Delegates ?
14. Explain Text box control.
15. What is List view ?
16. How to define arrays in C# ?
17. What is the DataAdapter Object in ADO.NET ?
18. What is the difference between DataSet and DataReader ?
19. Why is System Global Area ?
20. What are the tasks followed for filling the data set ?
21. What are the features of RMAN ?
22. What is metadata ?

(8 × 2 = 16 marks)

Part C

*Write short essay on any **six** questions.
Each question carries 4 marks.*

23. Explain the features of C#.
24. What is the difference between “finalize” and “finally” methods in C# ?
25. Explain radio button and check box control with examples.
26. How to set progress bar in C# ?
27. Describe the components of ADO.NET DataReader object.
28. How to manage data and concurrency in Oracle ?
29. Explain the physical database structure in Oracle.

30. How to automate tasks with the scheduler ?
31. Explain ASM file components.

(6 × 4 = 24 marks)

Part D

*Write essays on any two questions.
Each question carries 15 marks.*

32. Explain the architecture of .NET Framework.
33. Explain various mouse events in C#.
34. Explain how to implement database security in Oracle.
35. Explain monitoring and tuning RMAN module.

(2 × 15 = 30 marks)

CHMK LIBRARY UNIVERSITY OF CALICUT

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Retail Management

SDC 5RM 18—RETAIL TARGETS AND LOCATIONS

Time : Three Hours

Maximum : 80 Marks

Part A

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

1. The task of any business is to deliver _____ at a profit.
 - (a) Customer needs.
 - (b) Products and Services.
 - (c) Customer value.
 - (d) Improved Quality.
2. _____ are the basic human requirements.
 - (a) Needs.
 - (b) Luxuries.
 - (c) Wants.
 - (d) Offerings.
3. Which is the main reason to attract a customer to a retail store ?
 - (a) High cost.
 - (b) Negative image.
 - (c) Low quality.
 - (d) Better mall atmosphere.
4. Which of the following is not an application of consumer behaviour ?
 - (a) Marketing strategy.
 - (b) Regulatory Policy.
 - (c) Human Resource Management.
 - (d) Informed Consumers.
5. Data is to be _____ before it can be converted to information.
 - (a) Transformed.
 - (b) Changed.
 - (c) Processed.
 - (d) Engineered.
6. The series of free-standing shelves are used primarily for folded and packaged merchandise called _____.
 - (a) Gondolas.
 - (b) Round racks.
 - (c) Vitrines.
 - (d) None of the above.
7. Which retail space is the best one for a cupcake store ?
 - (a) Home office.
 - (b) Industrial area.
 - (c) Office space.
 - (d) Frequented downtown area.

Turn over

8. Which of the following is not a supermarket display technique ?
- (a) Angled merchandise. (b) Containers and Props.
(c) Colour. (d) Curtains.
9. In terms of consumer behaviour, culture, social class and reference group influences have been related to purchase and _____.
- (a) Economic situations. (b) Consumption decisions.
(c) Situational influences. (d) Physiological influences.
10. As a form of reference group, the _____ are ones to which the individual wishes to belong.
- (a) Secondary group. (b) Primary groups.
(c) Facilitate groups. (d) Aspiration groups.

(10 × 1 = 10 marks)

Part B

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

11. What is customer loyalty ?
12. What is information ?
13. Expand GIS.
14. What is region ?
15. Who is an initiator ?
16. What is a trial ?
17. What is a regional community ?
18. What is impulse purchase ?
19. State about post purchase decision.
20. What is supply density ?

(8 × 2 = 16 marks)

Part C

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

21. Define decision-making. What are its processes ?
22. Briefly explain consumer patronage.
23. Discuss the characteristics of trading area..
24. What are the benefits of trading area analysis ?
25. What are the essential requisites of good location ?

26. What is impulse purchase and state its features.
27. What do you mean by government infrastructure ?
28. State characteristics of business district.

(6 × 4 = 24 marks)

Part D

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

29. What do you mean by unplanned business district ? State its advantages and disadvantages.
30. Explain buying process. What are the major steps in buying process ?
31. Explain the following concepts : (a) Retail Information System ; (b) Geographic Information System.
32. What do you mean by isolated business location ? What are the advantages and disadvantages of it ?

(2 × 15 = 30 marks)

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FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Retail Management

SDC 5RM 17—RETAIL PLANNING

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Which of the following is not part of demographic segmentation ?
 - (a) Age.
 - (b) Interest and activity.
 - (c) Income.
 - (d) Education.
2. Product that consumers buy regularly with little effort are called :
 - (a) Shopping product.
 - (b) Convenience products.
 - (c) Impulse products.
 - (d) Consumer products.
3. Internet marketing and telemarketing are the recent trends in _____ business.
 - (a) Retail.
 - (b) Wholesale.
 - (c) Conventional.
 - (d) Manufacturing.
4. All of the following are types of non-store retailing, except :
 - (a) Catalogue retailing.
 - (b) Vending machines.
 - (c) Chain store.
 - (d) Direct mai.
5. Multiple shops are also known as _____.
 - (a) Self-service stores.
 - (b) Chain stores.
 - (c) Shopping by post.
 - (d) Departmental stores.
6. Customer Relationship Management is about :
 - (a) Acquiring the right customer.
 - (b) Instituting the best processes.
 - (c) Motivating employees.
 - (d) All of the above.
7. "Uberrimae fidei" means that _____.
 - (a) Principle of utmost good faith.
 - (b) Principle of insurable interest.
 - (c) Principle of indemnity.
 - (d) Principle of subrogation.

Turn over

8. _____ schemes are intended to insure a group of individual together.
- (a) Insurance. (b) Wages.
(c) Salary. (d) Group.
9. Insurance is a contract of _____.
- (a) Indemnity. (b) Surety.
(c) Guarantee. (d) None of these.
10. Mutual fund mobilizes different pools of money. Such pool of money is called _____.
- (a) Mutual fund trust. (b) Mutual fund scheme.
(c) Mutual fund deed. (d) None of the above.

(10 × 1 = 10 marks)

Part B

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

11. Explain the production concept of marketing.
12. Is selling concept of marketing an old concept ? Justify your answer.
13. Narrate demographic segmentation.
14. What is retail franchising ?
15. What are instant approval credit cards ?
16. Define equity fund.
17. Expand ESIC.
18. State the concept of licensing.
19. Explain the customer on a mission.
20. Define quality management.

(8 × 2 = 16 marks)

Part C

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

21. Do you think that distinct market segments currently exists in the retail market ? Why or why not ?
22. Define franchising and explain its advantages.
23. Explain the service offered by the retail banks.
24. Who is HR executive ? Explain responsibility of HR executive.
25. Explain the concept of quality assurance services.
26. What are the certification marks ?

27. Explain the provision of IPR Act.
28. Define consumer rights and its expansion.

(6 × 4 = 24 marks)

Part D

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

29. Define Human Resources. What are the human resources in a retail organization ?
30. Explain the security aspects in mall management.
31. Elaborate the following concepts (a) Retail banking ; (b) Retail insurance.
32. Define unfair trade practice. What are the categories of unfair trade practices ?

(2 × 15 = 30 marks)

CHMK LIBRARY UNIVERSITY OF CALICUT

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Retail Management

GEC5MM14—MALL MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

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

1. Components of Mall management are :
 - (a) Positioning.
 - (b) Zoning.
 - (c) Promotion and Marketing.
 - (d) All of the above.
2. Which one of not an objective of the mall design ?
 - (a) Attraction of customers.
 - (b) Good customer service.
 - (c) More choice.
 - (d) Ineffective dealing.
3. Management Information System MIS supplies information, which include data from both internal and external sources is useful for :
 - (a) Order processing.
 - (b) Invoicing.
 - (c) Customer analysis and product performance.
 - (d) All of the above.
4. Which of the demographic variables is not used by marketers for demographic segmentation ?
 - (a) Family life cycle.
 - (b) Income and occupation.
 - (c) Gender.
 - (d) Poverty.
5. Getting a good return from telemarketing investments will require :
 - (a) Logistic supplies.
 - (b) Call center technologies.
 - (c) Brand loyalty.
 - (d) Planning.
6. Making goods available to consumers where they are wanted and needed is called :
 - (a) Extending credit.
 - (b) Transporting and storing.
 - (c) Servicing sales.
 - (d) Providing management services.

Turn over

7. _____ is the most basic cause of a person's wants and behaviours.
- (a) Culture. (b) Social class.
(c) Personality. (d) Lifestyle.
8. All of the following are types of non-store retailing, except :
- (a) Catalog retailing. (b) Vending machines.
(c) Chain store. (d) Direct mail personality.
9. Successful spatial analysis needs :
- (a) Appropriate software. (b) Appropriate hardware.
(c) Competent user. (d) All of the above.
10. Selection of a mall plot based on all excepting :
- (a) Condition of the plot. (b) Availability and accessibility.
(c) Visibility. (d) Beauty of the plot.

(10 × 1 = 10 marks)

Part B

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

11. What are the different kinds of malls ? Define regional mall.
12. What you mean by specialty store ?
13. Give the advantages of planned business district.
14. What are the major challenges faced by mall developers ?
15. Define Shopping Centre.
16. What do you mean by neighbourhood shopping centers ?
17. Write down any two retailing trends.
18. What you mean by trading area analysis in retail ?
19. What is freestanding location ?
20. State the factors to be considered while selecting a mall location.

(8 × 2 = 16 marks)

Part C

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

21. Give the advantages and disadvantages of planned business district.
22. What are the different kinds of shopping centers ?
23. What do you mean by isolated business location ? Give its demerits.

24. What are the factors influencing mall establishment ?
25. State the benefits of owner tenant relationship in mall business.
26. How to maintain and repair a mall establishment ?
27. State the role and importance of a food court in a mall.
28. As a retailer how to measure the mall performance in customer attraction.

(6 × 4 = 24 marks)

Part D

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

29. State about the following (a) Branded store ; (b) Specialty store ; (c) Hyper market ; (d) Super market.
30. State about mall design. How to design a mall focused on modern trend.
31. As a retailer how to strategically allocate area inside a mall to attract customers and create a good atmosphere.
32. What do you mean by unplanned business district. State its advantages and disadvantages.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Retail Management

GEC5EV13—CONFERENCE AND EVENT MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

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

1. What person in event design helps with choosing bands and vendors as well as themes and colors ?
 - (a) Event manager.
 - (b) Event co-ordinator.
 - (c) Event administrator.
 - (d) Event planner.
2. _____ is the process of creating a vision for an event and then designing all of the visual details to transform your space and tie it all together.
 - (a) Event design.
 - (b) Event planning.
 - (c) Event Management.
 - (d) Promotion.
3. Which of the following not involve the 5 p's of Event marketing ?
 - (a) Place.
 - (b) Price.
 - (c) Power.
 - (d) Product.
4. Advertising and marketing are best :
 - (a) Contracted out to a professional rather than done by volunteers.
 - (b) Planned carefully, with a budget and task list.
 - (c) Done when assigned the biggest portion of the budget.
 - (d) None of the above.
5. What are the qualities of a successful event management ?
 - (a) Negotiating skills.
 - (b) Creative skills.
 - (c) Co-ordinating/organizing skills.
 - (d) All of these.

Turn over

6. What might you do to ensure that your event meets good health and safety standards ?
- (a) Send guests an email saying they should be careful when they attend.
 - (b) Put up safety notices throughout the venue so people are reminded.
 - (c) Hire a safety inspector to be present on the day of event.
 - (d) Carry out risk assessment of the venue and whenever new arrangements are made.
7. Ensuring that local community stakeholders are supportive of the event is important because :
- (a) It helps the smooth running of the event.
 - (b) It is a legal requirement.
 - (c) It helps to attract local participants.
 - (d) It discourages participants from outside of the community.
8. People involved in organizing an event :
- (a) Event Manager.
 - (b) Event Co-ordinator.
 - (c) Information Manager.
 - (d) All of these.
9. _____ refers to where the product/service of the business is seen, made, sold, or distributed.
- (a) Price.
 - (b) Place.
 - (c) Production.
 - (d) Promotion.
10. _____ includes e-commerce web sites, affiliate marketing web sites, promotional or informative web sites, online advertising on search engines, and organic search engine results via SEO.
- (a) Promotion.
 - (b) Web promotion.
 - (c) Web marketing.
 - (d) None of these.

(10 × 1 = 10 marks)

Part B

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

- 11. What is Trade shows and event expos ?
- 12. Who is Entertainment manager ?
- 13. Describe the term "Event".
- 14. What is planning in event management ?
- 15. Give some examples for promotional tools.
- 16. What you mean by target audience ?
- 17. What is difference between Conference and Workshop ?

18. Define the term live event.
19. What is time management skill ?
20. What are the factors involving internal marketing ?

(8 × 2 = 16 marks)

Part C

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

21. How to build an event marketing plan ?
22. What is event design and what does it involve ?
23. "Successful event design is an art. It can change the mood and atmosphere of a venue and facilitate audience engagement." Comment your view.
24. Explain the needs of event co-ordinators.
25. How to determine the size of your event ?
26. What are the main challenges of an event design ?
27. What is meant by performance ?
28. What are the points to consider when developing a comprehensive e-marketing event strategy ?

(6 × 4 = 24 marks)

Part D

29. What are the factors affecting event planning.

Or

30. Identify important factors in the business environment that influence your event management activity.
31. "Promotion and promotion mix are similar." Do you agree with this statement. Comment your view.

Or

32. What strategies you shall adopt to implement a successful brand management strategy for your firm ?

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Pharmaceutical Chemistry

SDC5EV02 2—INTRODUCTION TO PHARMACOGNOSY

(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

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

1. The non sugar part of the glycoside is called _____.
2. Root of digitalis is used as the drug component. True/False
3. The non-nuclear fluid was termed _____.
4. Asparagus racemosus belongs to _____ family.
5. _____ are secondary metabolites that play no role in physiology.
6. Burning of benzoin is known to repel snakes. True/False.
7. Pneumatophores breathing roots occurs in _____.
8. The wood of black Catechu roots has high calorific value_____. True/False.
9. Nature of alkaloid is _____.
10. Plant cell and its components studied by using _____.

(10 × 1 = 10 marks)

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

11. Define Pharmacognosy.
12. What are primary metabolites ?
13. What is leaf base ?
14. What is Lamina ?
15. Give examples for Leguminose family plants.
16. Give two chemical tests for Black Catechu.
17. What are chemical constituents of Balsam of Tolu.
18. Describe general uses of resins.

Turn over

19. Name the biological source of Balsam of Tolu.
20. Write synonyms of myrobalan.
21. Write the chemical constituents of fennel.
22. What is percolation ?

(8 × 2 = 16 marks)

Part C (Short Essay)

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

23. Write a note on naturopathy.
24. What are the characteristics of root ?
25. Differentiate tap root and adventitious root.
26. Explain the morphology of Ipecacuanha.
27. Describe the medicinal and non-medicinal use of Benzoin.
28. Explain the chemical constituents and collection of Asafoetida.
29. Explain characters and chemical constituents of Myrobalan.
30. Write short note on Black catechu.
31. Write the morphology of and uses of Valerin.

(6 × 4 = 24 marks)

Part D (Essay)

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

32. Explain Siddha and Homeopathy system.
33. Name the biological source, collection and preparations and therapeutic use of Balsam of Tolu.
34. How are volatile oil prepared ? Give general scheme for the biosynthesis of volatile oil components.
35. What are Tannins ? Write note on properties and classification of tannins.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Pharmaceutical Chemistry
SDC5MC01—MEDICINAL CHEMISTRY
(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Part A

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

1. Increase of heart rate is _____.
2. Example for anti angina agents _____.
3. C-12 position is a part of keto-enol system in _____.
4. The mechanism of PAS is _____.
5. Naturally origin analgesis _____.
6. 4-hydroxy acetanilide is _____.
7. Oestrogens are synthesized from _____.
8. Example for an orally active progestin _____.
9. Example for long acting barbiturate _____.
10. Replacement of oxygen at C2 barbituric acid by a sulphur atom _____.

(10 × 1 = 10 marks)

Part B (Short Answer)

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

11. Draw the structure of prazosin.
12. Explain the structure of labetalol.
13. Write note on adverse effect of penicillins.
14. Explain MoA of tetracycline antibiotics.
15. Give structure of ketokonazole.
16. Write the piperazine derivatives of antihelmentics.
17. Write note on cisplatin.
18. What is sarcoma.

Turn over

19. Give the side effects on antidepressants.
20. Write the classification of classical antipsychotic agents.
21. Give the uses of diuretics.
22. Give the structure of Mannitol.

(8 × 2 = 16 marks)

Part C (Short Essay)

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

23. Explain briefly the synthesis of verapamil.
24. Write note on beta-adrenergic blockers.
25. Explain the synthesis of clotrimazole.
26. Write the SAR of cephalosporins.
27. Write note on synthesis of 5-fluorouracil.
28. Write note on Vinca alkaloids.
29. Write note on phenothiazines.
30. Write note on synthesis of phenazine from phenyl aceto nitrile.
31. Write note on synthesis of furosemide.

(6 × 4 = 24 marks)

Part D (Essay)

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

32. Write the synthesis protocol for propranolol, verapamil, captopril.
33. Explain adrenergic stimulants.
34. Explain the SAR of phenothiazines.
35. What are carbonic anhydrase inhibitors.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Pharmaceutical Chemistry

GEC5PM01—PHARMACEUTICAL MANAGEMENT

(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

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

1. _____ refers to co-ordination of relations and activities between the authorities and employees of same status.
2. What is IEC number ?
3. What is EDMF ?
4. _____ is essential for preventing cross contamination.
5. In USA marketing and distributions of pharmaceuticals is regulated by _____.
6. Presale preparation is coming under _____ process.
7. What is the major weakness of mail survey ?
8. _____ is based on the law of statistical regularity and the law of inertia of large numbers.
9. Write a function of purchase department.
10. PPC means _____.

(10 × 1 = 10 marks)

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

11. Define Authority.
12. Distinguish between the Fayol's concept and Taylor's version of management.
13. Write a note on the rules related to export of drugs from India.
14. What are the functions of retailer ?
15. What are the successful factors of mail order business ?
16. What is detailing in pharmaceutical marketing ?
17. What are the various media for advertising ?

Turn over

18. What are the personal qualities of good salesman ?
19. Distinguish between Advertising and Publicity.
20. Define marketing research.
21. Define right quality.
22. What is an inventory ?

(8 × 2 = 16 marks)

Part C (Short Essay)

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

23. Explain scientific management.
24. What are the procedures for import of drug ?
25. Write a note on classification of wholesalers.
26. What are the essential features of good advertisement ?
27. What is questionnaire ? What are the guidelines for designing a good questionnaire ?
28. Explain data collection.
29. Discuss the objectives of material management.
30. Explain the process of placing an order.
31. Discuss the importance and functions of production management.

(6 × 4 = 24 marks)

Part D (Essay)

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

32. (a) Define co-ordination.
(b) Discuss its importance in a business organization.
(c) Briefly explain the important characteristics of co-ordination.
33. Explain the wholesale and retail marketing.
34. Explain primary data and methods of obtaining primary data.
35. Briefly explain different methods of purchasing.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Pharmaceutical Chemistry

GEC5PH02—PHYSICAL CHEMISTRY—II

(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

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

1. Acidic hydrolysis of ethyl acetate is an example for a _____ order reaction.
2. What is the unit of rate constant for a first order reaction.
3. Number of molecules reacting per quantum of radiation absorbed is called _____.
4. In an adsorption process, change in entropy is _____.
5. The scattering of light by colloidal particle is called _____.
6. What is R_f ?
7. The number of normal modes of vibration for the CO_2 molecule is _____.
8. Example for an auxochrome.
9. How many signals do the protons of dimethyl ether exhibit in its proton NMR spectrum ?
10. All _____ molecules have a C_∞ axis.

(10 × 1 = 10 marks)

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

11. What is molecularity ?
12. Mention any two differences between Photochemical and Thermochemical reactions.
13. State Grotthuss-Draper Law.
14. Distinguish between Adsorption and Absorption.
15. What is meant by an associated colloid ?
16. What is the basic principle of a chromatographic technique ?
17. What is HPLC ? Give its merits.
18. Give the essential condition for a molecule to absorb microwave radiation.

Turn over

19. Distinguish between Bathochromic and Hypsochromic shift.
20. State Franck-Condon principle.
21. Define the δ scale of chemical shifts.
22. What is an improper rotation axis ?

(8 × 2 = 16 marks)

Part C (Short Essay)

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

23. Show that for a first order reaction the half life is independent of initial concentration.
24. Briefly discuss the adsorption theory of heterogeneous catalysis.
25. Define the term phosphorescence and explain the phenomenon.
26. Distinguish between Lyophilic colloids and Lyophobic colloids.
27. What are protective colloids ? Give an example. How is the protective action of a colloid measured ?
28. Explain the principle of gel permeation chromatography. Mention its important merits and limitations.
29. The pure rotational spectrum of gaseous HCl consists of a series of equally spaced lines separated by 20.80 cm^{-1} . Calculate the internuclear distance of the molecule. The atomic masses are $^1\text{H} = 1.673 \times 10^{-27} \text{ kg}$; $^{35}\text{Cl} = 58.06 \times 10^{-27} \text{ kg}$.
30. Explain the term shielding and deshielding with regard to NMR spectroscopy.
31. Write a note on elements of symmetry.

(6 × 4 = 24 marks)

Part D (Essay)

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

32. (a) Explain the theory of enzyme action.
(b) Briefly discuss Michaelis-Menten equation in respect of the kinetics of enzyme catalysis.
33. Discuss kinetic, optical and electrical properties of colloids.
34. Describe (a) Paper chromatography ; (ii) Ion exchange chromatography.
35. Discuss Raman Spectroscopy.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Pharmaceutical Chemistry
 GEC5OC02—ORGANIC CHEMISTRY—II
 (2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Part A

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

1. *n*-propyl bromide when heated with alcoholic silver cyanide predominantly yields _____.
2. Benzenediazonium chloride on treatment with CuCl/HCl yields _____.
3. The process of rendering ethanol unfit for drinking by adding poisonous or nauseating substance is called _____.
4. Write the structural formula of propane 1, 2-diol.
5. The formula of benzene carbaldehyde is _____.
6. Among halogenated acetic acids, which is strongest ?
7. The IUPAC name of oxalic acid is _____.
8. Chemically RDX is _____.
9. Name an azodye used as an acid base indicator.
10. Furan on complete hydrogenation yields _____.

(10 × 1 = 10 marks)

Part B (Short Answers)

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

11. Illustrate Finkelstein reaction with suitable example.
12. State each of the following cases whether the halide shown is primary, secondary or tertiary :
 (a) $(\text{CH}_3)_2\text{CHCH}_2\text{Cl}$; (b) $(\text{CH}_3)_3\text{CBr}$; (c) $\text{CH}_3-\underset{\text{CH}_2-\text{CH}_3}{\text{CH}}-\text{CH}_2\text{Cl}$
13. Give an example for a radical halogenation reaction.
14. Give one use each of chloroform and iodoform.

Turn over

15. Give the structural formulae (a) 3-bromo-4-chloropentan-2-ol ; (b) butane-1,2,3 triol.
16. Give one chemical test to distinguish between propan-1-ol and propan-2-ol.
17. Explain the aldol condensation reaction that acetaldehyde undergoes.
18. Give one chemical test to distinguish between Acetophenone and Benzophenone.
19. What are the products obtained in the decarboxylation of (i) salicylic acid ; and (ii) Phthalic acid ?
20. Give the structural formula and IUPAC name of citric acid.
21. What is ortho effect ? Explain.
22. Give any *one* method of preparation of furan.

