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Reg No :

CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
B.Sc./B.B.A./B.Com./B.C.A. FIRST SEMESTER DEGREE EXAMINATION
NOVEMBER 2024

ECONOMICS
Business Economics

Duration: 2 Hours

Max Marks: 60

Section - A

I. Answer any TWO of the following : 2×5= 10

1. Define the law of diminishing marginal utility.
2. State the law of variable proportion.
3. What are the objectives of demand forecasting?
4. Describe the factors determining market supply.

Section - B

II. Answer any TWO of the following : 2×10=20

5. Briefly explain the significance of Business Economics.
6. Briefly explain the features of monopoly.
7. Explain the concept of risk analysis.
8. Briefly explain the features of oligopoly.

Section - C

III. Answer any TWO of the following : 2×15= 30

9. State and explain Law of Demand. What are its exceptions?
10. Define Business cycle. Explain the phases of business cycle.
11. Define capital budgeting. Explain the various methods of capital budgeting.
12. Define Economic laws. Explain its significance.

CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
B.A. THIRD SEMESTER DEGREE EXAMINATION NOVEMBER 2024
ECONOMICS
Economics of Insurance

Duration:2 Hours

Max Marks:60

Section - A

I. Answer any TWO of the following :**2×5= 10**

1. Write a note on scope of Insurance.
2. Write a note on strategies of wealth accumulation.
3. Write a note on features of Insurance documentation.
4. Write a note on Principle of Subrogation.

Section - B

II. Answer any TWO of the following :**2×10=20**

5. Differentiate between Hazards and Perils.
6. Differentiate between Social Insurance and Private Insurance.
7. Explain the role and achievement of IRDA.
8. Explain the essentials and working of IRA.

Section - C

III. Answer any TWO of the following :**2×15= 30**

9. Explain the various classes of Insurance.
10. Define General Insurance. Explain the types of General Insurance.
11. Define Micro Health Insurance. Explain the various health Insurance schemes in India.
12. Explain Insurance regulation in India.

CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
FIRST SEMESTER DEGREE EXAMINATION NOVEMBER 2024
PSYCHOLOGY
Psychology of Health and Wellbeing

Duration:2 Hours**Max Marks:60****Answer any THREE of the following :****(3×2= 06)**

1. Mention the three areas of Biopsychosocial Model.
2. What do you mean by Psychological Wellbeing?
3. Mention the Sources os Stress.
4. Mention the two categories of Stress Management.
5. Define Health Habits.

Answer any FOUR of the following in not more than a page each :**(4×6= 24)**

6. Explain Subjective Wellbeing and its components.
7. Briefly explain the benefits of Management of Illness.
8. Explain the types of Stress.
9. Write a note on Stress and Anger.
10. With suitable examples explain the Obstacles In Modifying Health Behaviours?
11. What are Health Compromising Behaviours? Give examples.

Answer any THREE of the following in not more than two page each :**(3×10= 30)**

12. What is Health? Explain the Dimensions of Health.
13. Explain the Psychological Interventions used in Chronic Illness.
14. Explain the Effects of Stress on Cardiovascular system and Endocrine system.
15. Explain the Ways of Coping with Stressful Situations.
16. What are the physical and psychological effects of Health Enhancing Behaviours?

CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
BA/B.Com./B.B.A./B.C.A FIRST SEMESTER DEGREE EXAMINATION
NOVEMBER 2024
COMPUTER ANIMATION
Basics of Graphic Design

Duration: 2 Hours

Max Marks: 60

PART A

Answer any FIVE questions:

(5×2= 10)

- 1) Define Raster graphics.
- 2) What do you mean by background in a design?
- 3) Name few the tools found on tool bar.
- 4) Name the colors that are included in Grey scale.
- 6) Expand TIFF.
- 8) How to Export a photo in Photoshop?

PART B

Answer any FIVE questions :

(5×6= 30)

- 7) List the characteristics of vector graphics.
- 8) Explain the characteristics of digital imagery.
- 9) What is perspective in art? What are its key elements?
- 10) Write a note on color history.
- 11) Define Vector Graphics.
- 12) Define secondary color and its formation.

PART C

Answer any TWO questions :

(2×10= 20)

- 13) Explain Tertiary colors in detail. How are they formed?
- 14) Write the uses of various tools used in photoshop.
- 15) Write a brief note on raster graphics and its advantages.

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Reg No :

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
FIRST SEMESTER DEGREE EXAMINATION NOVEMBER 2024
MICROBIOLOGY**

Microorganisms for Human Welfare

Duration:2 Hours

Max Marks:60

SECTION - A

Answer the following strictly observing the internal choice provided:

4×5=20

UNIT 1

- 1) List the types of food that will help improve the gut bacteria.