(8 × 2 = 16 marks)

Part C (Short Essays)

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

23. State and illustrate Marownikoff's rule.
24. Explain the relative reactivities of 1°, 2°, 3° alkyl halides in SN₂ reactions.
25. State and explain the Zaitsev's rule.
26. What is Jones reagent ? Illustrate how it reacts 1° and 2° alcohols.
27. Write the mechanism of a Claisen Schmidt reaction that benzaldehyde undergoes.
28. Which is a stronger acid-phenol or acetic acid ? Explain.
29. Give one method of preparation of cinnamic acid. Explain its ozonolysis reaction.
30. What is Gabriel phthalimide reaction. Give example.
31. How is pyridine prepared ? Explain its structure. Discuss the basicity with reactions.

(6 × 4 = 24 marks)

Part D (Essays)

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

32. Discuss the aspects regarding the mechanism, kinetics, potential energy profile and stereochemistry of SN₂ reactions.
33. (a) Discuss, giving adequate examples, the Grignard synthesis of alcohols.
(b) Explain the Lucas test for the distinction of primary, secondary, tertiary alcohols.
34. (a) Explain the following reactions with an example each : (i) Claisen Schmidt condensation ; (ii) Knoevenagel condensation ; (iii) Benzoin condensation.
(b) What is cannizaro reaction ? Give an example and explain its mechanism.
35. Explain how the following reactions can be carried out : (a) Ethanoyl chloride to ethanol;
(b) Benzene to acetophenone ; (c) Ethanoyl chloride to ethanoic anhydride.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Optometry and Ophthalmological Techniques

SDC 5L V20—LOW VISION AID AND VISUAL REHABILITATION

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short Answer)

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

1. Expand ICD.
2. Write the use of telescope.
3. The primary electro optical device is _____.
4. In low vision patient, the visual acuity of the better eye is less than _____.
5. Magic software is used for blind people (true/false).
6. Virtual image is produced by _____ telescope.
7. Hand held magnifiers are available from _____ powers.
8. The type of absorptive lenses are _____ and _____.
9. In albinism near vision is better than distant vision. (True/False).
10. _____ is used for peripheral visual field.

(10 × 1 = 10 marks)

Section B (Short Answer)

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

1. Define low vision.
2. What is vision rehabilitation ?
3. Define bioptic telescope.
4. Vision 2020 the right to sight.
5. Write the categories of low vision.
6. Define CCTV.
7. History taking in low vision patient.
8. Non-optical aids.
9. Albinism and aniridia.

Turn over

10. Contrast sensitivity test.
11. Define field expanders.
12. Colour vision.

(8 × 2 = 16 marks)

Section C (Short Essay)

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

1. Explain about stand magnifiers.
2. What is the difference between Galilean and Keplerian telescope ?
3. Low vision management of ARMD.
4. Spectacle magnifier.
5. Low vision evaluation.
6. Macular degeneration.
7. Optics of low vision aids.
8. Explain about visual function tests.
9. Non-optical devices in low vision patients.

(6 × 4 = 24 marks)

Section D (Essay)

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

1. Explain about vision rehabilitation.
2. Explain common disorders leading to low vision and describe in detail on problems and management in albinism, optic atrophy and glaucoma.
3. Define low vision. What are the ways to determine the magnification required for the patient ?
4. Explain about types of low vision aids.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Optometry and Ophthalmological Techniques

SDC5BS19—BINOCULAR VISION AND STRABISMUS

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short Answer)*Answer all questions.**Each question carries 1 mark.*

1. _____ is a zone surrounding points on horropter in which objects are seen singly.
2. In Duane's retraction type 1 there will be limitation of _____.
3. Forced duction test is negative in _____.
4. Hess chart is used for _____.
5. TNO test is used to measure _____.
6. _____ is also called as lazy eye.
7. _____ is the inward turning of eyes.
8. Manifest squint is known as _____.
9. Double vision is the Hallmark of _____.
10. The unit of measurement of convergence is _____.

(10 × 1 = 10 marks)

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

1. AV pattern strabismus.
2. What is vertical strabismus ?
3. Define ARC.
4. What is accommodative insufficiency ?
5. Yoke muscles.
6. Types of diplopia.
7. Modified krimsky test.
8. Paralytic squint.
9. Suppression.
10. Types of exo deviation.
11. Browns Syndrome.
12. Duochrome test.

(8 × 2 = 16 marks)

Turn over -

Section C (Short Essay)

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

1. Classification of exo deviations.
2. Herring's law and Sherrington's law with examples.
3. Restrictive squint.
4. Cover test.
5. Accommodative insufficiency.
6. Worth four dot test and after image test.
7. Monocular clues with examples.
8. Non surgical management of strabismus.
9. Uniocular and binocular movements.

(6 × 4 = 24 marks)

Section D (Essay)

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

1. What is amblyopia ? Discuss the causes, types and management of amblyopia.
2. Differentiate between comitant and concomitant strabismus.
3. Discuss about surgical and nonsurgical management of squint.
4. Discuss in detail about the classification of esotropia and differential diagnosis of infantile esotropia.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Optometry and Ophthalmological Techniques

SDC5CL18—CONTACT LENS

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short Answer)

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

1. HEMA stands for _____.
2. Ideal contact lens material for continuous wear lens is _____.
3. Semi soft contact lens is also known as _____.
4. Full form of RGP is _____.
5. DK stands for _____.
6. Three systems of slit lamp biomicroscope are _____.
7. Vertex distance correction formula.
8. Fluorescence is useful to detect _____.
9. The average diameter of soft contact lens is _____.
10. Full form of GPC.

(10 × 1 = 10 marks)

Section B (Short Answer)

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

1. Define sagittal depth.
2. What is DK and DK/T ?
3. What is modulus ?
4. Name two preservatives used in CL care solutions.
5. Characteristics of sleep and flat fit.
6. Advantages of disposable contact lens.
7. What is oxygen flux ?
8. Define pleo morphism.
9. Indication for soft contact lens.

Turn over

10. Define EOP.
11. Hybrid lenses.
12. Advantages of chemical disinfection.

(8 × 2 = 16 marks)

Section C (Short Essay)

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

1. Slit lamp examination for contact lens patients.
2. Therapeutic contact lenses.
3. Disadvantages of PMMA.
4. Contact lens versus spectacles.
5. Soft contact lens fit.
6. Write about the do's and don'ts of contact lens.
7. What are the normal symptoms of contact lens related complications ?
8. Stabilization techniques in soft toric contact lens.
9. Difference between RGP and soft lens.

(6 × 4 = 24 marks)

Section D (Essay)

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

1. Write in detail about indications and contraindications of contact lens use. Add a note on ideal contact lens material properties.
2. RGP lens fitting. Explain in detail about patient assessment, fitting modalities for RGP fit.
3. Explain the causes, symptoms, prevention of contact lens related complications.
4. Describe in detail about the care and maintenance of contact lenses.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Optometry and Ophthalmological Techniques

SDC 5GP 17—GERIATRIC AND PEDIATRIC OPTOMETRY

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short Answers)*Answer all questions.**Each question carries 1 mark.*

1. _____ is a condition of more than one pupil.
2. Deposition of amyloid material underneath epithelium is called _____.
3. Small spherical shaped lens is _____.
4. Refractive index of lens is _____.
5. _____ is the commonest cause of bacterial conjunctivitis.
6. Parts of conjunctiva.
7. Increased cup disc ratio is the feature of _____.
8. Schirmer test is used in diagnosis of _____.
9. ROP means _____.
10. Munson's sign is seen in _____.

(10 × 1 = 10 marks)

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

1. Mention four causes of subconjunctival haemorrhage.
2. What is coloboma of optic disc ?
3. What is proptosis ?
4. What is acquired retinoschisis ?
5. What is micro spherophakia ?
6. What is keratoconus ?
7. Which are the surgical spaces in orbit ?
8. Types of ocular injury.
9. What is microphthalmos ?

Turn over

10. What is amblyopia ?
11. What is anisometropia ?
12. Mention four optic disc changes in papilledema.

(8 × 2 = 16 marks)

Section C (Short Essay)

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

1. Degenerations of choroid.
2. Corneal opacity.
3. Congenital anomalies of lens.
4. Evaluation of dry eye.
5. Write note on importance of birth history.
6. Discuss about the treatment of amblyopia.
7. What is ROP ?
8. Congenital dacryocystitis.
9. What is ptosis ?

(6 × 4 = 24 marks)

Section D (Essays)

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

1. Write in detail about diabetic retinopathy.
2. Write an essay about cataract, its types and management.
3. Paediatric eye disorders.
4. Explain in detail about geriatric work up.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Optometry and Ophthalmological Techniques

GEC 5NU 13—NUTRITION

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short Answers)*Answer all questions.**Each question carries 1 mark.*

1. The vitamin that works with calcium to build strong bones is _____.
2. Good cholesterol is _____.
3. Carbohydrates should make up about _____ % of your daily calories.
4. An adult heavy worker male requires _____ calories per day.
 - (a) 2000.
 - (b) 2875.
 - (c) 3800.
 - (d) 1900.
5. Which of these is not considered as a nutrient ?
 - (a) Vitamins.
 - (b) Minerals.
 - (c) Fibre.
 - (d) Fat.
6. The vitamin necessary for blood coagulation is _____.
7. This nutrient is needed for healthy immune system and strong connective tissue :
 - (a) Fiber.
 - (b) Vitamin K.
 - (c) Vitamin C.
 - (d) Fluoride.
8. Which of the following commonly result from malnutrition ?
 - (a) Weight loss.
 - (b) Pressure ulcers.
 - (c) Falls.
 - (d) All of the above.
9. Which one among the following elements/ion is essential in small quantities for development of healthy teeth but causes mottling of the teeth if consumed in higher quantities ?
 - (a) Iron.
 - (b) Chloride.
 - (c) Fluoride.
 - (d) Potassium.
10. Full form of SDA is _____.

(10 × 1 = 10 marks)

Turn over

Section B (Short Answers)

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

1. Elements of nutrition.
2. Megaloblastic anemia.
3. Energy nutrients.
4. Define Health.
5. Write notes on functions of calcium and its sources.
6. Any six function of food.
7. Hyper vitaminosis.
8. Sources of iron.
9. Any two vitamins associated with eye disorders.
10. What are essential amino acids ? List the essential amino acids.
11. What is meant by balanced diet ?
12. Difference between incomplete and complete protein.

(8 × 2 = 16 marks)

Section C (Short Essays)

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

1. Explain the digestion of protein.
2. Explain the digestion of lipids.
3. Factors affecting nitrogen balance.
4. Explain the regulation of blood calcium.
5. Write about free radicals and antioxidants.
6. Give detail account of assessment of nutritional status.
7. Write notes on functions of calcium and its sources.
8. Nutritional need for pregnant women.
9. Write about bomb calorimeter with diagram.
10. Write major functions of trace elements.

(6 × 4 = 24 marks)

Section D (Essays)

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

1. What is BMR ? Which are the factors that affect BMR ?
2. Explain the functions, digestion, absorption and transport of carbohydrates.
3. Briefly explain about water soluble vitamins.
4. Name the B complex vitamins. Briefly state the sources and functions of each these vitamins.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. PROGRAMME EXAMINATION, NOVEMBER 2021**Multimedia****SDC 5MM 18—GRAPHICS AND ANIMATION IN ADVERTISING**

Time : Three Hours

Maximum : 80 Marks

Section A*Write very short answers to all **ten** questions.**Each question carries one mark.*

1. What is advertising ?
2. What is branding ?
3. Expand SEM.
4. Expand SEO. -
5. What is OOH ?
6. What is sky writing ?
7. Give an example of a creative ad.
8. What is ISO ?
9. What is organic advertising.
10. What is Kiosked ?

(10 × 1 = 10 marks)

Section B*Write short notes on any **eight** of the following questions.**Each question carries two marks.*

11. What is pricing ?
12. What is corporate advertising ?

Turn over

13. What is customer base ?
14. Define persuasion.
15. What is mobile advertising ?
16. What is e-marketing ?
17. Discuss the functions of web advertising.
18. What is point-of-purchase advertising ?
19. What are the different types of balloon ads ?
20. What do you mean by viral video ?
21. What is geo-tagging ?
22. What are the advantages of radio ads ?

(8 × 2 = 16 marks)

Section C

*Write short essays on any six of the following questions.
Each question carries four marks.*

23. What is marketing mix ?
24. What is a public service ad ?
25. What is interstitial ?
26. Discuss the advantages of posters.
27. Discuss the advantages of outdoor ads.
28. What are the new trends in advertising ?
29. Discuss the advantages and disadvantages of animated ads.
30. Define episode ad by citing examples.
31. Analyse briefly any two environment-conscious ads.

(6 × 4 = 24 marks)

Section D

Write essays on any two of the following questions.

Each question carries fifteen marks.

32. Elucidate the functioning of an advertising agency.
33. Explain briefly the history of advertising.
34. Discuss how YouTube is advantageous for advertising.
35. Elucidate at least five techniques of advertising.

(2 × 15 = 30 marks)

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FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Multimedia

SDC 5MM 17—MEDIA LAWS AND ETHICS

Time : Three Hours

Maximum : 80 Marks

Part A

I. Answer the following in one or two words or in one or two sentences. Each question carries 1 mark :

- 1 Which of the following is as the Apex of the subordinate criminal courts :
 - (a) Supreme Court.
 - (b) High Court.
 - (c) Courts of District Judge.
 - (d) Courts of Sessions Judge.
- 2 Which of the following article of the Indian Constitution contained Fundamental Duties :
 - (a) 42.
 - (b) 45A.
 - (c) 51A.
 - (d) 30A.
- 3 What is anarchy ?
 - (a) Constant violence and disorder.
 - (b) The absence of law.
 - (c) Wearing black badges to break the rules.
 - (d) Rebellion against the government.
- 4 Which of the articles of the European Convention on Human Rights is not applicable to defamation law ?
 - (a) Article 10.
 - (b) Article 8.
 - (c) Article 6.
- 5 Right to Information Act came into force in ————.
 - (a) 12th October 2005.
 - (b) 22nd October 2005.
 - (c) 12th June 2006.
 - (d) 22nd October 2006.
- 6 Law concerned with non-criminal matters :
 - (a) Civil Law.
 - (b) Media law.
 - (c) Public Law.
 - (d) None of these.

Turn over

- 7 What is Libel ?
- Publishing a false statement that damages someone's reputation.
 - A tendency to do something.
 - Publishing private information about a person.
 - Use of outside editors.
- 8 Expansion of CBFC _____.
- 9 Contempt of Court was enacted for the first time in the year _____.
- 1952.
 - 1962.
 - 1972.
 - 1982.
- 10 The Indian Constitution is regarded as :
- Federal.
 - Federal in form and unity in spirit.
 - Parliamentary.
 - Unitary.

(10 × 1 = 10 marks)

Part B

II. Write short notes on any *eight* of the following. Each question carries 2 marks :

- Define fundamental duties of citizens.
- What is Rule ?
- Write the definition of freedom.
- What is Libel ?
- Write two types of privileges.
- What is malicious prosecution ?
- What is wage board ?
- What is Cyber law ?
- Discuss about Film Certification.
- Write about absence of malice.
- What are the roles and responsibilities of the ombudsman ?
- What are the three types of courts in India ?

(8 × 2 = 16 marks)

Part C

III. Write short essays on any *six* of the following. Each question carries 4 marks :

- Explain judicial system in India.
- Explain cultural and educational rights.
- Difference between Fundamental Rights and Directive Principles.

- 26 Does constitution of India guarantee press freedom ? How ?
- 27 What are the salient features of the Right to Information Act, 2005 ?
- 28 What are the major issues related to new media ?
- 29 Describe the three basic areas of news reporting.
- 30 What are the basic parameters of the right of the press ?
- 31 Explain Young Person's Harmful Publication Act.

(6 × 4 = 24 marks)

Part D

IV. Essay on any *two* questions :

- 32 Explain defenses of media professional.
- 33 Write about online defamation and problems of online defamation.
- 34 What are the advantages and disadvantages of media ?
- 35 Explain working journalists and other employees and Miscellaneous Provision Act, 1955.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Logistics Management

SDC 5LM 19—AIR CARGO LOGISTICS MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

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

1. A contract between two or more airline carriers to expedite exchange of traffic and cargo between the airline is called _____ agreement.
2. _____ cargo is arriving at the point and departing from there through another flight.
3. _____ service provided by the freight forwarder in which several smaller shipments are assembled and shipped together to avail of better freight rate and security of cargo.
4. The ICAO was founded by the Chicago convention in the year ?
 - (a) 1947.
 - (b) 1990.
 - (c) 1950.
 - (d) 1951.
5. The headquarters of ICAO is situated in ?
 - (a) Paris.
 - (b) France.
 - (c) Montreal.
 - (d) Canada.
6. IATA was formed in the year ?
 - (a) 1940.
 - (b) 1950.
 - (c) 1945.
 - (d) 1919.
7. Membership in FIATA is ?
 - (a) Limited to National Freight forwarders Associations.
 - (b) Limited to national freight forwarders and freight forwarding firms.
 - (c) Limited to freight forward firms.
 - (d) Open to customs an firms specializing in warehousing, trucking and brokerage services.
8. The document covering the transportation of the total consolidation is called ?
 - (a) House Air Waybill.
 - (b) Master Air Waybill.
 - (c) Consolidation Manifest.
 - (d) Cargo label for consolidation.

Turn over

9. The agent who split the shipment at destination is referred to as a :
- (a) Cargo agent. (b) Consolidator.
(c) Break Bulk Agent. (d) Freight forwarder.
10. Which of the following are high capacity, wide body aircrafts ?
- (a) B 727. (b) B 737.
(c) B 757. (d) B 767.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

11. What is airport transport system ?
12. What is transportation ?
13. What is terminal area ?
14. What is aircraft security ?
15. What is rescue and fire fighting ?
16. What is air freight forwarding ?
17. What is AWB ?
18. What is COD ?
19. What is DGR ?
20. What is SLI ?
21. What is labeling ?
22. What is shipment planning ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

23. Write a note on Aircraft operators security program.
24. Write a note on ICAO security manual.
25. Explain the training and awareness in Airline.
26. Write a note on rescue and fire fighting.
27. Write a note on airline marketing environment.
28. Explain the advantages of air cargo logistics.
29. Explain the terminal area and landside operations in Airline.

30. Explain the international air routes.
31. Explain the hub and spoke in airports.

(6 × 4 = 24 marks)

Part D (Short Essay Questions)

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

32. What is aircraft ? Explain different types of aircraft.
33. Write a note on Aviation and airline technology.
34. Write a note on dangerous or hazardous goods.
35. Write a note on (a) Advices ; (b) Booking ; (c) SLI.

(2 × 15 = 30 marks)

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FIFTH SEMESTER B.Voc. (PROGRAMME) EXAMINATION, NOVEMBER 2021

Logistics Management

SDC5LM18—RETAIL MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

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

1. Which statement is not a benefit of formulating a retail strategy ?
 - (a) A retailer is forced to study the legal, economic and competitive market.
 - (b) A retailer is shown how it can differentiate itself from competitors.
 - (c) Sales maximization is stressed.
 - (d) Crises are anticipated and often avoided.
2. A retailer's commitment to a type of business and to a distinctive role in the market place is its :
 - (a) Objectives.
 - (b) Organizational mission.
 - (c) Retailing concept.
 - (d) Image.
3. Merchandising and display are an important part of the marketing plan and should have a reasonable budget allocated, even for a retailer operating on a _____.
 - (a) Corner.
 - (b) Dime.
 - (c) Limit.
 - (d) Shoestring.
4. A retailer's _____ is the key to its ability to attract customers.
 - (a) Location.
 - (b) Pricing system.
 - (c) Promotion system.
 - (d) Store personnel.
5. Which of the following is a recommended strategy for retailers when consumers select the outlet first and the brand second ?
 - (a) Appropriate pricing.
 - (b) Brand availability advertising.
 - (c) Brand image management.
 - (d) Price special on brands.
 - (e) Co-op ads featuring brands.

Turn over

6. Which of the following types of retail businesses have unlimited liability ?
- (a) Partnership and sole trader.
 - (b) Partnership and private company.
 - (c) Private company and sole trader.
 - (d) Private company and public company.
7. In which of the following retailers are sales people ready to assist in every phase of the locate-compare select process ?
- (a) Self service.
 - (b) Self selection.
 - (c) Limited service.
 - (d) Full service.
8. Retailing is a marketing function which :
- (a) Sells products to other business.
 - (b) Sells products to final consumers.
 - (c) Sells products to a company that resells.
 - (d) Sells products for one's own use.
9. Which of the following is not a supermarket displaying technique ?
- (a) Angled Merchandise.
 - (b) Colours.
 - (c) Curtains.
10. CMMS stands for :
- (a) Computerized maintenance management system.
 - (b) Computerized maintenance management software.
 - (c) Customer maintenance management system.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

11. What is habitual buying behaviour ?
12. What is personal selling ?
13. What is department stores ?
14. What is discount sales ?
15. What is hyper market ?

16. What is merchandise ?
17. What is consumer buying behaviour ?
18. What is buying decisions ?
19. What is post purchase behaviour ?
20. What is supply ?
21. Define retailing.
22. What is branded stores ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

23. Explain the types of retail location.
24. Write a note on freestanding store.
25. Explain the characteristics of retailers.
26. Write a note on human resource and finance in retail organization.
27. Explain the types of merchandise.
28. Write a note on sales promotion.
29. Write a note on personal selling.
30. Explain the importance of publicity in marketing.
31. Write a note on interior and exterior retail store layout.

(6 × 4 = 24 marks)

Part D (Short Essay Questions)

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

32. Explain the CRM process in retailing.
33. Explain the steps involved in choosing a retail location.
34. Write a note on merchandise buying and handling process.
35. What is category management ? Explain the components of category management.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Logistics Management

SDC 5LM 17—OPERATIONS MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A

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

1. Operations can be diagnosed by volume, variety, variation and _____.
 - (a) Validity.
 - (b) Variability.
 - (c) Value.
 - (d) Variance.
2. In the product life-cycle what is the correct order of the main phases ?
 - (a) Maturity, Growth, Saturation, Decline.
 - (b) Growth, Maturity, Saturation, Decline.
 - (c) Growth, Saturation, Growth, Decline.
 - (d) Maturity, Saturation, Growth, Decline.
3. What is the first step in the Service Firm Life Cycle ?
 - (a) Entrepreneurship.
 - (b) Introduction.
 - (c) Growth.
 - (d) Multi-site rationalization.
4. Licensing out the manufacture of a product to other firms is known as _____.
 - (a) Licensing.
 - (b) Multi-site rationalization.
 - (c) Franchising.
 - (d) Outsourcing.
5. A sequence of business and information links is called a _____.
 - (a) Logistics network.
 - (b) Distribution network.
 - (c) Sales channel.
 - (d) Supply chain.
6. Supply chains link operators to suppliers in _____.
 - (a) Layer.
 - (b) Groups.
 - (c) Tiers.
 - (d) Channels.
7. Which of these is a quality variable for a motor car ?
 - (a) Comfort of the seating.
 - (b) Time to reach a give speed.
 - (c) Road holding ability.
 - (d) Headlights are working.

Turn over

8. In the quality gap model which gap is explained by the gap between the standard of product or service ——— made and supplied to the customer and that expected by them ?
- (a) Positioning. (b) Specification.
(c) Delivery. (d) Perception.
9. The 4 costs of quality are external failure costs, internal failure costs, assurance costs and ——— costs.
- (a) Inspection. (b) Prevention.
(c) Performance. (d) Insurance.
10. A strategy is a set of plans designed for ——— competitive advantage.
- (a) Short term. (b) Medium term.
(c) Immediate. (d) Long term.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

11. What is product layout ?
12. What is material handling ?
13. What is MRP ?
14. What is capacity planning ?
15. What is manufacturing operations ?
16. What is work study ?
17. What is quality planning ?
18. What is statistical quality control ?
19. What is TQM ?
20. What is quality circles ?
21. What is facilities planning ?
22. What is plant location ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

23. Explain the scope of work measurement.
24. What is control charts ? Explain the types of control charts.

25. Explain manufacturing and non-manufacturing operations and their characteristics.
26. Write a note on plant location.
27. Briefly explain material handling.
28. Write a note on MRP.
29. Explain the importance of capacity decisions.
30. What is maintenance management ? Explain the type of maintenance management.
31. Explain the importance of work measurement.

(6 × 4 = 24 marks)

Part D (Essays)

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

32. What is operation management ? Explain its scope and objectives.
33. What is plant location ? Explain the factors determining plant location.
34. What is operation planning ? Explain the objectives of operation planning.
35. Explain the characteristics and objectives of quality circles.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Logistics Management

GEC5BE15—BANKING AND INSURANCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

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

1. Which bank is the sponsor of Prathama Gramin Bank ?
 - (a) Bank of Baroda.
 - (b) Indian Bank.
 - (c) Punjab National Bank.
 - (d) Syndicate Bank.
2. Which of the following is not a public sector bank in India ?
 - (a) Andhra Bank.
 - (b) Federal Bank.
 - (c) IDBI Bank.
 - (d) Vijaya Bank.
3. What is the expanded form of the term ALM used in banking sector ?
 - (a) Asset Liability Maintenance.
 - (b) Asset Liability Management.
 - (c) Asset Liability Manipulation.
 - (d) Asset Liability Maximisation.
4. Which among the following is called the rate of interest charged by RBI for lending money to various commercial banks by rediscounting of the bills in India ?
 - (a) Bank Rate.
 - (b) Discount window.
 - (c) Monetary Policy.
 - (d) Overnight Rate.
5. What is the full form of CRR ?
 - (a) Cash Reserve Rate.
 - (b) Cash Reserve Ratio.
 - (c) Cash Recession Ratio.
 - (d) Core Reserve Rate.
6. What is the full form of 'MAT' ?
 - (a) Maximum Alternate Tax.
 - (b) Minimum Alternate Tax.
 - (c) Maximum Alternate Time.
 - (d) Minimum Alternate Time.

Turn over

7. Who sets up 'Base Rate' for Banks ?
- (a) Individual Banks Board. (b) Interest Rate Commission of India.
(c) RBI. (d) None of the above.
8. What is the full form of IRR ?
- (a) Internal Rate of Return. (b) Internal Reserve Ratio.
(c) Internal Rate of Ratio. (d) Internal Recession Rate.
9. Who signs on 1 Rupee currency note ?
- (a) Governor of RBI. (b) Finance Secretary.
(c) Finance Minister. (d) The President.
10. Which country started first plastic notes ?
- (a) Afghanistan. (b) Argentina.
(c) Australia. (d) Austria.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. What is ATM ?
12. What is credit card ?
13. What is tele banking ?
14. What is home banking ?
15. What is fire insurance ?
16. What is property insurance ?
17. What is cheque ?
18. What is draft ?
19. Who is endorser ?
20. What is endorsement ?
21. What is debit card ?
22. What is overdraft in banking ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

Answer any six questions.

Each question carries 4 marks.

23. Write a note on Promissory note.
24. Write a note on Bill of Exchange.
25. Explain the crossing of cheques.
26. Explain the different kinds of endorsement.
27. Explain the general rules regarding endorsement.
28. Explain the need of insurance.
29. Explain the general principles of life insurance contract.
30. Explain the roles of IRDA.
31. Write a note on ATM.

(6 × 4 = 24 marks)

Part D (Essays)

Answer any two questions.

Each question carries 15 marks.

32. Define banking. Explain the characteristics of banking.
33. Write a note on innovative functions in banking.
34. Explain the objectives and functions of NABARD.
35. What is insurance ? Explain the various kinds of insurance.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Logistics Management

GEC5HR14—HUMAN RESOURCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

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

1. Which is not a method of performance appraisal ?
 - (a) Straight ranking method.
 - (b) Man-to-man comparison method.
 - (c) Check list method.
 - (d) None of the above.
2. Objectives of training is :
 - (a) Increased morale.
 - (b) Increased productivity.
 - (c) Favourable reaction to change.
 - (d) All of the above.
3. Job analysis provides information used for writing :
 - (a) Organisation chart.
 - (b) Policy.
 - (c) Job description.
 - (d) Procedure.
4. Which is/are the functions of Human Relations ?
 - (a) Minimise dissatisfaction.
 - (b) Moral building programmes.
 - (c) Personal contacts.
 - (d) All of the above.
5. Sequence the following in the order which they are practiced (i) Promotion; (ii) Performance appraisal ; (iii) Recruitment; (iv) Training and Development.
 - (a) (iii), (ii), (iv), (i).
 - (b) (iii), (ii), (i), (iv).
 - (c) (iii), (i), (iv), (ii).
 - (d) (iii), (iv), (ii), (i).
6. Which of the following are covered under the scope of Human Resource Management : (i) Forecasting Human Resource Need ; (ii) Replacement Planning; (iii) Human Resource Dynamics; (iv) Human Resource Development Planning; (v) Human Resource Audit.
 - (a) (i), (iii), and (v).
 - (b) (i), (ii), (iii) and (iv).
 - (c) (iii) and (v).
 - (d) (i), (ii), (iii), (iv) and (v).
7. Which of the following is not necessary for promotion from within ?
 - (a) Job posting.
 - (b) Advertisements.
 - (c) Personal record.
 - (d) Performance Appraisal Form.

Turn over

8. Selection includes :
- Formulating interviewing techniques.
 - Checking of references.
 - Framing and developing application blanks.
 - All of the above.
9. External sources of recruitment consists :
- Recommendations of existing employees.
 - Private Employment Agencies.
 - Through Employment Exchange.
 - All of the above.
10. The Human Resource System covers :
- Training and development.
 - Recruit and select.
 - Job design and evaluation.
 - All of the above.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

- What is job simplification ?
- What is job enlargement ?
- What is job enrichment ?
- What is scouting ?
- What is employee contacts ?
- What is check list ?
- What is interview ?
- What is observation ?
- What is technical conference ?
- What is job rotation ?
- Define Human Resource Planning.
- Define job analysis.

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

- Explain the features of Human Resource Management.
- What are the major limitations of a Human Resource Manager ?
- Explain the process of Human Resource Planning.
- Explain the significance of job analysis.
- Explain the training evaluation methods.
- Explain the source of recruitment.

29. Explain the process of performance appraisal.
30. Explain the features of career planning.
31. Explain the essentials of a good grievance procedure.

(6 × 4 = 24 marks)

Part D (Short Essay Questions)

Answer any two questions.

Each question carries 15 marks.

32. Explain the role and responsibilities of Human Resource Manager.
33. Explain the need and importance of Human Resource Planning.
34. What is job design ? Explain the methods of job design.
35. What is Human Resource Development ? Explain the characteristics of Human Resource Development.

(2 × 15 = 30 marks)

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FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Logistics Management

GEC 5MM 13—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

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

1. Which is a base of green marketing ?
 - (a) Green house gas reduction market.
 - (b) Capital flow.
 - (c) Programme.
 - (d) Product.
2. The market process involves, which functions ?
 1. Buying, 2. Transporting, 3. Storing, 4. Selling, 5. Grading, 6. Financing, 7. Risk bearing, 8. Dividing.
 - (a) 1, 3 and 4.
 - (b) 1, 2, 3, 6 and 7.
 - (c) Only 3.
 - (d) All of these.
3. Which is not a form of Internet Marketing ?
 - (a) On-line marketing.
 - (b) Internet advertising.
 - (c) e-Marketing.
 - (d) Product mix and branding.
4. The market environment consists :
 - (a) Socio-economic.
 - (b) Technology.
 - (c) Competition.
 - (d) All of these.
5. Which is the problem of marketing communication ?
 - (a) Distance.
 - (b) Hidden sources and data.
 - (c) Lack of trust.
 - (d) All of the above.
6. The marketing manager have to carry out their responsibilities integrating all these factors in the management :
 - (a) Process.
 - (b) Objective.
 - (c) Goals.
 - (d) Opportunity.

Turn over

7. Element of promotion mix : (i) Personal selling ; (ii) Sales promotion ; (iii) Public relations; (iv) Direct mail ; (v) Trade fairs and Exhibitions ; (vi) Advertising.
- (a) (i), (ii), (iii) and (iv). (b) (ii), (i), (iv) and (v).
 (c) (iii), (iv), (v) and (vi). (d) All of the above.
8. The most structured marketing problems are likely to be those dealing with
- (a) Product. (b) Promotion.
 (c) Place. (d) Price.
9. Internet marketing does not deal :
- (a) Advertising.
 (b) Interactive marketing.
 (c) E-mail marketing and web advertising.
 (d) Display advertising.
10. Internal marketing environment includes (i) Employees ; (ii) Markets ; (iii) Service provider ; (iv) Local shareholder ; (v) Consumer.
- (a) (i), (ii) and (iii). (b) (i), (iii) and (iv).
 (c) (ii), (iii) and (iv). (d) (ii), (iv) and (v).

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

11. What is national market ?
 12. What is retail market ?
 13. What is branding ?
 14. What is production concept ?
 15. What is product mix ?
 16. What is market segmentation ?
 17. What is Target marketing ?
 18. What is promotion mix ?
 19. What is advertising ?
 20. What is service marketing ?
 21. What is social marketing ?
 22. What is relationship marketing ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

23. Explain traditional concept of marketing.
24. Explain the elements of marketing.
25. Explain the importance of marketing.
26. Write a note on macro environment.
27. What is product mix ? Explain the factors influencing product mix.
28. Explain the advantages of product life-cycle.
29. What is market segmentation ? Explain the process of market segmentation.
30. Write a note on niche marketing.
31. Write a note on internet marketing and e-advertising.

(6 × 4 = 24 marks)

Part D (Essay Questions)

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

32. What is marketing ? Explain scope of marketing.
33. What is marketing mix ? Explain factors affecting marketing mix.
34. What is marketing environment ? Explain the types of marketing environment.
35. What is rural marketing ? Explain the growing importance rural marketing.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. (PROGRAMME) EXAMINATION, NOVEMBER 2021**Jewellery Designing****SDC5JDM17—ADVANCED JEWELLERY DESIGNING—II**

Time : Three Hours

Maximum : 80 Marks

Section A (Very Short/Objective Question Answers)*Answer all questions.**Each question carries 1 mark.*

1. _____ chain is formed of long thin teardrop shaped links that all point in the same directions.
2. Espiga chain is also known as _____.
3. In enameling process, very bright orange colour is obtained at _____ temperature.
4. _____ Cufflinks have two heads (usually identical) connected by a short length of fine chain.
5. What is the meaning of Champlève ?
6. The main ingredients of pencil leads are :
 - (a) Graphite and Clay.
 - (b) Lead and Graphite.
 - (c) Clay and Lead.
 - (d) None of these.
7. Which types of pencils are commonly preferred in jewellery drawing ?
8. Parallel lines can be drawn with the help of :
 - (a) Mini drafter.
 - (b) T-square.
 - (c) Pair to set squares.
 - (d) All of these.
9. Which of the following shape is not commonly used in Coral bead strands ?
 - (a) Chip.
 - (b) Tip.
 - (c) Petal.
 - (d) Stick.
10. Kissaki is the Japanese word meaning _____.

(10 × 1 = 10 marks)

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

11. Define Brooch.
12. What is Seal Fob ?

Turn over

13. What are the differences between Brooch and Buckle ?
14. What is Reversible Cufflink ?
15. What is Belcher chain ?
16. What is Bridcage chain ?
17. What is Cobra chain ?
18. What is Filigree chain ?
19. What is Barleycorn chain ?
20. What is Cuban Link Chain ?
21. Name any four types of materials used to make cufflink.
22. Draw any four Gem strand bead shapes.

(8 × 2 = 16 marks)

Section C (Short Essays)

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

23. Design a Buckle for kids based on the theme Ribbon.
24. Design a seal fob based on the theme bird.
25. What are the differences between Hap pin and Scarf pin ?
26. Design and colour of cufflink with enameled work.
27. Design a Pendant with Pendant slides for men.
28. Write a note on coral bead strands.
29. Design and colour a Gem strand bead in Oval shape.
30. Write a note on museum sketches in India.
31. Write a note on Saracenic ornaments.

(6 × 4 = 24 marks)

Section D (Essays)

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

32. Design a Navaratna pendant inspired from Butterfly with Barleycorn chain and springing clasp.
33. Design and colour a Necklace and earring with En ronde bosse Enamled work.
34. Design and colour two gem strand bead jewellery in fan shape and crescent shape.
35. Explain about the equipment for drawing and designing.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. (PROGRAMME) EXAMINATION, NOVEMBER 2021

Gemmology

SDC5GM17—DIAMOND GRADING AND SORTING

Time : Three Hours

Maximum : 80 Marks

*Draw neat sketches wherever necessary.***Section A (Objective Type Questions)***Answer all questions.**Each question carries 1 mark.*

1. What causes a "Flat Tire" in a diamond ?
 - (a) An uneven girdle.
 - (b) An unpolished facet.
 - (c) Flat pavilion facets.
 - (d) Grain lines all in a row.
2. Diamontologists grade diamonds with what powered microscope :
 - (a) 5x.
 - (b) 10x.
 - (c) 15x.
 - (d) 20x.
3. _____ can make a diamond appear foggy.
4. The depth of a diamond is a combination of :
 - (a) Crown, Pavilion, Culet.
 - (b) Crown, Girdle, Pavilion.
 - (c) Table, Pavilion, Culet.
 - (d) Table, Girdle, Pavilion.
5. The number of factors in a Brilliant cut diamond.
6. What can make a diamond look like it has a bullet hole ?
 - (a) Cavity.
 - (b) Pavilion.
 - (c) Blemish.
 - (d) Culet.
7. Laser Drill Holes are made for what ?
 - (a) To remove fluorescence.
 - (b) To burn out inclusions.
 - (c) To remove inscriptions.
 - (d) To enhance Facet lines.
8. The DNA of diamonds is _____.
9. Trilliant cuts are what shape ?
 - (a) Octagon.
 - (b) Trapezoid.
 - (c) Pentagon.
 - (d) Triangle.
10. What does GIA stand for ?

(10 × 1 = 10 marks)

Turn over

Section B (Short Answer Type Questions)

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

11. What are some of the rarest diamond colours ?
12. What types of rocks produce diamonds?
13. What happens to diamonds once they reach the surface ?
14. Where are the world's diamond cutting centers ?
15. What are Bezel facets ? Give their number in R.B.C.
16. What is the difference between pavilion and pavilion main facet ?
17. How will you calculate the average girdle diameter ?
18. Differentiate between polish and finish.
19. Comment on the diamond mining in the dark ages.
20. What is meant by "dark radiating mains" pattern ?
21. What are the guidelines to give "very good" cut grade ?
22. What are VVS1 and VVS2 diamonds ?

(8 × 2 = 16 marks)

Section C (Short Essay Type Questions)

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

23. Explain why graders plot a diamond before colour grading it.
24. Describe what happens to light when it strikes a diamond.
25. Describe the factors that influence the amount of fire a diamond displays.
26. Explain how girdle thickness affects a diamond's durability and appearance.
27. What are the special challenges of mining diamonds from ocean deposits ?
28. Explain how laser drilling can improve a diamond's marketability.
29. Draw and label face up and face down diagram of R.B.C.
30. Comment on the relation between diamond cut grades and total depth percentage.
31. Describe the profile method in crown angle measurement.

(6 × 4 = 24 marks)

Section D (Essay Type Questions)

Answer any two questions.

Each question carries 15 marks.

32. Give an account of some treatments used to alter or add diamond colour.
33. Describe the important method for mining a diamond pipe.
34. Explain Bowing method of table length estimation with the help of a neat sketches.
35. Discuss the colour grading procedure of diamonds.

(2 × 15 = 30 marks)

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FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Food Science

SDC5FS19—BYPRODUCT UTILIZATION AND WASTE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A (Very Short/Objective Answer Type Questions)*Answer all questions.**Each question carries 1 mark.*

1. Unit of turbidity.
2. Define waste from agricultural field.
3. Write any two example of waste from food industries.
4. Purpose of ion exchange treatment.
5. Expand COD.
6. Name the two types of molasses.
7. The percentage of dry matter present in sugarcane tops.
8. The average temperature of sewage in India.
9. Write example of sedimentation tank.
10. What is press mud ?

(10 × 1 = 10 marks)

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

11. Biological characteristics of waste water.
12. Define E waste.
13. Define waste and list out different types of waste.
14. Butter milk from dairy industries.
15. Utilization of glands and organs from meat industries.
16. Differentiate biodegradable and non-biodegradable waste.
17. How to calculate BOD value by using equation ?
18. Define clarifloculator.
19. Cheese and whey from dairy industries.

Turn over

20. Packaging materials commonly used for bagasses.
21. List out micro-organisms present in waste water.
22. pH of waste water.

(8 × 2 = 16 marks)

Part C (Short Essay Type Questions)

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

23. Differentiate waste from oil industry and fruit and vegetable industries.
24. Flow the diagram of the production of animal feed from sugar cane tops.
25. Describe “why do we need to treat effluent”.
26. Write essay on primary treatment of effluent.
27. Nutritive value of meat by products.
28. Production of methane from whey.
29. Rendering process of meat and poultry by-product.
30. What are the physical characteristics of sewage ?
31. Write short note on the improper handling of waste water.

(6 × 4 = 24 marks)

Part D (Essay Type Questions)

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

32. Write essay on by-product utilization.
33. Write essay on different characterization of waste water.
34. Write essay on the primary and secondary treatment of waste water.
35. Differentiate the utilization of waste from agro industries and animal industries.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Food Science

SDC5FS18—UNIT OPERATIONS IN FOOD INDUSTRY

Time : Three Hours

Maximum : 80 Marks

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

1. Name modes of heat transfer.
2. What is evaporation ?
3. What is distillation ?
4. Give advantages of supercritical fluid extraction.
5. What is leaching.?
6. Name two extruded food products.
7. What is membrane filtration ?
8. What is solid-liquid mixing ?
9. Name two material handling equipments used in food industry.
10. What is double effect evaporator ?

(10 × 1 = 10 marks)

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

1. Define conduction with examples.
2. Why evaporators are used in food processing ?
3. What is the principle of crystallization ?
4. What is solvent extraction ?
5. Write about single screw extruder.
6. Describe filtration rate.
7. Write about long tube evaporator.
8. Write a short note on fractional distillation.
9. Why mixing operation is important in food processing ?
10. Write about pneumatic conveyors.

Turn over

11. Differentiate sedimentation and centrifugal separation.
12. Differential forced convection and natural convection.

(8 × 2 = 16 marks)

Part C (Short Essay)

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

1. What are the advantages of radiation mode of heat transfer as compared to other modes ?
Give two examples for radiation mode heating.
2. Write in detail about scraped surface heat exchanger and its advantages.
3. Write in detail about agitated film evaporator and its applications.
4. What are the advantages and limitations of simple distillation ?
5. Write about extraction process and give its applications.
6. With a diagram, explain the working of screw conveyor.
7. Write the working principle and application of tank crystallizer.
8. Explain in detail the working of twin screw extruder and give its applications.
9. Write about mixer-settler and its application in food processing.

(6 × 4 = 24 marks)

Part D (Essays)

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

1. What is heat transfer ? With a neat diagram, explain the functioning of plate heat exchanger.
Give its application.
2. Write in detail :
 - (a) Heat economy.
 - (b) Bucket elevator.
 - (c) Scraped surface crystallizer.
3. Write in detail :
 - (a) Extrusion process and difference between hot extrusion and cold extrusion.
 - (b) Flash distillation.
 - (c) Scraped surface crystallizer.
4. Write in detail :
 - (a) Benefits of using material handling equipment in food industry.
 - (b) Plate and frame filtration system.
 - (c) Supercritical fluid extraction.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Food Science

SDC5FS17—FOOD LAWS AND REGULATIONS

Time : Three Hours

Maximum : 80 Marks

Part A

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

1. Expand FSSAI.
2. Write the full form of BIS.
3. Name the Central Ministry under governs the Food Laws.
4. Name any two food items covered under Essential Commodity Act.
5. Expand the term AGMARK.
6. Name any two standards of measurement covered under Weights and Measures Act.
7. Write name of the mandatory food regulatory system in India.
8. Name the designation of state official who is responsible for implementation of Food Safety in Kerala State.
9. Expand PFA.
10. Total number of digits in FSSAI License Number.

(10 × 1 = 10 marks)

Part B

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

1. What is AGMARK Standard ?
2. What is food regulation ?
3. Write the objectives of Standard Weights and Measures Act.
4. What is food adulteration ?
5. What is Codex Alimentarius Standards ?
6. What is BIS Standard ?
7. What are the special responsibilities related to food safety ?

Turn over

8. Write about milk and milk product order.
9. Write about Export Act.
10. Write about Vegetable oil products order.
11. Write about PFA.
12. Write about the advantages of Consumer Protection Act.

(8 × 2 = 16 marks)

Part C

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

1. "Stringent Food Laws will determine the quality of food and trust among the consumers." Do you agree with the statement ? Discuss.
2. Write about The Insecticides Act and its application in the food industry.
3. Write about hygienic requirements for food processing industries under FSS Act.
4. Write about FSSAI.
5. Write about the Essential Commodities Act with examples of items which come under this Act.
6. Write about milk and milk products order.
7. Write about Codex alimentarius standards.
8. Write about Meat Products Order.
9. Write about Consumer Protection Act.

(6 × 4 = 24 marks)

Part D

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

1. Write an essay about implementation of food regulatory system in India.
2. Write an essay about BIS standards and its specification for food commodities.
3. Write an essay about AGMARK Standards and its features.
4. Write an essay about Standards of weights and Measures Act.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Food Science

SDC5FS15—PROCESSING OF FRUITS AND VEGETABLES

Time : Three Hours

Maximum : 80 Marks

Section A

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

1. Write any two example of dry fruit.
2. Name the disease caused by the lack of Vit. A.
3. Write two examples of tubers.
4. Define perishable fruits.
5. Name the vegetable that is rich in Vit. A.
6. Name any two value added products from apple.
7. Botulism is caused by which bacteria.
8. Name any two value added products from pineapple.
9. The sugar content in ketchup should be _____.
10. The percentage of acid content in jam should be _____.

(10 × 1 = 10 marks)

Section B

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

11. Define drupe and berry.
12. List out the major nutrients present in fruits and vegetables.
13. List out the functions of Vit. E.
14. How maturity at harvest affect the quality of the product ?
15. What is the importance of preservatives in fruits and vegetables ?
16. Differentiate blue mold rot and black mold rot.
17. Define energy drink.
18. Write a note on preservation by heating.
19. Define glazed fruits.

Turn over

20. Define fluidized bed drying.
21. Name any two preharvest and two postharvest factors affecting fruit quality.
22. Name value added products (2 nos. each) of any two fruits.

(8 × 2 = 16 marks)

Section C

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

23. Write short note on the classification of fruits and vegetables.
24. Write short note on preharvest factors.
25. Write short note on processing of jelly.
26. Write note on fruit juice production.
27. Differentiate energy drink and sports drink.
28. Write short note on glazed fruits.
29. Explain what is candied fruits.
30. Differentiate tunnel drying and fluidized bed drying of fruits and vegetables.
31. List out the advantages of freeze drying.

(6 × 4 = 24 marks)

Section D

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

32. Write essay on the factors affecting the quality of vegetables and fruits.
33. Explain in detail the dehydration of fruits and vegetables.
34. Draw the flow chart for preparation of any three fruit products and explain the steps.
35. Write in detail about common spoilages that occur in pickles.