OR

- 2) List the nutritional value of Prebiotics.

UNIT 2

- 3) Write briefly on the mechanism of how the biofertilizers work.

OR

- 4) Write briefly about Ectomycorrhiza.

UNIT 3

- 5) Classify antibiotics based on the mode of action.

OR

- 6) What are antimicrobial drugs? Give examples.

UNIT 4

- 7) List different types of dairy products.

OR

- 8) List the requirements needed to grow mushrooms.

SECTION - B

Answer the following strictly observing the internal choice provided:

4×10=40

UNIT 1

- 9) Write a detailed note on Curd.

OR

- 10) Explain in detail production of Red Wine.

UNIT_2

11) Explain in detail the fixed dome type biogas plant.

OR

12) Write about the characteristics of an ideal biopesticide. Add a note on Bacterial pesticides.

UNIT_3

13) Describe the mode of action of Penicillin and Tetracycline.

OR

14) Describe the factors related to antimicrobial agent affecting antimicrobial control.

UNIT_4

15) Describe the properties of vaccines in detail.

OR

16) Explain the production of Fermented coffee in detail and add a note on its significance.

CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
B.A../B.Com./BBA/BCA FIRST SEMESTER DEGREE EXAMINATION
NOVEMBER 2024

CHEMISTRY

Chemistry in daily life

Duration: 2 Hours

Max Marks: 60

PART A

I. Answer any FIVE of the following:

5×2= 10

- 1 Name some common food preservatives.
- 2 Define food adulteration.
- 3 Name one difference between a soap and detergent.
- 4 Write the structural formula of a soap.
- 5 What are the disadvantages of secondary battery?
- 6 What are BESS?

PART B

II. Answer any FIVE of the following choosing at least one question from each Unit.

5×10= 50

UNIT I

- 7 a) How are the non permitted colors rhodamine and lead chromate detected in chili powder?
b) Write a brief note on analysis of pesticide residue in food. (5+4)
- 8 a) Explain the two methods of determining the content of fat in milk.
b) How is the adulterant chloral hydrate in toddy detected?

UNIT II

- 9 a) Explain the rancidity of fats and oils.
b) What are the tests performed to detect i) the purity of oils & fats ii) solubility and iii) Translucent test. (4+6)
- 10 a) Write a note on deficiency diseases of vitamin A and vitamin B including their source.
b) What are the sources of vitamin K, vitamin E and vitamin D and their deficiency disease? (5+5)

UNIT III

- 11 a) Explain the classification of polymers based on molecular forces.
b) What are the characteristics of polymers? (6+4)
- 12 a) What are the problems of plastic waste management?
b) Explain the problems of polymers as plastics in aerospace materials. (6+4)

24/11/24
Morning

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Reg. No.....

CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME

B.A./B.Sc./B.Com./B.B.A./B.C.A. I SEMESTER DEGREE EXAMINATION

NOVEMBER 2024

Plants & Human Welfare

Time: 2 Hrs.

Max. Marks: 60

1. Answer the following strictly observing the internal choice provided: 12X5=60
1. a) Explain the concepts of centers of origin of crops with reference to vavilov's work.
OR
b) What are genetic resources? Discuss different methods of conservation of plant genetic resources.
2. a) Explain the concept of millets in brief and mention their nutritional importance.
OR
b) Write a note on origin, Morphology and uses of wheat.
3. a) What are legumes? Discuss morphology and uses of green gram and chick pea.
OR
b) Give a brief account of legumes and mention their significance in daily life.
4. a) Explain the origin, Morphology, cultivation and uses of any one citrus crop
OR
b) Write the botanical name, family and uses of Mango and grapes
5. a) Write the botanical name of rubber. Describe tapping and processing of rubber.
OR
b) Discuss the varieties and method involve in processing of sugarcane
6. a) Write the botanical name, family and part used and economic importance of any two spices.

OR

- b) Discuss the role of spices in daily life
7. a) Discuss morphology, processing and uses of coffee

OR

- b) Write a note on beverage yielding crops
8. a) Explain the extraction process and the uses of coconut oil.
b) Write a note on non-edible oil yielding trees and mention their importance.

OR

9. a) What are essential oils? Discuss their economic importance.