(2 × 15 = 30 marks)

**FIFTH SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2021**

Food Science

GEC 5ED 14—ENTREPRENEURSHIP DEVELOPMENT

Time : Three Hours

Maximum : 80 Marks

Part A

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

I. Choose the correct answer :

- 1 The entrepreneur must possess the abilities of _____.
 - a) Conceptualization.
 - b) Creative.
 - c) Understanding environment.
 - d) All of the above.
- 2 Which of the following is a psychological factor affecting entrepreneurial growth :
 - a) Customs and Traditions
 - b) Lack of Adequate Basic Facilities.
 - c) Need for achievement.
 - d) None of these.
- 3 Which of these is not a quality of an entrepreneur ?
 - a) Willingness to assume risk.
 - b) Creative thinking.
 - c) Lack of fund.
 - d) Optimistic.
- 4 Which of these is a social barrier to entrepreneurship ?
 - a) Low status.
 - b) Custom of people.
 - c) Both.
 - d) None of these.
- 5 Seed capital assistance is _____.
 - a) A short-term assistance.
 - b) Initial assistance.
 - c) A help for the purchase of seeds.
 - d) A long-term assistance.

II. Fill in the blanks :

- 6 KITCO was set up in _____.
- 7 SIDBI was set up as a subsidiary of _____.
- 8 Most of incubators in India are run by _____.

Turn over

- 9 Social attitude is one of the important problems of _____ entrepreneurs.
- 10 The first and foremost industrial estate was established at _____.

(10 × 1 = 10 marks)

Part B

Answer any eight questions from the following.

Each question carries 2 marks.

- 11 Define micro enterprise.
- 12 Who is an induced entrepreneur ?
- 13 State any two reasons for slow growth of women entrepreneurs.
- 14 What is project profile ?
- 15 What is process layout ?
- 16 What is meant by ancillary units ?
- 17 What is network analysis ?
- 18 What is lease financing ?
- 19 Name any three examples of business incubators in India.
- 20 What do you mean by incentive ?

(8 × 2 = 16 marks)

Part C

Answer any six questions from the following.

Each question carries 4 marks.

- 21 What are the characteristics of MSMEs ?
- 22 What are the skills required for a successful entrepreneur ?
- 23 What is the role of NAYE in the women entrepreneurship development in India ?
- 24 What are the considerations influencing the choice of a project location ?
- 25 What are the factors governing fixed capital requirements of a concern ?
- 26 Describe the importance of project report.
- 27 What are the functions of ED clubs in developing entrepreneurship ?
- 28 What are the functions of KINFRA ?

(6 × 4 = 24 marks)

Part D

Answer any two questions from the following.

Each question carries 15 marks.

- 29 Who is an entrepreneur ? Explain the different types of entrepreneurs.
- 30 What do you mean by project management ? Discuss the different phases in project management.
- 31 Briefly explain any five institutions and their functions which provide assistance to entrepreneurs and industries.

(2 × 15 = 30 marks)

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**FIFTH SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2021**

Food Science

GEC 5FE 13—FOOD ENGINEERING

Time : Three Hours

Maximum : 80 Marks

Part A (Objective Type Questions)

Answer all ten questions.

Each question carries 1 mark.

1. Which of the following is a contact type heat exchanger ?
 - (a) Scraped surface heat exchanger.
 - (b) Tubular heat exchanger.
 - (c) Plate heat exchanger.
 - (d) Steam injection heat exchanger.
2. In parallel flow heat exchangers the temperature difference between the two fluids throughout the length the length of heat exchanger is :
 - (a) Linear.
 - (b) Non linear.
 - (c) Asymptonic.
 - (d) Non asymptotic.
3. The ————— heat exchanger has wide applications in cooking or sterilizing of variety of products.
 - (a) Steam-infusion.
 - (b) Plate heat.
 - (c) Scraped surface.
 - (d) Shell and tube.
4. In a vapour compression refrigeration system, the effect of superheating the vapour before suction to compressor will :
 - (a) Increase the work of compression.
 - (b) Increase the heat rejection in the condenser.
 - (c) May increase or decrease COP depending upon the refrigerant used.
 - (d) All of the above.
5. An important characteristic that is considered while selecting a refrigerant is :
 - (a) Latent heat of vaporization.
 - (b) Sensible heat.
 - (c) Calorific value.
 - (d) Specific gravity.

Turn over

6. Boilers are used in :
- (a) Thermal power plants. (b) Steam locomotives.
(c) Processing industries. (d) All above.
7. A thermal process used to eliminate specific pathogenic microorganisms from food is :
- (a) Sterilization. (b) Pasteurization.
(c) Blanching. (d) Dehydration.
8. Rheology is the study of relationship of :
- (a) Shear strain and shear stress. (b) Shear stress and shear strain.
(c) Stress and strain. (d) Strain and stress.
9. The effect of temperature on viscosity is ————— proportional to liquids.
- (a) Directly. (b) Inversely.
(c) Proportionately. (d) None of the above.
10. Egg yolk is an example for :
- (a) Thixotropic fluid. (b) Rheopectic fluid.
(c) Newtonian fluid. (d) Dilatant fluid.

(10 × 1 = 10 marks)

Part B (Short Answer Type Questions)

Answer any five questions.

Each question carries 2 marks.

11. Explain the difference between conduction and convective modes of heat transfer.
12. What is Film-type and Drop-wise condensation in heat exchangers ?
13. Explain a one shell pass with two tube passes heat exchanger with a free hand line sketch.
14. What is blast freezing ?
15. List the important components of a forced circulation evaporation system.
16. What is the definition of boiler ?
17. Define Bingham plastics. Give three examples.

(5 × 2 = 10 marks)

Part C (Short Essays Questions)

Answer any six questions.

Each question carries 5 marks.

18. Write a short note on Nucleate boiling and Film boiling.
19. What is Co-current and Counter current flow in shell and tube heat exchanger ? Draw the temperature profile for its flow conditions. Explain the functions.
20. What are the advantages of Plate heat exchanger ?
21. Explain about sharp and quick method of food freeing. Name the type of equipment used for direct and indirect quick freezing.
22. Write any five advantages of vapour absorption refrigeration over the vapour compression system.
23. Draw a free hand line sketch of a forward feed natural circulation triple effect evaporator. Explain in a paragraph (6-8 lines) about its fluid flow connection mechanism.
24. Explain about tunnel dryer.
25. Define Thixotropic fluids and Rheopectic fluids.

(6 × 5 = 30 marks)

Part D (Essay Questions)

Answer any two questions.

Each question carries 15 marks.

26. Describe the conductive heat transfer. Draw a slab and explain the status of heat transfer. Also derive the equation of Fourier law of conduction.
27. What is the classification of inorganic refrigerants? Name four inorganic refrigerants with their designation. Explain in pin point of their advantages and disadvantages.
28. Draw a neat sketch of cross sectional view of Scraped surface heat exchanger. Name the special metals used in making the contact area? Explain the working principles. What are the advantages of this heat exchanger ?
29. Draw a free hand EMC vs RH graph. Brief about Equilibrium moisture content, Free moisture content, Unbound moisture content and Bound moisture.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. (PROGRAMME) EXAMINATION, NOVEMBER 2021

Fish Processing Technology

SDC5AQ20—INSTRUMENTATION IN FISH PROCESSING AND ANALYSIS

Time : Three Hours

Maximum : 80 Marks

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

1. In which type of chromatography the stationary phase is held in narrow tube and the mobile phase is forced through it under pressure ?
 - (a) Column chromatography.
 - (b) Planar chromatography.
 - (c) Liquid chromatography.
 - (d) Gas chromatography.
2. For the separation of which of the substance the gas chromatography is used ?
 - (a) Thermally stable compounds.
 - (b) Volatile organic compounds.
 - (c) Thermally stable inorganic compounds.
 - (d) Low molecular weight gaseous species.
3. Total magnification is the product of two values :power of eye piece and power of _____.
 - (a) Ocular lens.
 - (b) Objective lens.
 - (c) Radius of diaphragm.
 - (d) Distance between ocular and objective lens.
4. The objective lenses are the one :
 - (a) Closest to the eye.
 - (b) Closest to the specimen.
 - (c) Closest to the condenser.
 - (d) At the base of the microscope.
5. How does the ultraviolet light microscopy use fluorescence to make images ?
 - (a) Objects absorb invisible ultraviolet light and emit nothing.
 - (b) Objects absorb invisible ultraviolet light and emit visible light to make the images.
 - (c) Objects transmit ultraviolet light without absorbing it.
 - (d) Object scatter all the ultraviolet light and that makes images.

Turn over

6. The instrument that produces a bright image of specimen against a dark background is called a _____ microscope.
- (a) Phase contrast. (b) Transmission electron.
(c) Scanning electron. (d) Bright field.
(e) Dark field.
7. The _____ microscope is a type of microscope that has one eyepiece.
- (a) Stereo. (b) Compound.
(c) Electron. (d) Monocular.
8. The secondary electron radiated back in scanning electron microscope is collected by _____.
- (a) Specimen. (b) Anode.
(c) Vacuum chamber. (d) Cathode.
9. _____ secure the slide in position for holding and viewing in a microscope.
- (a) Diaphragm. (b) Light source.
(c) Condenser. (d) Coarse adjustment knob.
(e) None of these.
10. Which of the following is the disadvantages of hydrogen which can be used as carrier gas in the chromatography ?
- (a) Dangerous to use. (b) Expensive.
(c) Reduced sensitivity. (d) High density.

(10 × 1 = 10 marks)

Section B

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

11. What is northern blotting ?
12. Write short notes on the principle of working of phase contrast microscope.
13. Comment on fluorescent microscope.
14. What is TEM ?
15. What is pH meter ?
16. What are the different types of oxygen probes ?
17. What is the principle behind the flame photometry ?
18. What are the applications of microarrays ?
19. Name four metals which can be quantified through AAS.

20. How thin layer chromatography works ?
21. What is a refractometer ?
22. What is column chromatography ?

(8 × 2 = 16 marks)

Section C

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

23. What is immune electrophoresis ? Comment on its applications.
24. What are different types of light microscopes ? Explain the differences.
25. Explain the principle and applications of atomic absorption spectroscopy.
26. Explain the working of a SEM.
27. Explain the components of HPLC with the help of diagram.
28. Comment on the indirect ELISA and its applications.
29. What is PCR ? How it is useful in fish processing industry ?
30. With a neat diagram, explain the parts of a compound microscope.
31. Explain the working of a pH meter. How it is useful in biological research ?

(6 × 4 = 24 marks)

Section D

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

32. With the help of a labelled diagram, explain the different components of a Gas chromatography. Explain the principle and working of Gas Chromatograph.
33. Write the principle of MALDI-TOF. What are its the applications ?
34. Write the principle of Spectrophotometric analysis of samples. With a diagram, explain the different parts and working of UV-visible spectrophotometer. What are its applications ?
35. Describe the process of electrophoretic separation of protein. Explain the isoelectric focusing and mention its application in research.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Fish Processing Technology

SDC5AQ19—STORAGE AND TRANSPORTATION OF FISHERY PRODUCTS

Time : Three Hours

Maximum : 80 Marks

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

1. Which of the following is a factor that 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.
2. Dry storage means at a temperature about and humidity below :
 - (a) 20° C., 50 %.
 - (b) 100° C., 50 %.
 - (c) 20° C., 50–100 %.
 - (d) 100° C., 50–100 %.
3. Animal muscles have water as the majority of the content but the aim of humans is to extract the protein out of it and consume it :
 - (a) True.
 - (b) False.
4. Why is salt used to preserve fish ?
 - (a) It makes the fish tastes good.
 - (b) It reduces moisture content to prevent growth of microbes.
 - (c) It promotes multiplication of beneficial microbes that prevent food spoilage.
 - (d) It increases moisture content and helps prevent growth.
5. Which preservation method exposes food to low levels of Gamma rays, electron beams of X-rays ?
 - (a) Freeze-drying.
 - (b) Irradiation.
 - (c) Aseptic packaging.
 - (d) Retort pouching.

Turn over

6. A food additive that prevents colour and flavour loss :
- (a) Fruit butter. (b) Ascorbic acid.
(c) Yeast. (d) Enzyme.
7. Anti-darkening treatment used on some fruits before drying :
- (a) Autoclaving. (b) Blanching.
(c) Sulphuring. (d) Salting.
8. Agar-agar is used as :
- (a) Antibiotic. (b) Stabilizer and thickener.
(c) Colouring agent. (d) Nutrient supplement.
9. Tocopherol is an example of :
- (a) Anticaking agent. (b) Flavouring agent.
(c) Antioxidant. (d) None of these.
10. Which of the following statements about freezing our food is incorrect ?
- (a) Freezing is a better way to preserve food over the long term when compared to refrigeration.
(b) Freezing is a more effective method of killing microbes in our food when compared to thoroughly cooking the food.
(c) Freezing helps slow down the growth rate of microbes.
(d) Freezing kills all the microbes in food due to the low temperatures.

(10 × 1 = 10 marks)

Section B

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

11. What is weight composition of a fish ?
12. What is glazing ?
13. What are the measures for controlling flies in a processing plant ?
14. What is cold chain in fish transportation ?
15. What are the measures for controlling pests in a processing plant ?
16. What is enzyme denaturation ?
17. What is known as chute in a fish processing plant ?
18. What are the extrinsic factors affecting quality of fish ?
19. List the desirable characteristics for insulation materials for fish holds.
20. What is the shelf life of an ice stored fish ?

21. What are the different types of live fish transport systems ?
22. What are the different types of ice used in fish processing ?

(8 × 2 = 16 marks)

Section C

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

23. How the capacity of a cold store is expressed ?
24. Physical and chemical changes during chill storage of fish.
25. Major reasons for post-harvest fishery loss.
26. What are the extrinsic factors affecting quality of fish ?
27. Outline the sensory evaluation techniques to assess fish quality.
28. Outline the major phases of fish spoilage.
29. List the good handling practices during landing and preprocessing of fish.
30. Which are the common storage practices adopted for fish and fishery products.
31. Briefly explain the functions of a cold chain.

(6 × 4 = 24 marks)

Section D

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

32. Changes in fish muscle during freezing and cold storage.
33. Various types of live fish transport systems.
34. Explain the following :
 - (a) Drip loss.
 - (b) Freezer burn.
 - (c) Super chilling.
 - (d) Hurdle technology.
 - (e) Water activity (a_w).
35. Explain the general layout of a cold store and the major factors to be considered while constructing a cold store.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Fish Processing Technology

SDC5AQ18—PACKING AND LABELLING OF FISH AND FISHERY PRODUCTS

Time : Three Hours

Maximum : 80 Marks

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

1. Bacteria and yeast can ———.
 - (a) Grow with or without air.
 - (b) Need humid/warm conditions to grow.
 - (c) Need more moisture than molds.
 - (d) All the mentioned statements can be used to fill the blanks.
2. Dry storage means at a temperature about and humidity below :
 - (a) 20, 50 %.
 - (b) 100, 50 %.
 - (c) 20, 50–100 %.
 - (d) 100, 50–100 %.
3. Why is salt used to preserve fish ?
 - (a) It makes the fish tastes good.
 - (b) It reduces moisture content to prevent growth of microbes.
 - (c) It promotes multiplication of beneficial microbes that prevent food spoilage.
 - (d) It increases moisture content and helps prevent growth.
4. Before drying vegetables should be :
 - (a) Sulfured.
 - (b) Blanched.
 - (c) Autoclaved.
 - (d) Salted.
5. A food additive that prevents color and flavor loss :
 - (a) Fruit butter.
 - (b) Ascorbic acid.
 - (c) Yeast.
 - (d) Enzyme.
6. Preventing the growth of pathogen food :
 - (a) Danger zone.
 - (b) Cross-contamination.
 - (c) Food preservation.
 - (d) Shelf life.

Turn over

7. A process in which an agent causes an organic substance to break down into simpler substances, especially, the anaerobic breakdown of sugar into alcohol :
- (a) Irradiation. (b) Preservation.
(c) Cross-contamination. (d) Fermentation.
8. Anything that causes disease :
- (a) Micro-organisms. (b) Pathogens.
(c) Mold. (d) Bacteria.
9. A fungus that causes fermentation :
- (a) Bacteria. (b) Mold.
(c) Yeast. (d) Enzymes.
10. The process of preserving food by a freezing followed by dehydration under vacuum is called :
- (a) Lyophilisation. (b) Sterilization.
(c) Cold dehydration. (d) Cryopreservation.

(10 × 1 = 10 marks)

Section B

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

11. What function does packaging perform ?
12. What is the difference between Pasterisation and Sterilisation ?
13. What are the packaging standards for domestic trade ?
14. What is CAP ?
15. What are the objectives of labelling ?
16. How dried fish is packed ?
17. What are the common packaging materials used for fishery products ?
18. What is retort pouch ?
19. What are the different types of labelling for organic food ?
20. What are the major nutrients ?
21. Define anti-nutritional factor.
22. What is aseptic packaging ?

(8 × 2 = 16 marks)

Section C

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

23. What are the objectives of labelling ? What are the necessary components ?
24. What is synergistic effect ? Give details on combination and synergistic effects on quality.
25. What are the different types of labelling for GM food ?
26. Different types of packaging materials.
27. Advantages and functions of food packaging.
28. What is product traceability ?
29. What are the major nutrients ? Explain their functions.
30. How fresh fish, frozen fish and dried fish is packed.
31. What are the labelling requirements for domestic market ?

(6 × 4 = 24 marks)

Section D

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

32. Give details of modified atmosphere packaging, controlled packaging, aseptic packaging, flexible packing and retort pouch processing of fish and fishery products.
33. Explain packaging of fresh, frozen and dried fishery products. Also detail special features of the packaging for transport.
34. Explain the methods used in testing of packaging materials.
35. Details on packaging materials applied in fishery products.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Fish Processing Technology

SDC5AQ17—CURED AND DRIED FISHERY PRODUCTS

Time : Three Hours

Maximum : 80 Marks

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

1. Isinglass is prepared from :
 - (a) Air bladder of fish.
 - (b) Liver of fish.
 - (c) Stomach of fish.
 - (d) Skin of fish.
2. 'Rigor mortis' is basically characterized by :
 - (a) Stiffening of body.
 - (b) Softening of body.
 - (c) Asphyxiation.
 - (d) Red cheeks.
3. At higher temperatures, the souring of Oysters may be the result of the fermentation of sugars by :
 - (a) Coliform bacteria.
 - (b) Streptococci.
 - (c) Lactobacilli and yeast.
 - (d) All of these.
4. To maintain freshness and ensure a safe and hygienic product, seafood should be :
 - (a) Kept as cold as possible with minimum temperature variation.
 - (b) Prepared as quickly and hygienically as possible.
 - (c) Be stored separately to other food groups or below cooked foods.
 - (d) All of the above.
5. The wastage when preparing fillets from a whole round fish is :
 - (a) Always 50 %.
 - (b) Will vary according to species and size.
 - (c) Always 60 %.
 - (d) The same as when preparing a flat fish.
6. The causes of post-harvest losses are :
 - (a) Physiological deterioration.
 - (b) Mechanical damage.
 - (c) Diseases, insect and pest.
 - (d) (a), (b) and (c).

Turn over

7. Stages of post-harvest losses are :
 - (a) Harvesting.
 - (b) Packaging.
 - (c) Transportation/storage.
 - (d) All of above.
8. The temperature between 40-140 F where bacteria can grow and multiply rapidly :
 - (a) Danger zone.
 - (b) Perishable.
 - (c) Autoclaving.
 - (d) FAT TOM.
9. What are the basic steps for washing hands :
 - (a) Wash thoroughly with water and dry.
 - (b) Apply soap, wash thoroughly, rinse and use paper towels.
 - (c) Apply soap, wash thoroughly.
10. It is important to prepare food safely because :
 - (a) It helps to prevent food poisoning.
 - (b) Prepared foods look better.
 - (c) Prepared food tastes better.

(10 × 1 = 10 marks)

Section B

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

11. What are the storage characteristics of cured fish ?
12. What is the effect of water activity on chemical deterioration ?
13. What is dry fish ?
14. What is shelf life ?
15. What is vacuum drier ?
16. What is the nutritive value of freeze dried products ?
17. What are the micro-organisms present in dried fish ?
18. What are the enzymatic reactions in the salted fish ?
19. Sorption behaviours of foods.
20. What is mechanical drying ?
21. What is the principles of drying fish ?
22. What are different types of driers ?

(8 × 2 = 16 marks)

Section C

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

23. Control of micro-organisms in dried fish.
24. What are the precautions to be taken in fish drying ?
25. Describe smoke curing of fish.
26. Microbial spoilage.
27. Storage characteristics of dried and cured products.
28. Enzymatic reactions of dried fish.
29. Control of micro-organisms in cured fish.
30. Preparation and nutritive value of freeze dried products.
31. Cured fish.

(6 × 4 = 24 marks)

Section D

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

32. Describe the spoilage in cured product.
33. What are the quality parameters of dried fish ?
34. What are fermented products ? Explain different types of fermentation.
35. What are different types of driers ?

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021**Fish Processing Technology
GEC5ME05—MARINE ECOLOGY**

Time : Three Hours

Maximum : 80 Marks

Section A

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

1. Intertidal zones are :
 - (a) Zone between highest high tide and lowest high tide.
 - (b) Zone between lowest high tide and highest low tide.
 - (c) Zone between lowest high tide and lowest low tide.
 - (d) Zone between highest high tide and lowest low tide.
2. Spot the INCORRECT match about algal classification :
 - (a) Brown algae — Chondrus.
 - (b) Brown algae — Sargassum.
 - (c) Red algae — Gelidium.
 - (d) Green algae — Spirogyra.
3. One which is a squid species :
 - (a) *Chelydra serpentine*.
 - (b) *Dosidicus gigas*.
 - (c) *Charcharhinus melanopterus*.
 - (d) *Porolithononkodes*.
 - (e) *Tridacnagigas*.
4. All of the following statements about algae are correct except :
 - (a) Examples include Lichens.
 - (b) Contains bili proteins.
 - (c) Have Chlorophyll.
 - (d) Devoid of vascular tissues.
 - (e) Is a source of phycocolloids.
5. Which of the following statements regarding blubber in marine mammals is INCORRECT ?
 - (a) Provide structural support.
 - (b) Most pinniped neonates are born with well developed blubber.
 - (c) Acts as thermal insulator.
 - (d) Most neonates of large baleen whales are born with well developed blubber.
 - (e) Energy storage and energy provider.

Turn over

6. What is a true ecosystem ?
- (a) Primary consumers are least dependent upon producers.
 - (b) Primary consumers out-number producers.
 - (c) Producers are more than primary consumers.
 - (d) Secondary consumers are the largest and most powerful.
7. Which of the following fishes have a skeleton that is entirely made up of cartilage ?
- (a) Puffers.
 - (b) Ray-fins.
 - (c) Sturgeons.
 - (d) Silver Arowana.
8. A group of the individuals of the same species :
- (a) Niche.
 - (b) Population.
 - (c) Community.
 - (d) Habitat.
9. Grey headed flying fox :
- (a) *Pteropsnatalis*.
 - (b) *Pteropuspoliocephalus*.
 - (c) *Chrysoproctus*.
 - (d) *Pardofelisnebulosi*.
10. Black chin tilapia is a key fish species which is mainly found in :
- (a) Zapata swamp.
 - (b) Arafura Swamp.
 - (c) Bolinas lagoon.
 - (d) Muni Lagoon.
 - (e) Lagoa dos Patos.

(10 × 1 = 10 marks)

Section B (Short Answer)

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

- 11. Define food web.
- 12. Define Keystone species.
- 13. Define genetic diversity.
- 14. Define climate change.
- 15. Define nonrenewable resources.
- 16. What is Wild Life Protection Act ?
- 17. What are the types of coastal habitats ?
- 18. Define marine ecology.
- 19. Define an ecosystem.
- 20. What is an energy pyramid ?

21. What are the examples of abiotic factors ?
22. What are the factors regulate growth in the oceanic microbial food webs ?
(8 × 2 = 16 marks)

Section C (Short Essay)

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

23. Explain the biotic levels of organization.
24. Compare brooding Vs. Broadcast spawning.
25. Compare lower vs. Upper slope on a coralreef (biological and physical characteristics).
26. Explain genetic, species and ecosystem diversity.
27. Explain what are the threats to biodiversity.
28. Explain how the physic-chemical envrionment varies as you move along an estuary from river to sea.
29. Factors influencing phytoplankton productivity.
30. How does the bottom trawlng affects the biomass ?
31. Compare Type I vs. Type II error.

(6 × 4 = 24 marks)

Section D (Essay)

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

32. Producers, consumers, and decomposers details with examples.
33. What are the ecological factors in marine environment ? Explain.
34. Explain the animal association in marine environment.
35. Explain the terms (a) Pelagic environment ; (b) Demersal environment ; (iii) Intertidal area.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Fish Processing Technology

GEC 5NFF05—NUTRACEUTICALS AND FUNCTIONAL FOODS

Time : Three Hours

Maximum : 80 Marks

Section A

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

1. Scientific name of Silver pomfret is _____.
2. Scientific name of Tiger prawn is _____.
3. _____ helps energy production, phosphorylation process, bone and teeth, for genetic material.
 - (a) Calcium.
 - (b) Phosphorus.
 - (c) Magnesium.
 - (d) Copper.
4. _____ is essential for cell reproduction and development in Neonates.
 - (a) Cobalt.
 - (b) Zinc.
 - (c) Selenium.
 - (d) Iodine.
5. _____ helps in RBC formation, formation of genetic material of cell, very much essential during pregnancy.
 - (a) Folic acid.
 - (b) Pantothenic acid.
 - (c) Vitamin B₁₂.
 - (d) Vitamin B₆.
6. Which of the following are highly prevalent global nutritional problem ?
 - (a) Vitamin A deficiency.
 - (b) Under nutrition.
 - (c) Obesity.
 - (d) All of the options listed are correct.
7. Which natural detox provides protection against chemicals and metal poisoning ?
 - (a) Vitamin E.
 - (b) Magnesium.
 - (c) Alpha-lipoic acid.
 - (d) Vitamin C.
8. Consuming foods with a low glycaemic index is useful in the management of which condition :
 - (a) Diabetes.
 - (b) Osteoporosis.
 - (c) Hypertension.
 - (d) Coronary heart disease.

Turn over

9. Which of the following best illustrates a government initiative designed to promote nutritional health ?
- (a) Subsidies for personal trainees.
 - (b) Funding of workplace dieticians.
 - (c) The Australian Dietary Guidelines.
 - (d) The National Heart Foundation "Tick".
10. A diet high in cholesterol is most likely to lead to disease in which organ of the body ?
- (a) Heart.
 - (b) Kidney.
 - (c) Liver.
 - (d) Pancreas.

(10 × 1 = 10 marks)

Section B

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

- 11. Define Nutraceuticals.
- 12. What are the health benefits of Vitamin B ?
- 13. Give some examples of functional foods.
- 14. What are probiotics and what can they do ?
- 15. What is the gut microbiota ?
- 16. What are fermented foods ?
- 17. Define Symbiotics.
- 18. What are the health benefits of Selenium ?
- 19. What are the health benefits of Iron ?
- 20. What are the health benefits of Calcium ?
- 21. What are the health benefits of Cobalt ?
- 22. Define Probiotics.

(8 × 2 = 16 marks)

Section C

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

- 23. Health benefits of Iodine.
- 24. Health benefits of phosphorous.
- 25. Health benefits of Vitamins.
- 26. PUFA and its benefits.

27. Oligosaccharides with examples.
28. Bioactive peptides.
29. Specific functional foods.
30. Why are the gut bacteria beneficial ? How does food affect the gut microbiota ?
31. Differentiate prebiotics and probiotics.

(6 × 4 = 24 marks)

Section D

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

32. What are fermented foods ? Explain traditional fermented foods as sources of probiotics.
33. Explain safety and adverse effects associated with the consumption of functional foods and nutraceuticals.
34. Describe the mechanism of action and levels of probiotics required for therapeutic efficacy.
35. Explain the health benefits of common nutrients.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Fashion Technology

SDC5FT22—APPAREL COSTING AND EXPORT DOCUMENTATION

Time : Three Hours

Maximum : 80 Marks

I. Answer *all* the questions :

- 1 How many export promotion councils are in India ?
 - (a) 25.
 - (b) 30.
 - (c) 26.
 - (d) 20.
- 2 The period of Registration Cum Membership Certificate is :
 - (a) 5 years.
 - (b) 10 years.
 - (c) 15 years.
 - (d) 2 years.
- 3 A _____ form may be obtained from chambers of commerce, Export promotion council and various trade associations.
 - (a) Certificate of origin.
 - (b) Bill of lading.
 - (c) Air waybill.
 - (d) Matte receipt.
- 4 Which is the main document on the basis of which the custom's permission for export is given ?
 - (a) Matte receipt.
 - (b) Air way bill.
 - (c) Shipping bill.
 - (d) Bill of lading.
- 5 All of the following are certificates related to shipment, except ?
 - (a) Matte receipt.
 - (b) Shipping bill.
 - (c) Certificate of measurement.
 - (d) Letter of credit.
- 6 _____ is also known as Documentary credits.
 - (a) Letter of credit.
 - (b) Bill of exchange.
 - (c) Letter of hypothecation.
 - (d) Bank certificate of payment.
- 7 Import licenses are valid for 24 months for _____.
 - (a) Capital goods.
 - (b) Raw material components.
 - (c) Consumable and spares.
 - (d) None of these.

Turn over

- 8 Advance authorization is an earlier name of _____ license.
- (a) Advance license. (b) Import license.
(c) Bill of entry. (d) Foreign trade policy.
- 9 _____ is a request from a prospective importer about description of goods, their standard or grade, size, weight etc.
- (a) Confirmation of order. (b) Inquiry.
(c) Opening letter of credit. (d) Procurement of goods.
- 10 _____ is also known as Documentary credits.
- (a) Letter of credit. (b) Bill of exchange.
(c) Letter of hypothecation. (d) Bank certificate of payment.

(10 × 1 = 10 marks)

II. Answer any *eight* of the following :—

- 11 Define in process quality control.
- 12 What is Pre-Shipment Inspection (PSI) ?
- 13 What is inquiry in pre-shipment procedure ?
- 14 What is indirect import ?
- 15 Which duties are exempted under advance license scheme ?
- 16 What is air waybill ?
- 17 What is certificate of inspection ?
- 18 Main parties to the letter of credit.
- 19 What is SEZ ?
- 20 What is RBI code ?
- 21 Write the cost calculating formula for cutting the fabric.
- 22 What is incoterm ?

(8 × 2 = 16 marks)

III. Answer any *six* of the following :—

- 23 How to calculate the cost for dyeing ?
- 24 Explain the registration formalities for apparel export promotion council.
- 25 Describe import export code.
- 26 Briefly describe about the certificates related to shipment.
- 27 Describe about the documents related to payment.
- 28 How to obtain IEC Code ?
- 29 Explain the complications of actual user condition.

30 Explain preshipment procedure.

31 Explain the difference between Commercial invoice and Proforma invoice.

(4 × 6 = 24 marks)

IV. Answer any *two* of the following :

32 Explain quality control and pre-shipment inspection in detail.

33 Explain the certificates related to shipment in detail.

34 Explain Registration cum membership certificate and how to apply for Registration cum membership certificate.

35 Explain the relation of INCO terms with costing.

(2 × 15 = 30 marks)

CHMK LIBRARY UNIVERSITY OF CALICUT

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Fashion Technology

SDC5FT21—VISUAL MERCHANDISING AND RETAIL MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

I. Answer *all* the questions :

- 1 _____ is a critical factor in creating a unique shopping environment.
 - (a) Lighting.
 - (b) Display.
 - (c) Visual merchandising.
 - (d) None of these.
- 2 _____ add gracious touch to the exterior of the store.
 - (a) Awnings.
 - (b) Banners.
 - (c) Marquees.
 - (d) Planters.
- 3 When the selling of merchandise takes place outside the conventional shops or stores, it is termed as :
 - (a) Corporate retailing.
 - (b) Non-store retailing.
 - (c) Store channel.
 - (d) Store retailing.
- 4 Supermarket, specialty store and super store come under which type of marketing ?
 - (a) Wholesale.
 - (b) Direct marketing.
 - (c) Retail.
 - (d) Agent service.
- 5 Which is the simplest type of store layout ?
 - (a) Free flow.
 - (b) Grid.
 - (c) Loop.
 - (d) Spine.
- 6 Which is the traditional form of store layout :
 - (a) Free flow.
 - (b) Loop.
 - (c) Grid.
 - (d) Spine.
- 7 All of the following are types display, except :
 - (a) One-time display.
 - (b) Line at goods display.
 - (c) Assortment display.
 - (d) Realistic display.
- 8 Fixture resembling an inverted U ?
 - (a) Pipe racks.
 - (b) Easels.
 - (c) Quad racks.
 - (d) Draper.

Turn over

- 9 Is a critical factor in creating a unique shopping environment ?
- (a) Lighting. (b) Display.
(c) Visual merchandising. (d) None of these.
- 10 Which kind of lighting is used for creating a dramatic emphasis on merchandise ?
- (a) General lighting. (b) Accent lighting.
(c) Task lighting. (d) Decorative lighting.

(10 × 1 = 10 marks)

II. Answer any *eight* of the following :

- 11 Define mannequins.
12 What is dress form ?
13 What kind of accessories are used for realistic mannequins ?
14 What is headless mannequins ?
15 Define store design.
16 Define display.
17 Write about freestanding retail locations.
18 What is shopping center ?
19 What are main products sold through catalogue channel ?
20 Write a note on types of retailing.
21 What are the four types of primary bulbs used in a store ?
22 What kind of floor and free standing fixtures are used in a store ?

(8 × 2 = 16 marks)

III. Answer any *six* of the following :

- 23 What are objectives or purpose of Visual Merchandising ?
24 Write a short note on store exterior.
25 Describe the concepts of retailing.
26 Who is a retailer ? Briefly describe the role of retailer.
27 What are the benefits of store management ?
28 What are the objectives of store design ?
29 Describe the concepts of display.
30 What is the benefit of window display in store ?
31 Explain the types of dress forms.

(4 × 6 = 24 marks)

IV. Answer any *two* of the following :

- 32 Explain store design in detail.
- 33 Explain how to plan a perfect store layout for retail and describe various types of store layout with diagram.
- 34 Explain retailing and retail environment in India.
- 35 Explain the challenges the in visual merchandising and describe how to overcome these challenges.

(2 × 15 = 30 marks)

CHMK LIBRARY UNIVERSITY OF CALICUT

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Fashion Technology

SDC 5FT 20—GARMENT FINISHING AND CLOTHING CARE

Time : Three Hours

Maximum : 80 Marks

I. Answer *all* the questions :

- 1 A _____ is a chemical substance you use to break up and remove grease and grime.
 - (a) Detergent.
 - (b) Bleaching agent.
 - (c) Thickening agent.
 - (d) None of the above.
- 2 The most important ingredients in detergents are chemicals called _____.
 - (a) Detergent.
 - (b) Bleaching agent.
 - (c) Thickening agent.
 - (d) Surfactants.
- 3 Pure _____ is a white, tasteless and odorless powder that is insoluble in cold water or alcohol.
 - (a) Water.
 - (b) Acid.
 - (c) Starch.
 - (d) Alkali.
- 4 Starch can be made from which of the following :
 - (a) Rice.
 - (b) Cucumber.
 - (c) Apple.
 - (d) Cherry.
- 5 Steeping, washing, blueing, starching, rinsing etc. are possible only when there are generous supply of _____.
 - (a) Buckets.
 - (b) Spoons.
 - (c) Kettles.
 - (d) Plates.
- 6 A _____ is a tool designed for hand washing clothing.
 - (a) Washboard.
 - (b) Washing machine.
 - (c) Dryer.
 - (d) Printer.
- 7 Can cause marks on the linen fabric and also cause deformation of the garment.
 - (a) Detergents.
 - (b) Soap.
 - (c) Bleaching agent.
 - (d) Hangers.

Turn over

- 8 Linen clothes are advised to iron when it is slightly ———.
- (a) Dry. (b) Damp.
(c) Heavy. (d) Light.
- 9 ——— is an area of discoloration that penetrates the cloth surface, caused by a local deposit of soil or discoloration on a substrate cloth.
- (a) Stain. (b) Dye.
(c) Print. (d) Colour.
- 10 Baby food, Milk, Blood, Cream, Cheese sauce, Pudding, Egg, Gelatin, White glue, Ice cream etc. comes under ——— stains.
- (a) Oil stains. (b) Protein stains.
(c) Tannin stains. (d) Dye stains.

(10 × 1 = 10 marks)

II. Answer any *eight* of the following :

- 11 What do you mean by hard water ?
12 What do you mean by soft water ?
13 What is the composition of starch ?
14 What are the types of starch ?
15 What are the advantages of laundry equipment ?
16 List out the laundry equipment for steeping.
17 What is the function of a wash board ?
18 What is a suction washer ?
19 What is knead washing ?
20 What is squeezing ?
21 What do you mean by special type laundry ?
22 What are waterproof goods ?

(8 × 2 = 16 marks)

III. Answer any *six* of the following :—

- 23 Compare between hard water and soft water in detail.
24 Explain the advantages and disadvantages of detergents.
25 What do you mean by fabric stiffeners ?
26 Explain the cold water starching briefly.
27 What are the different out-door drying equipment, explain briefly ?
28 What are the different in-door drying equipment, explain briefly.
29 Explain the principles of washing briefly.

30 Explain the function of a washing machine briefly.

31 Explain the dry cleaning process briefly.

(4 × 6 = 24 marks)

IV. Answer any *two* of the following :—

32 What do you mean by soap ? Explain in detail.

33 Explain the laundry blueing process in detail.

34 Explain the washing instructions for cotton and linen in detail.

35 List out any four special type laundry and explain the washing instructions for the same in detail.

(2 × 15 = 30 marks)

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FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Digital Film Production

DFC5FP18—ADVANCED SOUND DESIGN

Time : Three Hours

Maximum : 80 Marks

Part A (Very Short/Objective Answer Questions)*Answer all questions.**Each question carries 1 mark.*

1. What is audio editing ?
2. What is protocols ?
3. What was the first audio editing software ?
4. What is an aux track ?
5. What is aliasing ?
6. What is a microphone ?
7. What is an audio sequence ?
8. What is offline editing ?
9. Expand MIDI.
10. What is decoding ?

(10 × 1 = 10 marks)

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

11. What is edit window in protocols ?
12. Briefly explain buffer settings.
13. What is decibel ?
14. How will you edit sound for a news story ?
15. Difference between mono and stereo track.
16. What is SPL ?
17. What is the use of pitch correction ?
18. Write about the history of audio editing.

Turn over

19. What are the protocols preferences ?
20. Write the difference between digital and analogue editing.
21. How do you use inserts ?
22. What is the difference between Linear and Non-linear editing ?

(8 × 2 = 16 marks)

Part C (Short Essays)

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

23. What are the various types of effects used in editing ?
24. What is the purpose of sound effects in audio reproduction ?
25. Write about the mile stones in the history of sound cinema in India.
26. How is mixing done in protocols ?
27. What are the fundamentals of a sound wave ?
28. How is panning and automation used while mixing ?
29. Write on fade in and fade out.
30. What is noise, how can it be eliminated ?
31. What is the process of producing your own music ?

(6 × 4 = 24 marks)

Part D (Essays)

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

32. How is continuity in sound maintained ?
33. Write a brief history of sound in cinema.
34. Write about the entire process of music production.
35. How will you edit the audio in :
 - Action sequence.
 - Dialogue sequence.
 - Song sequence.
 - Emotional sequence.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Digital Film Production

DFC5FP17—ADVANCED TV PRODUCTION

Time : Three Hours

Maximum : 80 Marks

Part A (Very Short/Objective Answer Questions)*Answer all questions.**Each question carries 1 mark.*

1. Briefly explain preproduction.
2. Write an example of a children's channel.
3. Hour glass style.
4. ——— pictorially represent the shot in sequential order.
5. Name a non-fiction movie.
6. Making a list of all the shot on a tape is called ———.
7. Noise.
8. Briefly explain documentary.
9. Basic unit of a film is called ———.
10. National film archive of India is situated in ———.

(10 × 1 = 10 marks)

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

11. Digital audio workstation..
12. Chroma key.
13. Explain basics of cinematography.
14. What are the key elements in production ?
15. What is a story board ?
16. What are the three types of lighting ?
17. Draw a format for a script.
18. What do you mean by editing ? What all should be remembered while editing a commercial ?

Turn over

19. Briefly comment on Iranian cinema.
20. Describe three point lighting.
21. What are the basics TV shoots ?
22. What is your favourite television programme ? Why ?

(8 × 2 = 16 marks)

Part C (Short Essays)

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

23. Discuss briefly the split page format of screen play writing.
24. Write about your favourite animation movie and why do you like it.
25. Importance of scripting and treatment for a programme production.
26. Narrative and non-narrative editing.
27. Broadcasting systems.
28. Write down the lighting plans.
29. How do you pre-plan for production ?
30. How do you edit a TV documentary ?
31. Explain the characteristics of TV as a medium of communication.

(6 × 4 = 24 marks)

Part D (Essays)

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

32. Write about media crimes.
33. How do you analyze a script ?
34. Explain about different types of television programmes citing examples.
35. Ethics in television industry.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Digital Film Production

GEC5NM16—INTRODUCTION TO NEW MEDIA

Time : Three Hours

Maximum : 80 Marks

Part A (Very Short/Objective Answer Questions)*Answer all questions.**Each question carries 1 mark.*

1. Photoshop is a _____ software.
2. What is tag ?
3. B2B.
4. _____ is an example of search engine.
5. What is the use of *h* tag ?
6. What is protocol ?
7. What is HYPERTEXT ?
8. Expand API.
9. What is low angle shot ?
10. Expand HTTP.

(10 × 1 = 10 marks)

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

11. What is hyper media ?
12. What is the difference between blog and website.
13. Is there any relation between opening and closing tags in html ?
14. What is online journalism ?
15. Google is a search engine. Explain.
16. Explain the role of camera man in an online news media.
17. Why do we use different angles in news video ?

Turn over

18. A cinematographer and the director should have a good understanding between each other. Comment.
19. What are deep and shallow focus ?
20. Elaborate continuity in news reporting.
21. How is shooting for a cinema differ from shooting for a TV serial ?
22. Explain Reuters.

(8 × 2 = 16 marks)

Part C (Short Essays)

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

23. Difference between linear and non-linear presentation.
24. How can you control the light in a scene ?
25. Who is a web journalist ?
26. What should a video journalist consider the beauty of the frame or the meaning of the shot ?
27. Elaborate the uses of extreme long shot to extreme close up shot.
28. Write about your favourite scriptwriter.
29. What are the cyber crimes and laws ?
30. How much dialogue is important in news ?
31. Which is your favourite interview programme on TV ?

(6 × 4 = 24 marks)

Part D (Essays)

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

32. Explain types of news and their function.
33. Draw a story board for a TV documentary.
34. What is internet ? What are web browsers and search engines ?
35. Script is heart of a film. Explain.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Digital Film Production

GEC5AP15—ADVERTISING AND PUBLICITY MEDIA

Time : Three Hours

Maximum : 80 Marks

Part A

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

1. Layout.
2. Full form of IMC.
3. Media mix.
4. Visualization.
5. What is headline ?
6. Brand personality.
7. What is jingles ?
8. The world's first TV ad was broadcast on _____.
9. Who is the brand ambassador of Malabar Gold ?
10. _____ is the world biggest ad agency.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

11. Write examples of online advertising.
12. Different types of print advertising.
13. Types of emotional appeal.
14. What is complementary colors ?
15. What is covert advertising ?
16. Elements of layout.
17. Who is target audience ?

Turn over

18. What is color family ?
19. Brand awareness.
20. Who are the members in creative department ?
21. Explain about Tertiary colors.
22. Write the name of new there brands ?

(8 × 2 = 16 marks)

Part C (Short Essays)

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

23. Draw national and international magazine ad of the same product.
24. Role of ad agency.
25. Methods of broadcast advertising.
26. What is the use of market research in advertising ?
27. Steps of poster design.
28. Role of target audience in advertising.
29. Difference between television and online advertising.
30. Write copy for an international advertisement and draw a rough model.
31. Explain (a) conceptualization and (b) ideation.

(6 × 4 = 24 marks)

Part D (Essays)

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

32. How can you creatively use the element of design in advertising ?
33. Write about the merits and demerits of advertising.
34. Types of outdoor and indoor ads.
35. Write about the concept, script and storyboard of 30 second video ad of new body perfume.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Digital Film Production

GEC 5MM 14—MANAGEMENT IN MEDIA

Time : Three Hours

Maximum : 80 Marks

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

1. Mob sourcing.
2. What are media laws ?
3. Production controller.
4. What is budgeting ?
5. What is meant by market analysis ?
6. Casting.
7. Cinematograph Act 1952.
8. Logistic management.
9. What is location search ?
10. Acquiring properties.

(10 × 1 = 10 marks)

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

11. Explain the basic visual media laws.
12. What is the difference between cybercrime and cyber laws ?
13. What is management in post-production ?
14. What is market analysis ?
15. What is cybercrime ?
16. What is video piracy ?
17. What is online marketing ?
18. What is media production ?
19. What is meant by mounting sets ?
20. What are call sheets ?
21. What is outdoor shoot ?
22. What is booking time for shoot ?

(8 × 2 = 16 marks)

Turn over

Part C (Short Essays)

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

23. What is production controlling ?
24. Booking studio floor and time. .
25. Briefly explain the process of seeking permission.
26. What are shooting plans ?
27. What are management skills ?
28. Cinematography certification rules, 1983.
29. What is production crew and cast ?
30. What is management in pre-production ?
31. What are the differences in Act, Sequence, Scene and Shot ?

(6 × 4 = 24 marks)

Part D (Essays)

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

32. Write about the laws in media management.
33. "A manager is not just a computer." Comment.
34. Management in different areas of production.
35. Write about media crimes.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Digital Film Production

GEC5TV13—FUNDAMENTALS OF TV PRODUCTION

Time : Three Hours

Maximum : 80 Marks

Part A (Very Short/Objective Answer Questions)*Answer all questions.**Each question carries 1 mark.*

1. FTII.
2. NLE.
3. ENG.
4. Basic unit of a film is called _____.
5. First documentary film is _____.
6. Arrangement of elements in frame is called _____.
7. Expand PCR.
8. Media convergence.
9. Explain preproduction.
10. Explain time code.

(10 × 1 = 10 marks)

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

11. Give an overview on Advertising Production Techniques.
12. What are Audio Consoles and Audio Control devices ?
13. What are the different stages of television Ad production ?
14. Reality shows.
15. Chroma key.
16. Digital audio workstation.
17. Comment on digital revolution in cinema.
18. Differentiate between Art and Commercial film.

Turn over

19. Three point lighting.
20. Signature tune.
21. How is interlaced scanning different from sequential scanning ?
22. What is story board ? What is the importance of a storyboard in production of any television commercial ?

(8 × 2 = 16 marks)

Part C (Short Essays)

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

23. What is production controlling ?
24. Explain the characteristics of cinema.
25. What are the new trends in Malayalam film industry ?
26. What are the duties and responsibilities of programme director ?
27. OB van.
28. What will be your idea for preparing for an interview ?
29. Explain the characteristics of TV as a medium of communication.
30. Trace the evolution of television.
31. Briefly explain the concept of 'global village'.

(6 × 4 = 24 marks)

Part D (Essays)

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

32. Write a script for a 30 sec. advertisement.
33. How do you analyze a script ?
34. What are the types of scripts ?
35. How do you prepare yourself for a "walk with the celebrity" programme ?