OR

- b) Write the botanical name, family, part used and uses of sandalwood
10. a) Write a note on drug yielding plants
b) Mention the botanical name, family and therapeutic uses of cinchona and cannabis

OR

11. a) Explain processing and uses of cotton

OR

- b) Discuss fiber yielding plants with example
12. a) Discuss the different methods of conservation of forest resources
b) Expand NTFP. Discuss the role of community in forest conservation

OR

CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME

B.A./B.B.A./B.Com./B.C.A. FIRST SEMESTER DEGREE EXAMINATION

NOVEMBER 2024

MATHEMATICS

Business Mathematics- I

Duration: 2 Hours

Max Marks: 60

PART - A

I. Answer any 8 questions . Each question carries 3 marks: (3×8= 24 Marks)

a. Define a unit matrix with an example.

b. If $A = \begin{bmatrix} 2 & 5 \\ 1 & 3 \end{bmatrix}$ and $B = \begin{bmatrix} 1 & -1 \\ -3 & 2 \end{bmatrix}$. Then find AB and BA . Is $AB = BA$

c. Find $\begin{vmatrix} 1 & 0 & 2 \\ 1 & 2 & 5 \\ 6 & 8 & 0 \end{vmatrix}$

d. If $A = \begin{bmatrix} 1 & 2 & 2 \\ 2 & 1 & 2 \\ 2 & 2 & 1 \end{bmatrix}$. Then find A^2

e. Find the value of k if the line joining $P(-5, k)$ and $Q(3, 10)$ is perpendicular to the line joining $A(1, 2)$ and $B(-2, 5)$.

f. Show that the lines $3x + 4y - 8 = 0$ and $15x + 20y - 23 = 0$ are parallel.

g. Find the equation of the circle, if the centre is $(2, -3)$ and radius 5 units.

h. Find the equation of the parabola if the vertex is $(0, 0)$ and the focus is $(0, 4)$.

i. If $y = 5x^2$, then find $\frac{dy}{dx}$

j. Find the second ordered derivative of $y = 10 - 3x^3 + 3x^2 - 3x + 10$ at $x = 2$.

k. Define Marginal cost.

l. Prove that $f(x) = 9 - x^2 - 2x + 7$ has a maximum value at $x = -1$.

PART - B

2. Answer any 2 questions. Each question carries 6 marks:

(6×2= 12 Marks)

a. Find the adjoint of the matrix $A = \begin{bmatrix} 1 & 2 & 3 \\ 1 & 3 & 5 \\ 1 & 5 & 12 \end{bmatrix}$.

b. Solve the system of equations by using Cramer's Rule :

$$2x - y + 3z = 9$$

$$x + y + z = 6$$

$$x - y + z = 2$$

c. Solve the system of equations by using Matrix method :

$$2x - y + 3z = 9$$

$$x + y + z = 6$$

$$x - y + z = 2$$

d. A firm produces different pump units, each of which requires some components shown below in a tabular column.

Pump	Housing	Impeller	Bolts	couplings	Inlets	Armoured Hose
Type A	1	1	5	4	2	8m
Type B	1	1	7	3	2	4m
Type C	1	1	3	5	2	3m

The firm receives an order for 8 type A units, 4 type B units, 2 type C units. Using the notion of Matrix multiplication, obtain the matrix whose elements may represent the quantities of each item required to make up the order.

PART - C

3. Answer any 2 questions. Each question carries 6 marks:

(6×2= 12 Marks)

a. Find the equation of the straight line passing through $(-1, -5)$ and

(i) Parallel to $2x + 3y = 5$.

(ii) Perpendicular to $2x + 3y = 5$.

- b. For the following parabola, find the vertex, length of latus rectum, focus, equation of the latus rectum.

(i) $y^2 = 12x$

(ii) $y^2 = -20x$

- c. The demand and supply of a commodity are given by $x_d = 81000 - 160p$ and $x_s = -4500 + 125p$ where x denote quantity and p denotes price. Find the equilibrium price and quantity.

- d. Solve the inequality and show the solution set on a graph.

$$8x + 15 < 3x + 5$$

PART - D

4. Answer any 2 questions. Each question carries 6 marks: (6×2= 12 Marks)

- a. A company has, for x items produced the total cost C and total revenue R given by equations $C = 100 + 0.015x^2$ and $R=3x$. Find how many items be produced to maximize the profit.
- b. The total profit P in rupees on a drug company from the manufacture and sale of x drug bottles is given by $P = \frac{x^3}{600} + 3x - 80$.
- (i) How many drug bottles must the company sell to achieve the maximum profit?
(ii) What is the profit per drug bottle when this maximum is achieved?
- c. (i)The total cost $C(x)$ in rupees, associated with the production of x units of an item is given by $C(x) = 0.005x^3 - 0.02x^2 + 30x + 5000$. Find the Marginal cost when 3 units are produced.
(ii) If C is the total cost, x is the total output and the total cost function is given by $C(x) = (3 + 2x^2)^2$. Find the marginal cost at the output level 1.
- d. (i) The total cost C of making x litres of a product is $C = 10 + 30\sqrt{x}$. Find the marginal cost of 100 litres output.
(ii)Find the average cost and marginal cost if the total cost function of a commodity is given by $y = 8x^2 + 9x + 3$ where y is the total cost and x is the quantity produced