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Broadcasting and Journalism

SDC 5BJ 19—DEVELOPMENT COMMUNICATION

(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type Questions)*Answer all questions.**Each question carries 1 mark.*

1. Which organisation's project in India got UNESCO award for development communication initiatives at the grass-root level ?
 - (a) Song and Drama division.
 - (b) Field Publicity Department.
 - (c) Directorate of Audio Video Publicity.
 - (d) Kheda Communication Project.
2. Which among the following is an exclusive educational channel in Kerala ?
 - (a) Eklavya.
 - (b) Gyan Darshan.
 - (c) CIET.
 - (d) VICTERS.
3. Kissan Vanni was an agriculture related programme of _____.
 - (a) Asianet.
 - (b) Doordharshan.
 - (c) Gyanvani.
 - (d) All India Radio.
4. The Dependency theory was proposed by :
 - (a) Joseph Klapper.
 - (b) Maxwell Mc Comb.
 - (c) Defluer & Ball Rockeach.
 - (d) Donald Shaw.
5. In _____, the audience is anonymous and heterogeneous.
 - (a) Intrapersonal communication.
 - (b) Interpersonal communication.
 - (c) Mass communication.
 - (d) Group communication.

Turn over

6. ICT stands for :
- Information and Corporate Technology.
 - Information and Communication Technology.
 - Information and Computer Technology.
 - Interconnected Technology.
7. Which of the following is known as new media ?
- Print.
 - Radio.
 - TV.
 - Internet.
8. Which among the following category of people are very conservative, bound by tradition and very skeptical to change :
- Innovators.
 - Laggards.
 - Early Adopters.
 - Late Majority.
9. _____ refers to broadcasting to a small geographical area.
- Broadcasting.
 - Narrow casting.
 - Pod casting.
 - Radio casting.
10. Jhabua Development Communication Project was launched in :
- Karnataka.
 - Madhya Pradesh.
 - Gujarat.
 - Kerala.

(10 × 1 = 10 marks)

Section B

*Write short notes on any eight questions.
Each question carries 2 marks.*

- Kothuru and Pathuru villages.
- Modernization theory.
- Innovators.
- SITE.
- Magic multiplier.
- Sustainable development.
- Pod casting.
- Diffusion of innovation.
- UNICEF.
- Hum Log.
- FAO.
- ILO.

(8 × 2 = 16 marks)

Section C

*Write short essays on any six questions.
Each question carries 4 marks.*

- Define the concept of development.
- Explain the stages in the process of development journalism.

25. What do you mean by Kerala model of development ?
26. Write a short essay on participatory theory of development.
27. Define Development Communication.
28. Write a note on socialist model of development.
29. Discuss the role of folk media in development communication.
30. Write a short essay on Satellite Instructional Television Experiment.
31. Discuss the role of community radio in development.

(6 × 4 = 24 marks)

Section D

*Write essays on any two questions.
Each question carries 15 marks.*

32. Write an essay on various development communication paradigm.
33. Write an essay on the role of information and Communication Technologies in development communication.
34. Discuss in details about any two development communication projects in India.
35. Trace the use of mass media for development in post independent India.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Broadcasting and Journalism

SDC5BJ18—DOCUMENTARY FILM PRODUCTION

(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type Questions)*Answer all questions.**Each question carries 1 mark.*

1. Who developed sequential photographs of horses in motion ?
 - (a) Eadweard Muybridge.
 - (b) Lumiere Brothers.
 - (c) Pare Lorentz.
 - (d) Robert Flaherty.
2. The antique technique of photography of people in movement is known as _____.
 - (a) Cinematography.
 - (b) Microphotography.
 - (c) Chronophotography.
 - (d) Macrophotography.
3. Which is the first documentary film in the world ?
 - (a) A man with a Movie Camera.
 - (b) Nanook of the North.
 - (c) Berlin, a symphony of a Great City.
 - (d) None of the above.
4. Grierson coined the term documentary while reviewing a film by _____.
 - (a) Robert Flaherty.
 - (b) Eadweard Muybridge.
 - (c) Dziga Vertov.
 - (d) John Grierson.
5. Who formulated the first principles of documentary film making ?
 - (a) John Grierson.
 - (b) Robert Flaherty.
 - (c) Eadweard Muybridge.
 - (d) All of the above.
6. Which among the following is not a travel documentary ?
 - (a) The Endless Summer.
 - (b) Baraka.
 - (c) Nanook of the North.
 - (d) Born in to Brothels.

Turn over

7. The first visual travelogue in Malayalam was :
- (a) Ivideoru Kadund. (b) Sancharam.
(c) Kailasam ; Our Yathra. (d) None of the above.
8. *A Trip to the Moon* was a film by ———.
- (a) Edward Muybridge. (b) Georges Milies.
(c) Edwin S Porter. (d) None of the above.
9. The first recorded documentary in India was filmed by ———.
- (a) HS Bhatwadekar. (b) Dadasaheb Torne.
(c) Krishna Navi. (d) Sanjay Kak.
10. Films Division of India was founded in the year ———.
- (a) 1945. (b) 1948.
(c) 1947. (d) 1944.

(10 × 1 = 10 marks)

Section B

*Write short notes on any eight questions.
Each question carries 2 marks.*

- | | |
|--------------------------------|--------------------------------|
| 11. Montage. | 12. Wildlife Documentary. |
| 13. Time travel. | 14. Films Division. |
| 15. A Trip to Moon. | 16. Pre-production. |
| 17. Eadweard Muybridge. | 18. India's Daughter. |
| 19. India Untouched. | 20. Anand Patwardan. |
| 21. A Man with a Movie Camera. | 22. Santhosh George Kulangara. |

(8 × 2 = 16 marks)

Section C

*Write short essays on any six questions.
Each question carries 4 marks.*

23. Who is known as the father of documentary film ? What are his contributions ?
24. What are the functions of documentary ?
25. What is Docu-Drama ? How does it differ from other forms of documentaries ?
26. Compare and discuss any two documentaries you have seen.
27. Differentiate between Observational documentary and Reflexive documentary.
28. Briefly comment on the documentaries of Anand Patwardan.

29. State Grierson's first principle of documentary.
30. How can a documentary make change in the society ?
31. How a documentary differ from a feature film ?

(6 × 4 = 24 marks)

Section D

*Write essays on any two questions.
Each question carries 15 marks.*

32. What are the various steps in the production of a documentary ?
33. Write a review of any documentary film you have watched recently.
34. Write an essay about the history of documentary films in India.
35. Make a comparison between "Jalam Kondu Murivettaval" a video documentary and an adaptation of the same event into a feature film "Ennu Ninte Moideen", both directed by R.S. Vimal.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Broadcast and Journalism

SDC5BJ17—ONLINE JOURNALISM

(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type Questions)*Answer all questions.**Each question carries 1 mark.*

1. Governance through internet based communication technology is termed as :
 - (a) Electronic governance.
 - (b) Electric governance.
 - (c) Internet governance.
 - (d) Convergence governance.
2. Hyperlinks on a webpage can be used for :
 - (a) Redirecting to another page.
 - (b) Redirecting to another website.
 - (c) Redirecting to another content.
 - (d) All the above.
3. IMO is an application used for :
 - (a) Online chat.
 - (b) Video conference.
 - (c) Video call and chat.
 - (d) None of the above.
4. Article 66 A was removed by Supreme Court in :
 - (a) 2010.
 - (b) 2000.
 - (c) 2015.
 - (d) 2012.
5. OTP stands for _____.
 - (a) One Time Privacy.
 - (b) One Time Password.
 - (c) One Type Password.
 - (d) One Time Process.
6. Word press is a _____.
 - (a) Web development application.
 - (b) Content Management System.
 - (c) Web Designing Application.
 - (d) None of the above.
7. Sending an abusive text messages on mobile is a _____.
 - (a) Crime.
 - (b) Cyber crime.
 - (c) Stalking.
 - (d) Civil case.

Turn over

8. Webcasts are _____.
- (a) Live. (b) Recorded.
(c) Both live and recorded. (d) None of the above.
9. Webcasting are _____.
- (a) Online radio broadcast. (b) Online programming streaming.
(c) Online news streaming. (d) All the above.
10. Twitter is a/an :
- (a) Social networking site. (b) Online media.
(c) Online broadcast. (d) Live streaming medium.

(10 × 1 = 10 marks)

Section B

*Write short notes on any eight questions.
Each question carries 2 marks.*

11. Digital divide. 12. Interactive media.
13. IT Act. 14. Responsive Website.
15. Narrow casting. 16. Linked in.
17. Blog. 18. Social media management.
19. Instagram stories. 20. Cloud storage.
21. LAN. 22. Commercial sites.

(8 × 2 = 16 marks)

Section C

*Write short essays on any six questions.
Each question carries 4 marks.*

23. What is meant by heterogenic media ? Is internet heterogenic ? Explain.
24. What is E-Governance ? Explain with examples.
25. What are the challenges in online transaction ?
26. Write a note on the Government initiatives of online education in India.
27. Differentiate between Web browsers and Search engines.
28. What are the major differences in streaming live video on YouTube and Facebook ? Explain the process.
29. Differentiate between Video Conference and Webcast. Explain the platforms used for these processes.
30. What are the major components used in preparing an online news story on the web ?
31. What is hacking ?

(6 × 4 = 24 marks)

Section D

Write essays on any two questions.

Each question carries 15 marks.

32. E-Governance and E-Commerce are the two major platforms opened by internet. What do you think about the future of both in the context of India ? Justify your answer.
33. Live streaming is a process which can be operated using a Smartphone. Compare and contrast the advantages and limitations of live streams on YouTube, Facebook and Instagram platforms. Justify your preference.
34. Citizen journalism is a popular term emerged in the context of visual media. How do you bring the term to the online space ? What are the possibilities and challenges of citizen journalism online ?
35. Compare and contrast the recent trends and update in the most popular social media platforms - WhatsApp, Facebook, Instagram and find out how effective they could be used for online journalism.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Broadcasting and Journalism

GEC5FA13—FILM APPRECIATION

(2018 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type Questions)*Answer all questions.**Each question carries 1 mark.*

1. Which film by Kurosawa won the Golden Lion at the Venice Film Festival ?
 - (a) Rashamon.
 - (b) Seven Samurai.
 - (c) God Father.
 - (d) Charulatha.
2. Which of the following shot tightly frames a person or an object ?
 - (a) Close up.
 - (b) Medium.
 - (c) Long.
 - (d) Wide.
3. Which is the hybrid genre emerged from the fiction film and documentary ?
 - (a) Mocumentary.
 - (b) Fictional docu.
 - (c) Docu fiction.
 - (d) Documentary.
4. Who among the following is considered as the father of Indian cinema ?
 - (a) Satyajit Ray.
 - (b) Dadasaheb Phalke.
 - (c) Adoor Gopalakrishnan.
 - (d) None of the above.
5. Kinetoscope is invented by ————.
 - (a) Thomas Alva Edison and William Dickson.
 - (b) Louis and Auguste Lumiere.
 - (c) Skladanowsky Brothers.
 - (d) All of the above.
6. Which of the following is considered as the first talkie in Malayalam ?
 - (a) Marthanda Varma.
 - (b) Balan.
 - (c) Jeevitha Nouka.
 - (d) Vigathakumaran.

Turn over

7. Satyajit Ray's film Pather Panchali, Aparajitho and Apur Sansar form the trilogy named _____.
- (a) The Apu Trilogy. (b) The Pather Trilogy.
(c) The Aparajito Trilogy. (d) None of the above.
8. The primary source of illumination for the subject of the scene is _____.
- (a) Blck light. (b) Key light.
(c) Fill light. (d) Back light.
9. The first motion picture, Workers Leaving the Lumiere Factory, by the Lumiere brothers was created in the year _____.
- (a) 1875. (b) 1895.
(c) 1885. (d) 1904.
10. Name the filmmaker who was nicknamed as the "Master of Suspense" :
- (a) Vittorio De Sica. (b) Steven Spielberg.
(c) Alfred Hitchcock. (d) Charlie Chaplin.

(10 × 1 = 10 marks)

Section B

*Write short notes on any eight questions.
Each question carries 2 marks.*

11. Popular cinema. 12. Neelakkuyil.
13. Eisenstein. 14. Insert shots.
15. Charlie Chaplin. 16. Silent Era.
17. Kim-ki-duk. 18. Dutch angle.
19. Shyam Benegal. 20. G. Aravindan.
21. Girish Kasaravalli. 22. Kakkamuttai.

(8 × 2 = 16 marks)

Section C

*Write short notes on any six questions.
Each question carries 4 marks.*

23. Write a note on the plot of the movie, Rashamon.
24. Write a brief note on the film society movement in India.
25. Write a short essay on the characteristics of film.
26. Write a short essay on Hollywood cinema.
27. Write a note on the French New Wave cinema.

28. Examine the significance of new wave cinema in India.
29. Write a note on the contributions of Lumiere Brothers to the world cinema.
30. The camera angle determines both the audience viewpoint and the area covered in the shot. Justify.
31. Write a note on Edward Muybridge's experiment which paved the way for the invention of motion pictures.

(6 × 4 = 24 marks)

Section D

Write essays on any two questions.

Each question carries 15 marks.

32. Film is a mass medium which has a lot of potentials and limitations. Elaborate the characteristics of film as a mass medium.
33. The job of an editor constitutes much more than cutting and splicing footages. It requires great skill and creativity. Explain the principles and function of film editing.
34. Malayalam film have gained unique recognition in world cinema for their technical finesse and craft. Explain history and evolution of Malayalam cinema.
35. The concept of stardom is an integral part of Indian cinema, including Malayalam movie industry. Do you think that the new generation wave in Malayalam will bring an end to the stardom in Mollywood.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Banking Finance Service and Insurance
SDC 5BF 21—CORPORATE ACCOUNTING

Time : Three Hours

Maximum : 80 Marks

Part A

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

1. The profit and loss account is known as _____ in double account system.
 - (a) P & L Account.
 - (b) Revenue account.
 - (c) Income and expenditure account.
 - (d) Receipts and payment account.
2. _____ price is the price at which a good or service would be sold distinctly to a customer.
 - (a) Variable price.
 - (b) Stand alone price.
 - (c) Specific price.
 - (d) None of these.
3. In case of electricity companies, _____ of capital account are shown in general balance sheet.
 - (a) Balance.
 - (b) Total.
 - (c) Appropriations.
 - (d) Entire amount.
4. An intangible asset with indefinite useful lives should _____.
 - (a) Amortized.
 - (b) Not be amortized.
 - (c) Depreciated.
 - (d) Not depreciated.
5. MLP stands for _____.
 - (a) Minimum Loss Policy.
 - (b) Minimum Lease Payment.
 - (c) Maximum Lease Payment.
 - (d) Maximum Loss Policy.
6. Contingent asset are _____.
 - (a) Shown in the Balance Sheet.
 - (b) Shown below the Balance Sheet.
 - (c) Disclosed in the directors' report of the company.
 - (d) None of these.

Turn over

7. Premiums and subsidies are examples for _____.
 - (a) Grant.
 - (b) Property..
 - (c) Borrowings.
 - (d) Lease.
8. Shares issued without any considerations are named as _____.
 - (a) Bonus shares.
 - (b) Right shares.
 - (c) Both (a) and (b).
 - (d) None of these.
9. Reasons for the creation of capital redemption reserve are _____.
 - (a) Safeguard of creditors.
 - (b) Capital maintenance.
 - (c) Profit creation.
 - (d) Both (a) and (b).
10. While preparing financial statements, extraordinary items appear in _____.
 - (a) Other comprehensive income.
 - (b) Income statement.
 - (c) Notes.
 - (d) Nowhere.

(10 × 1 = 10 marks)

Part B

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

11. Give four advantages of double account system.
12. What are the components of financial statements ?
13. What are redeemable preference shares ?
14. Explain initially generated internal asset.
15. What is goodwill ?
16. Give examples of investment property.
17. What is post-acquisition profit ?
18. Differentiate and explain accounting profit and taxable profit.
19. B Ltd. is selling machine that cost Rs. 20,000 each. Fire damages 25 of its machines. It can sell them at Rs. 1,700. Show accounting treatment.
20. Saint public limited company, has granted 200 share appreciation rights to each of its 420 employees on 1st March 2019. The management feels that as at 31st March 2020, the year end of Saint Ltd., 70 % of the awards will vest on 31st March 2021. The fair value of each share appreciation right on 31st March 2020 is 170. What is the fair value of the liability to be recorded for the year ended 31st March 2020 ?
21. Explain current liabilities and non-current liabilities.

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Banking Finance Service and Insurance

SDC 5BF 20—LEGAL AND REGULATORY ASPECT OF BANKING

Time : Three Hours

Maximum : 80 Marks

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

1. Section 8 of the Banking Regulation Act prohibits a Banking company from engaging directly or indirectly in _____ activities.
 - (a) Financing activities.
 - (b) Management activities.
 - (c) Trading activities.
 - (d) None of the above.
2. A banking company whose license is cancelled can appeal to the Central Government within _____ days from the date of the order of cancellation.
 - (a) 15 days.
 - (b) 25 days.
 - (c) 30 days.
 - (d) 45 days.
3. 'Fixed charge' is also called _____.
 - (a) Floating charge.
 - (b) Specific charge.
 - (c) External charge.
 - (d) Internal charge.
4. A contractor of indemnity is a _____ contract.
 - (a) Contingent.
 - (b) Sure.
 - (c) Negotiable.
 - (d) Independent.
5. _____ give powers to DRTs to consider cases of bankruptcy from individuals and unlimited liability partnership.
 - (a) Constitution.
 - (b) Insolvency and Bankruptcy Code.
 - (c) SARFAESI Act.
 - (d) None of the above.
6. SARFAESI Act 2002 does not concern which of the following aspects ?
 - (a) Securitization of Financial Assets .
 - (b) Reconstruction of Assèts.
 - (c) Authority to enforce without the intervention of the court.
 - (d) Setting up of Central Registry.

Turn over

7. Who is getting rights of resale in Sale of Goods Act ?
 - (a) Bankrupt seller.
 - (b) Unpaid seller.
 - (c) None.
 - (d) Manufacturer.
8. What does Caveat emptor means ?
 - (a) Beware agent.
 - (b) Beware seller.
 - (c) Beware customer.
 - (d) Beware trader.
9. Prospectus has been defined under section _____.
 - (a) 2(70).
 - (b) 2(60).
 - (c) 2(50).
 - (d) 2(80).
10. _____ means a prospectus which does not include complete particulars of the quantum or price of the securities included therein.
 - (a) Abridged prospectus.
 - (b) Shelf prospectus.
 - (c) Offer for sale.
 - (d) Red herring prospectus.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. What are capitalised expenses as per Section 13 of BR Act ?
12. What is SLR ?
13. What is substantial interest ?
14. What is paying bank ?
15. What is bearer cheque ?
16. What is Clean bill ?
17. Who is a banker ?
18. What do you mean by 'prescribed period' in Limitation Act ?
19. What is abridged prospectus ?
20. Explain valid and void contracts.
21. What is subscription clause ?
22. What is NIDHI Company ?

(8 × 2 = 16 marks)

Part C (Essay Questions)

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

23. What are the selective credit control techniques ?
24. Explain the restriction imposed on brokerage, commission, discount and dividend as per Section 13.
25. Explain the procedure for registration of charges.
26. Explain precautions to be taken in the case of Hypothecation.
27. Briefly explain Lok Adalats.
28. Explain the features of SARFAESI Act.
29. Explain doctrine of ultra vires and its effect.
30. Explain the features of producer company.
31. What are the rights of a member in a company ?

(6 × 4 = 24 marks)

Part D (Essay Questions)

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

32. Explain the functions of RBI.
33. Explain different types of Letters of Credit.
34. Explain DRT Act with the composition and procedures.
35. Classify and explain types of companies as per Companies Act, 2013.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021**Banking Finance Service and Insurance
SDC5BF19E3—MUTUAL FUND OPERATIONS**

Time : Three Hours

Maximum : 80 Marks

Part A

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

1. Yield and price of bond move :
 - (a) In opposite directions.
 - (b) Together in the same direction.
 - (c) In an unrelated fashion.
 - (d) In line with the inflation index.
2. Whose consent is required to approve a change in the fundamental attributes of a closed end schemes ?
 - (a) 0 % of the unit holders.
 - (b) 50 % of the trustees.
 - (c) 75 % of the unit holders.
 - (d) None of these.
3. In case of a dispute, against whom can the unit holders initiate legal proceedings ?
 - (a) Trust.
 - (b) Trustee.
 - (c) AMC.
 - (d) None of the above.
4. Mutual Funds are regulated by :
 - (a) RBI.
 - (b) AMFI.
 - (c) SEBI.
 - (d) NSE.
5. To a prospective investor, the reliable source of pertinent information about a scheme is :
 - (a) Financial Press.
 - (b) Offer document.
 - (c) AMFI website.
 - (d) Advice from the distributor.
6. The aim of _____ scheme is to provide both regular income and growth in the value of investment.
 - (a) Income.
 - (b) Growth.
 - (c) Balanced.
 - (d) None of these.
7. _____ funds invest only in government securities.
8. SBI mutual fund is established in _____ year.
9. _____ consists of the historical and current performance, information of the scheme and portfolio details.

Turn over

10. Mutual fund investors have all the right to receive the dividends within _____ from the date of dividend declaration.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

11. What is mutual fund ?
12. What is the structure of mutual fund ?
13. What is NAV of a mutual fund ?
14. What is Key Information Memorandum ?
15. Give a note on fund fact sheet.
16. Explain about Systematic Investment Plan.
17. What are the two primary objectives of UTI ?
18. Based on the risk factor, what are the types of mutual funds available in the market.
19. Write two important regulation for mutual fund.
20. What is AMFI ?
21. What is mutual fund distribution ?
22. What is commission disclosure ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

23. Explain the types of mutual fund based on maturity period.
24. How to make money my mutual fund ?
25. What are the responsibilities of a mutual fund investor ?
26. What do you mean by deregulation and its effect on investing ?
27. Explain about SBI mutual funds.
28. Which are the types of mutual funds on the basis of asset class ?
29. Explain : (a) Open-ended mutual funds ; (b) Close-ended mutual funds ; (c) Interval funds.
30. What are the functions of SEBI ?
31. Which are the types of mutual funds on the basis of assets class.

(6 × 4 = 24 marks)

Part D (Short Essay Questions)

Answer any two questions.

Each question carries 15 marks.

32. Explain the growth of mutual funds in India.
33. Explain the advantages of investing in mutual funds.
34. What are the factors and criteria to be considered while selection of a fund ?
35. What is SEBI ? What are the guidelines and regulations of SEBI for mutual fund ?

(2 × 15 = 30 marks)

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FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021**Banking Finance Service and Insurance
GEC5AD12—BANKING AND MICRO FINANCE**

Time : Three Hours

Maximum : 80 Marks

Part A

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

1. A _____ is a financial institution that provides banking and other financial services to their customers.
(a) Financial company. (b) LIC.
(c) Banks. (d) Co-operative societies.
2. _____ sell securities to public investors in the form of stocks or bonds.
(a) Central Banks. (b) Investment Banks.
(c) Insurance. (d) NABARD.
3. The Indian banking industry has its foundation in _____ century.
(a) 17th Century. (b) 18th Century.
(c) 19th Century. (d) 20th Century.
4. _____ is India's oldest bank.
(a) Bank of Bombay. (b) Bank of Calcutta.
(c) The State Bank of India. (d) Bank of Madras.
5. A _____ is an account which is opened by two or more persons jointly.
(a) Savings Account. (b) Current Account.
(c) Joint Account. (d) Fixed Account.
6. The members of a Joint Hindu Family is called _____.
(a) Partners. (b) Members.
(c) Shareholders. (d) Co-parceners.
7. Why is microcredit considered by many to be effective and self targetted tool for reducing poverty ?
(a) Low income earners are liquidity constrained.
(b) High income earners are not likely to be liquidity constrained.

Turn over

- (c) High income earners are unlikely to find the high interest rates attractive.
- (d) All of the above are correct.
8. Which of the following ideas is likely to improve the outreach of an MFI's micro credit program ?
- (a) Changing from group liability to individual liability.
- (b) Increase the time until the first payment is due.
- (c) Switch from weekly to biweekly meetings.
- (d) All of the above would improve outreach.
9. MUDRA Bank refers to _____.
- (a) Micro Units Development Refinance Agency.
- (b) Micro Units Department Refund Agency.
- (c) Macro Finance Refund Agency.
- (d) None of the above.
10. The following statements are related to Micro Finance System. Locate the wrong option :
- (a) It provides micro credit having scope for small savings and remittance of funds
- (b) It is based on the principle of livelihood creation.
- (c) The livelihood mission means engaging in activities in a routine fashion to generate cash or non-cash income.
- (d) None.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. What do you mean by banking products ? Give example
12. Who are financial intermediaries ?
13. What are retail banks ?
14. What is repo rate ?
15. What is correspondent banking ?
16. What do you mean by unit banking ?
17. Who is a customer ?
18. What are non-resident Indians ?
19. What do you mean by microfinance ?
20. What is micro credit ?

21. Which are the major microfinance models ?
22. Explain two important functions of SHG.

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

23. Explain about different types of Co-operative Banks.
24. Explain the functions of commercial banks.
25. Explain the developmental functions of RBI.
26. What are the RBI guidelines for operating minors accounts ?
27. What are the features of microfinance ?
28. Explain the evolution of microfinance.
29. Explain the role of micro finance.
30. Write difference between association model of microfinance and bank guarantee models.
31. Write difference between small business model and village banking model.

(6 × 4 = 24 marks)

Part D (Short Essay Questions)

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

32. Explain some important models of microfinance.
33. Explain the banker-customer relationship.
34. "Commercial banks plays as important role in the economic development of India." Explain.
35. What is banking and explain the classification of banks.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Agriculture

SDC5AG20—GOVERNMENT POLICIES AND PROGRAMMES RELATED
TO AGRICULTURE

Time : Three Hours

Maximum : 80 Marks

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

1. NREGA renamed as MGNREGA in _____.
2. Any spatial area from which runoff from precipitation is collected and drained through a common point or outlet is called _____.
3. Expand CACP.
4. Expand RPPO.
5. Environment Protection Act was passed in _____.
6. _____ is the progeny of breeder seed.
7. Kissan Credit Card was introduced in _____.
8. Distribution of functions and powers from a central authority to regional and local authority is called _____.
9. Agmark standard for _____ commodities have been notified under provision of APGM Act.
10. Expand MKSP.

(10 × 1 = 10 marks)

Section B*Write short notes on any eight questions.**Each question carries 2 marks.*

11. Expand DPAP, IRDP, DDP, SGSY.
12. Define PDS.
13. What are the main features of price policy ?
14. Write a note on district Central Co-operative Banks.
15. List out the major components of NFSM.

Turn over

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Agriculture

**SDC5AG20—GOVERNMENT POLICIES AND PROGRAMMES RELATED
TO AGRICULTURE**

Time : Three Hours

Maximum : 80 Marks

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

1. NREGA renamed as MGNREGA in _____.
2. Any spatial area from which runoff from precipitation is collected and drained through a common point or outlet is called _____.
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4. Expand RPPO.
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6. _____ is the progeny of breeder seed.
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(10 × 1 = 10 marks)

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13. What are the main features of price policy ?
14. Write a note on district Central Co-operative Banks.
15. List out the major components of NFSM.

Turn over

16. What are the objectives of watershed development ?
17. List out the objectives of land reforms.
18. Mention the functions of Gram Panchayath.
19. What is National Commission of Labour ?
20. What is Kissan Call Centres ? Explain its features.
21. Differentiate between primary and secondary nutrients.
22. Mention the reasons for nationalization of banks.

(8 × 2 = 16 marks)

Section C (Short Essay Type Questions)

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

23. What is IWDP ? Explain.
24. Write a note on IAAP.
25. Explain briefly :
 - (a) IRDP.
 - (b) SGSY.
26. What is National food security mission ? Explain.
27. Explain in detail about the effects of pesticides use on humans.
28. Briefly explain the role of commercial banks in India.
29. Explain briefly on National Agricultural Policy.
30. What is DEMIC ? Briefly explain the features of DEMIC.
31. Write a note on APMC.

(6 × 4 = 24 marks)

Section D (Essay)

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

32. What is Kudumbashree ? Explain the features and functions of Kudumbashree.
33. Explain the preparation of project plan in agriculture.
34. Write in detail about various rural development programmes in India.
35. Explain in detail about National Seeds Policy.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Agriculture

SDC5AG19—FUNDAMENTALS OF ORGANIC FARMING

Time : Three Hours

Maximum : 80 Marks

A. Name the following. (Attempt *all* questions) :

- 1 An example for a PGPR.
- 2 An example for viral bio-pesticide.
- 3 The target pest of *Bacillus thuringiensis*.
- 4 An example for egg parasite.
- 5 The biocontrol agent which control *Salvinia molesta*.

(5 × 1 = 5 marks)

B. Fill in the blanks. (Attempt *all* questions) :

- 6 Growing of two or more crops in close proximity to promote beneficial interactions is known as _____.
- 7 Green un-decomposed material used as manure is called as _____.
- 8 Process by which organic wastes are converted into organic fertilizer by means of biological activity under controlled conditions is known as _____.
- 9 Use of one or more beneficial organisms to reduce the numbers of the pest is known as _____.
- 10 _____ is a phosphate solubilizing fungal biofertilizer.

(5 × 1 = 5 marks)

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

- 11 List out the benefits of GAP certification.
- 12 National Standards for Organic Products.
- 13 Sex pheromones V/s Aggregation pheromones.
- 14 Describe composting and enlist its different types.
- 15 Describe biofertilizers and enlist its types.
- 16 Allelopathy.
- 17 Row inter cropping Vs. mixed inter cropping.
- 18 Biochar.

Turn over

- 19 Sustainable utilization of biodiversity.
- 20 Biological pest control Vs bio-pesticides.
- 21 Certification in organic farming.
- 22 Basic principles of organic agriculture.

(8 × 2 = 16 marks)

D. Short Essay questions (4 marks each, Answer any *six*) :

- 23 Briefly describe :
 - (a) Crop rotation.
 - (b) Green manures and cover crops.
- 24 Briefly describe :
 - (a) Manuring.
 - (b) Composting.
- 25 Briefly describe :
 - (a) Row intercropping.
 - (b) Mixed inter cropping.
 - (c) Relay intercropping.
 - (d) Strip intercropping.
- 26 Discuss the challenges in marketing and export of organic products.
- 27 Briefly describe the operational structure of NPOP.
- 28 Microbial pesticides.
- 29 Briefly describe :
 - (a) Mechanical weed control.
 - (b) Thermal weed control.
- 30 Briefly describe regarding biological pest control :
 - (a) Parasites.
 - (b) Predators.
 - (c) Pheromones.
- 31 Need for sustainable agriculture.

(6 × 4 = 24 marks)

E. Essays (15 marks each, Answer any *two*) :

- 32 Write an essay on tools and practices of organic farming.
- 33 Write an essay on the major components of sustainable agriculture.
- 34 Write an essay on crop residue management.
- 35 Write an essay on Good Agricultural Practices.

(2 × 15 = 30 marks)

D 13333

(Pages : 2)

Name.....

Reg. No.....

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Agriculture

SDC5AG18—AGRICULTURAL ENTERPRISES

Maximum : 80 Marks

Time : Three Hours

A. Fill in the blanks (Attempt *all* questions) :

- 1 Scientific name of Italian bee is _____.
- 2 Glucose in honey crystallizes if temperature is _____.
- 3 Name the stingless bee _____.
- 4 Central silk board located is in _____.
- 5 pH of soil, ideal for the growth of mulberry is _____.
- 6 Optimum temperature range for spawning of mushroom is _____.
- 7 Who authored "Roses in India" ?
- 8 Rusty red is a variety of _____.
- 9 Which flower has highest area under cultivation in India ?
- 10 Fruit of rose is called _____.

(10 × 1 = 10 marks)

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

- 11 Write some of the important varieties of Dendrobium.
- 12 Differentiate between Queen and Drone.
- 13 Match the following :

| | |
|-------------------------|----------------|
| (a) Galleria mellonella | (i) Bird. |
| (b) Vespa orientalis | (ii) Ant. |
| (c) Doryus labiatus | (iii) Wasp. |
| (d) Merops orientalis | (iv) Wax moth. |
- 14 What are the different methods of leaf harvesting for larval feeding ?
- 15 Define swarming and absconding.
- 16 What is spot spawning and shake up spawning ?
- 17 What are the physiological disorders in rose ?
- 18 What is moriculture ? Mention most common Morus sp.
- 19 Mention few characteristics of drone.

Turn over

- 20 What is chronic bee paralysis ?
- 21 What is top grafting/stenting ?
- 22 List out few poisonous mushrooms.

(8 × 2 = 16 marks)

C. Short Essay questions (4 marks each, Answer any *six*) :

- 23 Write a note on honey extraction and processing.
- 24 Brief note on cultivation of orchids.
- 25 Short note on 5 silkworm sp. in India.
- 26 Short note on recent advances in sericulture research.
- 27 Explain the special management practices in Chrysanthemum.
- 28 Short note on cultivation of paddy straw mushroom.
- 29 Importance of honey bees and apiculture in Kerala.
- 30 Short essay on propagation of orchids.
- 31 Describe the life cycle of mushroom with diagram.

(6 × 4 = 24 marks)

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

- 32 Write an essay on bee keeping.
- 33 Write an essay on components of sericulture.
- 34 Status and prospects of commercial cultivation of Orchids and Anthurium.
- 35 Explain in detail about the cultivation of button mushroom.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Agriculture

SDC5AG17—COMMERCIAL VEGETABLE PRODUCTION

Time : Three Hours

Maximum : 80 Marks

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

1. Name a salt sensitive vegetable crop.
2. Define colecrops.
3. Define cool season vegetables.
4. Name two salad crops.
5. Define base temperature.
6. Name a direct sown vegetable.
7. Name the ripening hormone.
8. Name two long day plant.
9. Name two bulb crop.
10. Define seed priming.

(10 × 1 = 10 marks)

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

11. Define garden for vegetable forcing.
12. Describe aeroponics.
13. Describe vernalization.
14. Name two varieties of cabbage and beetroot.
15. Name two winter season and rainy season vegetables.
16. Briefly describe the objective of vegetable garden for seed production.
17. Define hardy vegetables with example.
18. Briefly describe nutrition garden.
19. Explain double transplanting.
20. Match the following :

| | |
|----------------|------------|
| (i) Leaf stalk | Turnip. |
| (ii) Shoot | Celery. |
| (iii) Flower | Asparagus. |
| (iv) Root | Braccoli. |

Turn over

21. Name two solonaceous and curcurbitaceous vegetables.
22. Define partial shade plants. Give example.

(8 × 2 = 16 marks)

Section C (Short Essay)

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

23. Briefly explain annuals, biennials and perennials with examples.
24. Describe the effect of temperature on quality of vegetable produce.
25. Enlist the advantage of using potray in vegetable nurseries.
26. Write notes on nutrient value of vegetables.
27. Briefly explain hydroponics and its benefits in vegetable farming.
28. Briefly explain :
 - (a) Classification of vegetables based on tolerance to acidity.
 - (b) Classification of vegetables based on salt tolerance.
29. Briefly describe plant hormones.
30. Name :
 - (a) Two tomato varieties released from KAU.
 - (b) Two tomato varieties released from IARI.
 - (c) Two tomato varieties released from IIHR.
31. Define (a) Photoperiodism ; (b) Thermoperiodism.

(6 × 4 = 24 marks)

Section D (Essay)

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

32. Describe :
 - (a) Riverbed/Diara system of cultivation.
 - (b) Market garden.
 - (c) Terrace garden.
33. Write an essay on classification of vegetables.
34. Write an essay on vegetable nursery management.
35. Describe the production technology in onion and chilli.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2021

Agriculture

GEC 5FD 14—FOOD AND DAIRY MICROBIOLOGY

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries ½ mark.

1. EMB agar is used for the cultivation of _____ in food items.
2. The partial vapor pressure of water in a solution divided by the standard state partial vapor pressure of water is known as _____.
3. MBRT expanded as _____.
4. Turntable acidity alcohol test is used for _____.
5. Give an example of a prebiotic.
6. The producer strain used for the production of Yogurt is _____.
7. List any *two* non-ionizing radiation used for the preservation of the food.
8. Ergotism is caused by _____.
9. Name a yeast which can be used as SCP.
10. Aflatoxin is secreted by _____.
11. Name the food preservation methods that is commonly known as cold sterilisation.
12. Give an example of class II preservative.

(12 × ½ = 6 marks)

Part B

Answer all questions.

Each question carries 2 marks.

13. Describe the microbial examination of faecal streptococci in food ?
14. What is COT ?

Turn over

15. Discuss various methods in standard plate count.
16. What are Probiotics ?
17. Define food intoxication ?
18. What do you mean by Salmonellosis ?
19. Describe cryopreservation.
20. List any *four* characteristics of an antimicrobial preservative.
21. List the major types of wines.
22. Describe the pathogenicity of the infection caused by *Clostridium perfringens*.

(10 × 2 = 20 marks)

Part C

Answer any six questions.

Each question carries 5 marks.

23. Inspect various factors that influence the growth of microorganisms in food ?
24. Narrate major moulds and yeast commonly in food.
25. Describe in the industrial production of cheese.
26. Compare various types of food-borne illness caused by intoxication.
27. Write a note on HACCP.
28. Outline the approaches used for the food preservation by low temperature.
29. What are food additives ? Outline the mode of action of various food additive with examples.
30. Investigate the major approaches used for the preservation by irradiation.

(6 × 5 = 30 marks)

Part D

Answer any two questions.

Each question carries 12 marks.

31. Elucidate various microbiological methods used for the quality analysis of milk products.
32. Formulate various principles underlying the spoilage of food with appropriate examples.
33. Investigate the major methods used for the preservation of food by high temperature.

(2 × 12 = 24 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Agriculture

GEC 5EM 13—ENVIRONMENTAL MICROBIOLOGY AND BIOTECHNOLOGY

Time : Three Hours

Maximum : 80 Marks

Part A

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

Choose the correct answer :

1. _____ is a common denitrifying bacteria.
 - (a) Pseudomonas.
 - (b) Nitrobacter.
 - (c) Frankia.
 - (d) Azospirillum.
2. The agent used for transfer of gene to host cell is :
 - (a) Vector.
 - (b) Restriction enzymes.
 - (c) Mutant.
 - (d) All the above.
3. Which of the following contains structures composed of N-acetylmuramic acid and N-acetylglucosamine ?
 - (a) Mycoplasmas.
 - (b) Amoeba.
 - (c) E.coli.
 - (d) Spheroplast.
4. Leghaemoglobin is :
 - (a) A type of hemoglobin responsible for carrying oxygen to tissues.
 - (b) Red, iron containing protein, which has role in Nitrogen fixation.
 - (c) Hemoglobin with sickle shape.
 - (d) Hemoglobin responsible for phosphate solubilization.
5. Bacterial locomotion is accomplished by :
 - (a) Endospore.
 - (b) Flagella.
 - (c) Plasmids.
 - (d) Both (a) and (b).

Turn over

Match the following :

- | | |
|---------------------------|--------------------------|
| 6. Conjugation | (a) Louis Pasteur. |
| 7. Transformation | (b) Watson and Crick. |
| 8. Spontaneous generation | (c) Leeuwenhoek. |
| 9. DNA structure | (d) Lederberg and Tatum. |
| 10. Microscope | (e) Griffith. |

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. Resolution power of microscope.
12. Spread plate techniques.
13. Differential media.
14. Mycoplasma.
15. Cloning vector.
16. Aspergillus.
17. Applications of electron microscope.
18. HEPA filter.
19. Phase contrast microscope.
20. Artificial transformation.
21. Antibiotic resistance.
22. Write a note on preparation of medium.

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

Answer any six questions.

Each question carries 4 marks.

23. Discuss the role of micro-organisms in carbon cycle.
24. Write a brief note on gene mutations.
25. Write a short note on microbial interactions in soil.
26. What are the various methods for culture preservation.
27. Write on classification of bacteria.
28. Differentiate between the applications of hot air oven and autoclave.
29. Describe the applications of spectrophotometer.
30. Explain the process of bacterial conjugation.
31. Discuss microbial production of alcohol.

(6 × 4 = 24 marks)

Part D (Essays)

Answer any two questions.

Each question carries 15 marks.

32. Discuss the applications of DNA technology in Biotechnology.
33. Discuss the importance of the following in Microbiology :
 - (a) Autoclave.
 - (b) Hot air oven.
 - (c) Laminar air flow cabinet.
34. Write a short essay on the major events and scientists in the development of microbiology.
35. Write an essay on nitrogen fixation.

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. (PROGRAMME) EXAMINATION, NOVEMBER 2021

Accounting and Taxation

SDC5AT22E5—BUSINESS RESEARCH METHODS

Time : Three Hours

Maximum : 80 Marks

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

Choose the correct answer :

1. A 'theory' explains and predict about a :
 - (a) Phenomena.
 - (b) Principles.
 - (c) Formula.
 - (d) None of these.
2. A list of special terms and phrases used in given in the form of a _____.
 - (a) Glossary.
 - (b) Bibliography.
 - (c) Appendix.
 - (d) Reference.
3. The process of assigning figures or other symbols to answers is known as :
 - (a) Editing.
 - (b) Central editing.
 - (c) Coding.
 - (d) Tabulation.
4. The report prepared for a layman is called :
 - (a) Oral report.
 - (b) Written report.
 - (c) Popular report.
 - (d) Technical report.
5. Factorial designs are _____ research design.
 - (a) Descriptive.
 - (b) Casual.
 - (c) Experimental.
 - (d) None of these.
6. _____ is the most common measure of central tendency.
 - (a) Mean.
 - (b) Median.
 - (c) Mode.
 - (d) Range.
7. Which of the following scale divide the data into two ?
 - (a) Nominal scale.
 - (b) Interval scale.
 - (c) Ordinal scale.
 - (d) None of these.

Turn over

8. Which research seeks to explain what is happening in a particular situation ?
- (a) Formulative. (b) Casual.
(c) Descriptive. (d) None of these.
9. A method of collecting data in which information are collected from every individual of the population is known as :
- (a) Sample method. (b) Simple method.
(c) Simple random method. (d) Census method.
10. _____ includes letters, questionnaire, test or other tools used in collecting the data.
- (a) Appendix. (b) Glossary.
(c) Literature cited. (d) Bibliography.

(10 × 1 = 10 marks)

Part B

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

11. Define deduction.
12. What is extraneous variable ?
13. What is probability sampling ?
14. What is field editing ?
15. What do you mean by second draft ?
16. What is completely randomised design ?
17. What is structured observation ?
18. What is a research report ?
19. What is quantity index number ?
20. What is moderating variable ?

(8 × 2 = 16 marks)

Part C

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

21. Explain the various kinds of observation.
22. Explain the role of audience in research report.
23. Distinguish between Descriptive and Diagnostic research design.
24. Write a note on exploratory research.
25. Describe the steps involved in interpretation.
26. Write note on stratified sampling and systematic sampling.

27. Explain the merits of research design.
28. Mention about index numbers.
29. Write up the differences between applied research and pure research.

(6 × 4 = 24 marks)

Part D

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

30. What is measurement scale ? Explain different types of measurement scale used in research.
31. What is survey ? What are the methods using in survey ?
32. Explain the contents of a research report.
33. What is graphical representation of data ? What are the types of graphs used in research ?

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Accounting and Taxation

SDC5AT21 E4—CORPORATE ACCOUNTING

Time : Three Hours

Maximum : 80 Marks

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

1. In a right issue :
 - (a) Normal prospects is issued.
 - (b) Red herring prospects is issued.
 - (c) No prospects is issued.
 - (d) Red herring prospects is issued before final prospects.
2. Under double account system statements 1 and 2 resemble :
 - (a) Capital account.
 - (b) Revenue account.
 - (c) Capital reserve.
 - (d) None of these.
3. Warrantly claims normally generate a :
 - (a) Contingent liability.
 - (b) Provision.
 - (c) Asset.
 - (d) None of the above.
4. Degree of control depends upon holding of :
 - (a) Equity share only.
 - (b) Both equity share and preference share.
 - (c) Both preference share and debentures.
 - (d) Debentures.
5. Interest received by other than financial enterprises is shown in the cash flow statement under :
 - (a) Operating activities.
 - (b) Investing activities.
 - (c) Financing activities.
 - (d) None of these.
6. AS 38 is applicable only :
 - (a) Taxable asset.
 - (b) Intangible asset.
 - (c) Contingent liability.
 - (d) Income tax.

Turn over

7. The estimated receipts and payments of cash over a period of time is known as :
- (a) Cash budget. (b) Cash flow statement.
(c) Fund flow statement. (d) None of these.
8. When preference shares are redeemed to its amount to :
- (a) Increasing share capital. (b) Decreasing share capital.
(c) Both (a) and (b). (d) None of these.
9. Preference shares cannot be redeemed unless they are :
- (a) Fully called up. (b) Fully paid up.
(c) Issued at premium. (d) Issued at par.
10. The price that would be received to sell an asset or paid to transfer a liability is known as :
- (a) Fair value. (b) Exit price.
(c) Implicit price. (d) None.

(10 × 1 = 10 marks)

Part B

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

11. What is foreign currency cash flow ?
12. What is contingent liability ?
13. Write three objectives of IFRS 10.
14. What is contingency reserve ?
15. Mention sources where from buyback of shares can be made.
16. What is a government grant ?
17. In the final statement of an electricity company, original cost of an asset is Rs. 1,00,000. Present cost of its replacement is Rs. 1,30,000. The amount spent on its replacement is Rs. 1,52,000. What will be the amount to be capitalized ?
18. What is market approach technique of valuation ?
19. What is fair value ?
20. What do you mean by change in accounting policy ?

(8 × 2 = 16 marks)

Part C

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

21. Distinguish between Capital expenditure and Revenue expenditure.
22. Explain operating lease, financial lease.
23. What are the limitations of financial statements ?

24. State difference between double account system and single account system.
25. Calculate cash flow from the investing activities of M/S Creative Furnishings Ltd. for the year ended 31-3-2018 :

| | ₹ |
|---|--------------|
| Plant acquired by the issue of 8 % debentures | 1,56,000 |
| Claim received for loss of plant in fire | 49,600 |
| Unsecured loans given to subsidiaries | ... 4,85,000 |
| Interest on loan received from subsidiary companies | ... 82,500 |
| Pre-acquisition dividend received on investment made | ... 62,400 |
| Debenture interest paid | ... 1,16,000 |
| Term loan repaid | ... 4,25,000 |
| Interest received on investment (TDS of Rs. 8,200 was deducted on the above interest) | ... 68,000 |
| Book value of the plant sold (loss incurred Rs. 9,600) | ... 84,000 |

26. From the following ledger balances of H Ltd. and its subsidiary S Ltd. drawn upto 31st March 2018. Prepare consolidated Balance Sheet as on that date :

| <i>Cr. Balance</i> | <i>H Ltd.</i> | <i>S Ltd.</i> | <i>Dr. Balance</i> | <i>H Ltd.</i> | <i>S Ltd</i> |
|--------------------|-----------------|-----------------|--------------------------|-----------------|-----------------|
| Share capital | ... 5,00,000 | 1,00,000 | Machinery | ... 6,50,000 | 90,000 |
| Reserves | ... 2,00,000 | 75,000 | Shares in S Ltd. at cost | ... 1,60,000 | — |
| Surplus account | ... 1,00,000 | 25,000 | Furniture | 50,000 | 17,000 |
| Creditors | ... 1,50,000 | 50,000 | Other assets | ... 4,40,000 | 1,43,000 |
| | <u>9,50,000</u> | <u>2,50,000</u> | | <u>9,50,000</u> | <u>2,50,000</u> |

- (a) Reserve and Surplus (cr) of S Ltd. stood as Rs. 25,000 and Rs. 15,000 respectively on the date of acquisition of its 80 % shares by H Ltd. and
- (b) Machinery (book value Rs. 1,00,000) and furniture (book value Rs. 20,000) of S were revalued at Rs. 1,50,000 and Rs. 15,000 respectively for the purpose of fixing the price of its shares book value of other assets remaining unadjusted.
27. From the following information calculate cost of purchase of material :

| | |
|--|---------------------|
| Purchase price | 5,00,000 |
| Trade discount | ... 2 % on purchase |
| Import duties | ... 25,000 |
| Transport cost (for bring the material to the business premises) | ... 20,000 |
| Import duties recoverable from the government | ... 10,000 |

28. An electric supply company rebuilds its mains at the cost of 19,90,000. This excludes value of Rs. 13,800 material of old main used for new one. The original mains were constructed at a cost of Rs. 9,90,000. The ratio of material and labour then was 7 : 3, the increase in material prices is 12½ % and in wage rate 15 % material worth Rs. 25,200 from old work was sold. Show the journal entries and prepare work account and replacement account under double account system for the above and determine the net cost of replacement.

(6 × 4 = 24 marks)

Turn over

Part D

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

29. "Different assets shown in the balance sheet are valued differently" in the context of this statement explain the asset group and method of valuation highlighting reasons thereof.
30. Give brief description of :
- Ind AS2
Ind AS115
Ind AS16
31. Following information is extracted from the accounting records of ECT electricity supply Ltd. for the financial year ended 31st March 2018 :

| <i>In crores</i> | | <i>In crores</i> | |
|---------------------------|------------|-------------------------------------|-----------|
| Share capital fixed | ... 60.00 | Loan from state electricity board | ... 10.00 |
| Asset (tangible) at cost | ... 116.00 | 12 % debentures | ... 20.00 |
| Accumulated depreciation | ... 40.00 | Tariff and dividend control reserve | ... 6.00 |
| Intangible asset | ... 6.00 | Net profit after tax | ... 12.20 |
| Investments : | | Customers security deposits | ... 6.00 |
| Depreciation reserve fund | ... 40.00 | Monthly average of current asset | ... 7.0 |
| Contingencies reserve | ... 4.00 | | |

The monthly average of current asset include Rs. 1,00,00,000 (one crore) due from customers. Investments yields 10 % return p.a. The applicable bank rate is 9 % p.a.

You are required to determine :

- The capital base.
- The reasonable return.
- The disposal profit.

32. Raj Ltd. gives you the following information for the year ended 31st March 2018 :
- (a) Sale for the year Rs. 48,00,000 the company sold goods for cash only.
 - (b) Cost of goods sold was 75 % of sale.
 - (c) Closing inventory was higher than opening inventory by Rs. 50,000.
 - (d) Trade creditors on 31-3-2018 exceed the outstanding on 31-3-2017 by Rs. 1,00,000.
 - (e) Tax paid during the year amounts to Rs. 1,50,000.
 - (f) Amounts paid to trade creditors during the year Rs. 35,50,000.
 - (g) Administrative and selling expenses paid Rs. 3,60,000.
 - (h) One new machinery was acquired in December 2017 for Rs. 6,00,000.
 - (i) Dividend paid during the year Rs. 1,20,000.
 - (j) Cash in hand and cash at bank on 31-3-2018 Rs. 70,000.
 - (k) Cash in hand and at bank on 1-4-2017 Rs. 50,000.

Prepare cash flow statement for the year ended 31-3-2018 as per the prescribed Ind AS7

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Accounting and Taxation

SDC5AT20—QUANTITATIVE TECHNIQUES FOR BUSINESS

Time : Three Hours

Maximum : 80 Marks

Part A

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

Choose the correct answer :

1. If Rs equal to share of the lines of regression are :
 - (a) Concident.
 - (b) Parallel.
 - (c) Perpendicular to each other.
 - (d) None of the above.
2. _____ is a technique of estimating figures outside the range of given data.
 - (a) Central tendency.
 - (b) Interpolation.
 - (c) Extrapolation.
 - (d) None of these.
3. Every indecomposable outcome of random experiment is called _____.
 - (a) Sample.
 - (b) Sample space.
 - (c) Probability.
 - (d) None of these.
4. In Poisson distribution, mean is denoted by :
 - (a) Npq .
 - (b) Np .
 - (c) m .
 - (d) e .
5. Power of a test is related to :
 - (a) Type 1 error.
 - (b) Type 2 error.
 - (c) Type 1 and 2 both.
 - (d) None of these.
6. _____ is quantitative technique is used for reducing the length of cues.
 - (a) Network analysis.
 - (b) Simulation.
 - (c) Linear programming.
 - (d) Queuing theory.
7. Correlation analysis is a :
 - (a) Univariate analysis.
 - (b) Bivariate analysis.
 - (c) Multivariate analysis.
 - (d) Both (b) and (c).

Turn over

8. Mean, Median and Mode are equal for a _____ distribution.
- (a) Binomial. (b) Poisson.
(c) Normal. (d) None of these.
9. In one-way ANOVA the variances are _____.
- (a) Between samples. (b) Within samples.
(c) Total. (d) All.
10. Chance for an event may be expressed as :
- (a) Ratio. (b) Proportion.
(c) Percentage. (d) All of the above.

(10 × 1 = 10 marks)

Part B

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

11. What is exhaustive events ?
12. What do you mean by critical region ?
13. What is standard normal variate ?
14. What is linear and nonlinear correlation ?
15. What is mutually exclusive events ?
16. What is contingency table ?
17. What is decision theory ?
18. What is standard error ?
19. What is quantitative technique ?
20. Calculate coefficient of correlation :

| | | | | | | | | |
|-----|---|---|---|---|----|---|---|---|
| x | : | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| y | : | 4 | 5 | 6 | 12 | 9 | 5 | 4 |

(8 × 2 = 16 marks)

Part C

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

21. It is claimed that a random sample of 100 tyres with mean life of 15269 km is drawn from a population of tyres which has a mean life of 15200 km. and SD of 1248 km. Test the validity of the claim.
22. Explain the various programming in quantitative techniques.

23. Sum of the product of the deviations of the variables x and y from their respective means is 1320, sum of the squares of deviations of x and y variables from their respective means are 628 and 3720. Find the coefficient of correlation.
24. The standard deviation of two samples of sizes 10 and 14 from two normal populations are 3.5 and 3.0 respectively. Examine whether the standard deviation of the population are equal.
25. Which are the Mathematical quantitative techniques used in the business.
26. Calculate Karl Pearson's correlation of coefficient :
- | | | | | | | | | | | | |
|---------|---|----|----|----|----|----|----|----|----|----|----|
| Price | : | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| Demands | : | 30 | 29 | 29 | 25 | 24 | 24 | 24 | 21 | 18 | 15 |
27. Eight coins are tossed together, 256 times. Find the expected frequencies of heads. Also find mean and SD.
28. A subcommittee of 6 members is to be formed out of a group of 7 men and 4 ladies. Obtain the probability that the subcommittee will consist of :
- (a) Exactly 2 ladies ; (b) at least 2 ladies ; (c) at the most 2 ladies.

(6 × 4 = 24 marks)

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

29. The weekly wages of 1000 workers are normally distributed around a mean of rupees 70 and with a standard of rupees 5. Estimate the number of workers whose weekly wages will be between rupees 70 and 72. Also, estimate the lowest wages of the 100 highest paid workers.
30. The probability that a contractor will get a plumbing contract is $\frac{2}{3}$ and the probability that he will not get an electric contract is $\frac{5}{9}$. If the probability of getting at least one contract is $\frac{4}{5}$, what is the probability that he will get both the contracts.
31. Explain the different types of quantitative techniques.
32. Eight coins are tossed 256 times. The results obtained are given below. Test whether the coins are unbiased :

| | | | | | | | | | | |
|--------------|---|---|----|----|----|----|----|----|---|---|
| No. of heads | : | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| Frequency | : | 2 | 10 | 25 | 50 | 75 | 58 | 21 | 9 | 6 |

(2 × 15 = 30 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Accounting and Taxation

SDC5AT19—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

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

Choose the correct answer :

1. "Get out production, cut the price"—Philosophy by Henry Ford is an example of :
 - (a) Marketing concept.
 - (b) Selling concept.
 - (c) Production concept.
 - (d) Product concept.
2. _____ respects the sum of the perceived tangible and intangible benefits and costs to customers.
 - (a) Customer satisfaction.
 - (b) Customer value.
 - (c) Customer delight.
 - (d) None of the above.
3. Providing a description of a product and its attributes and inviting comment from consumers is called :
 - (a) Attribute testing.
 - (b) Concept testing.
 - (c) Idea screening.
 - (d) Market testing.
4. Newsletters, catalogues and invitations to organisation sponsored events are most closely associated with the marketing mix activity of :
 - (a) Distribution.
 - (b) Pricing.
 - (c) Product development.
 - (d) Promotion.
5. "Many people want BMW, only few are able to buy" this is an example of :
 - (a) Need.
 - (b) Want.
 - (c) Demand.
 - (d) Status.
6. Digital Marketing is same as :
 - (a) Online marketing.
 - (b) Cross selling.
 - (c) Website designing.
 - (d) Road shows.
 - (e) Door-to-door marketing.

Turn over

7. The most structured marketing problems are likely to be those dealing with _____.
 - (a) Price.
 - (b) Place.
 - (c) Promotion.
 - (d) Product.
8. The promotion "P" of marketing is also known as _____.
 - (a) Cost.
 - (b) Distribution.
 - (c) Marketing communication.
 - (d) Product differentiation.
9. The purpose of idea generation is to create a _____ of ideas and the purpose of succeeding stages is to _____ that number.
 - (a) Large number ; increase.
 - (b) Large number ; reduce.
 - (c) Small number ; increase.
 - (d) Small number ; reduce.
10. _____ calls for ending 30 to 40 quailed shoppers and questioning them about brand familiarity and preferences in a specific product category.
 - (a) Controlled test marketing.
 - (b) Focus group research.
 - (c) Sales wave research.
 - (d) Simulated test marketing.

(10 × 1 = 10 marks)

Part B

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

11. What is demand based pricing ?
12. What is tender selling ?
13. What do you mean by AIDA concepts ?
14. What is modern concept of marketing ?
15. What is an e-Commerce model ?
16. What is SEM ?
17. What do you mean by model of consumer behaviour ?
18. What is OTC selling ?
19. What are the components of distribution ?
20. What is vertical product differentiation ?

(8 × 2 = 16 marks)

Part C

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

21. Explain the concepts of target marketing.
22. What is labelling ? What are its different types.

23. Explain the types of product differentiation.
24. What are the philosophies of marketing ?
25. What is personal selling ? What are the process of personal selling ?
26. Describe the advantage and disadvantages of e-marketing.
27. Explain the causes of channel conflict.
28. What are the elements of brand equity ?

(6 × 4 = 24 marks)

Part D

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

29. What is product differentiation ? Explain its advantage and disadvantage in detail.
30. What is consumer buying behaviour ? What are the factors effecting buying behaviour ?
31. What is M-commerce ? Explain what are the advantages and disadvantages of it in detail.
32. What is channel of integration ? What are its different types and their demerits ?

(2 × 15 = 30 marks)

**FIFTH SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2021**

Common Course (Jewellery Designing, Gemmology)

GEC 5AD 16—ADVERTISING

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. An _____ is a business dedicated to creating, planning, and handling advertising and sometimes other forms of promotion and marketing for its clients.
2. A _____ is a graphical user interface (GUI) display area, usually a small window, that suddenly appears in the foreground of the visual interface.
3. A _____ is a short song or tune used in advertising and for other commercial uses.
4. A _____ is a symbol made up of text and images that identifies a business.
5. A _____ is a large outdoor advertising structure, typically found in high- traffic areas such as alongside busy roads.
6. A _____ sets out an organization's ethical guidelines and best practices to follow for honesty, integrity, and professionalism.
7. In advertising, _____ is the color associated with energy, war, danger, strength, power, determination as well as passion, desire, and love.
8. A _____ is a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers.
9. _____ is the process by which marketers determine how, when and where an audience is given the selected advertising message.
10. _____ is content that encourages a potential buyer to take action and purchase a product.

(10 × 1 = 10 marks)

Turn over

Part B

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

11. Mention any two difference between billboards and hoardings.
12. Explain the roles and responsibility of an advertising agency.
13. What is Brand loyalty ?
14. What is brand equity ?
15. Why is it important to determine brand awareness and attitudes ?
16. What are the basic elements of print advertisement ?
17. What does display mean in digital advertising ?
18. Name any *five* famous brands in clothing.
19. What is a media strategy in advertising ?
20. Differentiate a customer and consumer.
21. Explain the advantages and limitations of television as an Advertising Medium ?
22. Explain the role of illustrations in advertising ?

(10 × 2 = 20 marks)

Part C

*Answer any five questions.
Each question carries 6 marks.*

23. What is the signature in advertising ? Why is an agency signature important ?
24. Discuss the imitation of cinema in creating television commercials.
25. Distinguish consumer wants from consumer needs in a purchasing situation in large super market.
26. Explain Media Mix ?
27. What is a media reach in advertising ? Give examples.
28. Elaborate on the skills required for an advertiser.
29. What are Advertorials ? Why have they become an integral part of newspapers ?
30. Discuss the new trends in advertising.

(5 × 6 = 30 marks)

Part D

*Answer any two questions.
Each question carries 10 marks.*

31. Explain the principles of a good advertisement.
32. Explain on the ethics and morals of advertising.
33. Evaluate the sex appeal in the advertisements of automobiles and perfumes.

(2 × 10 = 20 marks)

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**FIFTH SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2021**

Common Course
(Multimedia, Software Development, Jewellery Designing, Gemmology)

GEC 5LS 15—LIFE SKILL DEVELOPMENT

Time : Three Hours

Maximum : 80 Marks

Section A (Objective Type)

Answer all the ten questions.

Each question carries 1 mark.

1. _____ is an approach which aims at increasing effectiveness of interventions throughout a person's life.
(a) Adaptive approach. (c) Integrative approach.
(b) Life course approach. (d) Perceptive approach.
2. _____ communication include facial expressions, gestures, or tone of voice, body language.
(a) Asynchronus. (c) Non-verbal.
(b) Listening. (d) Oral.
3. _____ is taking of responsibility of one's own behaviour and well being.
(a) Positive thinking. (c) Self esteem.
(b) Self-awareness. (d) Self Management.
4. _____ is often seen as a balance between passive and aggressive behaviour.
(a) Assertiveness. (c) Narcissism.
(b) Avoidance. (d) Histrionics.
5. The ability to regulate responses in order to avoid undesirable behaviours is _____.
(a) Self esteem. (c) Self promotion.
(b) Self reference. (d) Self control.

Turn over

6. An event where employers offer information about their companies to people who are looking for jobs is _____.
7. A _____ is a document that job applicants use to summarize their work experience, education and other skills.
8. _____ is an emotional and mental attitude that focuses on good and anticipates good results.
9. A sequence of jobs that constitute what a person does for living is a _____.
10. _____ is the quality of being self-assured and confident without being aggressive.

(10 × 1 = 10 marks)

Section B (Very Short Answer)

Answer any ten questions out of twelve.

Each question carries 2 marks.

11. Life skill training.
12. Critical thinking skill.
13. Communication skill.
14. Group Discussion.
15. Job fair.
16. Career planning.
17. Stress.
18. Self-awareness.
19. Social quotient.
20. Assertiveness.
21. Follow up.
22. Career magazine.

(10 × 2 = 20 marks)

Section C (Short Essay Questions)

Answer any six questions out of eight.

Each question carries 5 marks.

23. What is the need of life skill training ?
24. Describe the components of life skill training.

25. Explain the effectiveness of interpersonal communication.
26. Describe how training in public training can be conducted ?
27. Discuss the need and importance of career guidance.
28. What are the sources of career information ?
29. Discuss salient features of emotional quotient and social quotient.
30. Elaborate why positive thinking is an important like skill.

(6 × 5 = 30 marks)

Section C (Essay Questions)

Answer any two questions out of three.

Each question carries 10 marks.

31. What is conflict resolution and discuss the major steps.
32. Define communication and describe the types, components of communication.
33. Explain how life skill is to be understood as a Life Course approach.

(2 × 10 = 20 marks)

**FIFTH SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2021**

Common Course (Jewellery Designing, Gemmology)

GEC 5PP 14—PSYCHOLOGY AND PERSONAL GROWTH

Time : Three Hours

Maximum : 40 Marks

Part A

Answer all questions.

Each question carries 1 mark.

I. Fill in the blanks :

- 1 The capacity to be aware of, control, and express one's emotions appropriately is _____.
- 2 _____ is one's belief in one's ability to succeed in specific situations.
- 3 A practice where an individual focuses their mind on a particular object, thought or activity to achieve a mentally clear and emotionally calm state _____.
- 4 _____ arises from the perceived resistance to the fulfillment of an individual's will or goal.
- 5 _____ Psychology studies how the principles of psychology is applied in school settings.

(5 × 1 = 5 marks)

Part B

Answer any all questions.

Each question carries 2 marks.

- | | |
|-----------------------|----------------|
| 6 Happiness. | 7 Self esteem. |
| 8 Conflict. | 9 Hope. |
| 10 Social well-being. | |

(5 × 2 = 10 marks)

Part C

Answer any three questions.

Each question carries 5 marks.

- 16 Which are the major 4 branches in Psychology which has wide application in society ?
- 17 What is the basic nature of emotion development ?

Turn over

- 18 Which are the different barriers in self-development ?
- 19 Which are the determinants of self-esteem ?
- 20 What is the role of meditation in personal effectiveness ?

(3 × 5 = 15 marks)

Part D

*Answer any one questions.
The question carries 10 marks.*

- 21 Elaborate different yoga techniques to enhance personal effectiveness.
- 22 Explain the different strategies to manage conflicts.

(1 × 10 = 10 marks)

FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021

Common Course—(Multimedia, Software Development, Jewellery Designing, Gemmology)

GEC5HR13—HUMAN RESOURCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all ten questions.**Each question carries 1 mark.***I. Choose the correct answer :**

- 1 Which is not an internal source of recruitment ?
 - (a) Transfers.
 - (b) Labour contractors.
 - (c) Promotions.
 - (d) Present Employees.
- 2 A structured interview with an employee just before they leave the institution is known as :
 - (a) Preliminary interview.
 - (b) Indepth interview.
 - (c) Skills interview.
 - (d) Exit interview.
- 3 Which is not part of career planning process :
 - (a) Identifying individual needs and aspirations.
 - (b) Analyzing career opportunities.
 - (c) Analyzing costs various source of capital.
 - (d) Analyzing career opportunities.
- 4 Which is not an objective of a pay system ?
 - (a) To retain the present employees.
 - (b) To acquire qualified competent personnel.
 - (c) To achieve optimal capital structure.
 - (d) To reduce labour cost.

Turn over

- 5 Which is not an Objectives of Discipline ?
- (a) To create an atmosphere of respect for human personality and human relations.
 - (b) To give and seek direction and responsibility.
 - (c) To develop among the employees a spirit of tolerance.
 - (d) To analyse characteristics of each job.

Fill in the Blanks :

- 6 _____ involves the shifting of an employee from one job to another without changing the responsibilities or compensation”.
- 7 _____ is the act of increasing the knowledge and skill of an employee for doing a particular job”.
- 8 _____ is a process of evaluating an employee’s performance of a job in terms of its requirements.
- 9 _____ is a cost of living adjustment allowance paid to Government employees.
- 10 _____ means discontent or dissatisfaction arising out of work environment.

(10 × 1 =10 marks)

Part B

Answer any eight questions from the following.

Each question carries 2 marks.

- 11 What are the Objectives of Recruitment ?
- 12 Which are the external source of recruitment ?
- 13 What is Job Instructional Technique (JIT) ?
- 14 Which are the decisions to be taken while Preparing the Training Environment ?
- 15 What are the advantages of Rating Scales, as a tool for performance appraisal ?
- 16 Evaluate Forced Choice Method, as a as a tool for performance appraisal.
- 17 What are the factors influencing employer’s ‘Ability to pay’ the employees ?
- 18 What are the features of an ideal pay system ?
- 19 What is Open door policy in grievance management ?
- 20 What is meant by Indiscipline ?

(8 × 2 = 16 marks)

Part C

Answer any six questions from the following.

Each question carries 4 marks.

- 21 Which are the Functions of Human Resource Manager ?
- 22 What are the Features of Human Resource Planning ?
- 23 Why training is needed ?
- 24 What are the Essential requirements of performance appraisal ?
- 25 What are the Limitation of Performance appraisal ?
- 26 How Labour unions influence compensation of employees ?
- 27 What are the Causes of Absenteeism ?
- 28 What are the Causes of Employee Grievance ?

(6 × 4 = 24 marks)

Part D

Answer any two questions from the following.

Each question carries 15 marks.

- 29 Explain the Importance of Human Resource Management.
- 30 Which are the different Training Methods ?
- 31 Explain the Methods of Performance appraisal.

(2 × 15 = 30 marks)

**FIFTH SEMESTER B.VOC. (PROGRAMME) DEGREE EXAMINATION
NOVEMBER 2021**

Common Course (Accounting and Taxation, Banking Finance Service and Insurance)

GEC 5HR 11—HUMAN RESOURCE MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I

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

I. Choose the correct answer :

- 1 The training through which a new employee is introduced to the organization is called _____.
a) Induction training. b) Vestibule training.
c) Promotion training. d) OJT.
- 2 The process through which an individual sets career goals and identifies the means to achieve them is called _____.
a) Transfer. b) Appraisal.
c) Evaluation. d) Career planning.
- 3 _____ involves attraction and obtaining as many applications as possible from eligible job seekers.
a) Selection. b) Application blank.
c) Test. d) Recruitment.
- 4 The person who introduced "Hot stove rule" is _____.
a) Douglas Mc Gregor. b) Peter F Drucker.
c) Dr Smith. d) Max Weber.
- 5 Job description is a product of _____.
a) Job analysis. b) Job study.
c) Performance appraisal. d) Job evaluation.

II. Fill in the blanks :

- 6 HRM functions can be divided into managerial functions and _____.
- 7 A training program in which the training and production will go hand in hand is called _____.

Turn over

- 8 _____ are the two important wage payment system.
- 9 If the recruitment is made from within the existing employees it is called _____.
- 10 _____ is an organized activity to increase the knowledge and skills of employees.

(10 × 1 = 10 marks)

Part II (Short Answer)

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

- 11 What is Human Resource Management ?
- 12 Define recruitment.
- 13 Explain career planning.
- 14 What do you mean by employee compensation ?
- 15 Explain the term 'Grip box'.
- 16 What is halo effect ?
- 17 What is vestibule training ?
- 18 What is the need for labour welfare ?
- 19 What is 360 degree appraisal ?
- 20 What is case study ?

(8 × 2 = 16 marks)

Part III (Short Essay)

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

- 21 Explain the importance of human resource management.
- 22 Distinguish between recruitment and selection.
- 23 What is the significance of job analysis ?
- 24 State the objectives of performance appraisal.
- 25 What is the difference between dismissal and discharge ?
- 26 Explain the objectives of compensation planning.
- 27 Explain the process of recruitment.
- 28 Explain Hot stove rule.

(6 × 4 = 24 marks)

Part IV (Long essay)

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

- 29 Explain the process of selection of employees which is generally followed in a large-scale business concern.
- 30 What is meant by performance appraisal ? Explain the methods adopted for performance appraisal.
- 31 What do you mean by grievance management ? What are the causes of grievances in an organization ?

(2 × 15 = 30 marks)