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CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
B.A./B.B.A./B.Com./B.C.A./B.Sc. FIRST SEMESTER DEGREE EXAMINATION
NOVEMBER 2024

NUTRITION AND HEALTH EDUCATION

Human Nutrition

Duration: 2 Hours

Max Marks: 60

SECTION - A

Answer the following strictly observing the internal choice provided:

4×5=20

UNIT 1

- 1) Explain the need to maintain a balanced diet.

OR

- 2) Explain the psychological functions of food with examples.

UNIT 2

- 3) Explain the functions of protein in the human body.

OR

- 4) Explain the functions of lipids in the human body.

UNIT 3

- 5) Explain the functions of Iodine.

OR

- 6) Explain on deficiency of vitamin E.

UNIT 4

- 7) Explain the dietary recommendation for a adolescent boy.

OR

- 8) Explain the dietary recommendation for a adult woman.

SECTION - B

Answer the following strictly observing the internal choice provided:

4×10=40

UNIT 1

- 9) Write in detail about understanding the importance of nutrition.

OR

- 10) What are nutrients? Explain each of its classification with example.

UNIT 2

- 11) Explain dietary fibre under following heads :

i) functions ii) Excess consumption

OR

- 12) Explain carbohydrates under following heads :

i) Functions ii) Excess consumption

UNIT 3

- 13) Explain Vitamin B1 under following heads: i) Functions ii) Deficiency

OR

- 14) Explain Vitamin A under following heads : i) Deficiency ii) Functions

UNIT 4

- 15) What are the nutritional problems seen during pregnancy? Add a note on their nutritional requirements.

OR

- 16) Explain infancy under following head:

i) physiological changes ii) nutritional problems

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CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
FIRST SEMESTER DEGREE EXAMINATION NOVEMBER 2024

ZOOLOGY

Economic zoology

Duration:2 Hours

Max Marks:60

SECTION - A

Answer the following strictly observing the internal choice provided:

4×5=20

UNIT 1

- 1) Write a short note on any two types of silkworms.

OR

- 2) Explain any five equipments used in silkworm rearing.

UNIT 2

- 3) Write a short note on the Indian breeds of chicken.

OR

- 4) What is dairy management. Mention the advantages of dairy farming.

UNIT 3

- 5) Write a note on Aquarium filters.

OR

- 6) Comment on laws and regulations guarding aquaculture.

UNIT 4

- 7) Explain the composition of lac. Comment on the harvest and extraction of lac.

OR

- 8) Comment on the strains of lac insect and its host plants.

SECTION - B

Answer the following strictly observing the internal choice provided:

4×10=40

UNIT 1

- 9) Explain the methods involved in bee keeping.

OR

10) Explain the life cycle of honey bee.

UNIT 2

11) Explain any five diseases of poultry.

OR

12) Write in detail about the products obtained from cattle in dairy farming.

UNIT 3

13) Give an account of marine fishing crafts of West coast.

OR

14) Describe the storage process of prawns.

UNIT 4

15) Explain the different types of earthworms.

OR

16) Give a detailed account of the various stages of vermicomposting.

CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
B.Com. FIRST SEMESTER DEGREE EXAMINATION NOVEMBER 2024

COMMERCE

Business Economics

Duration:3 Hours

Max Marks:80

Section A

I. Answer any THREE questions: (3×15= 45)

1. Briefly explain the meaning and subject matter of business economics.
2. Explain the theory of consumer surplus. What are its limitations?
3. What is Law of Diminishing Marginal Utility? What are its exceptions.
4. Explain the objectives and uses of break even analysis.

Section B

II. Answer any TWO questions: (2×10= 20)

1. Explain the features of oligopoly.
2. Explain the concepts which help in business decisions.
3. Explain the determinants of demand.

Section C

III. Answer any THREE questions: (3×5= 15)

1. Briefly explain the concept of TR, AR and MR under imperfect competition.
 2. Briefly explain the concept of demand forecasting.
 3. Write a note on perfect competition.
 4. Briefly explain the fetures of monopoly market.
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CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
B.Com. FIRST SEMESTER DEGREE EXAMINATION NOVEMBER 2024
COMMERCE
Mercantile Law

Time: 2 Hrs.

Max. Marks: 80

SECTION – A

I. Answer the following: (Compulsory)**1 x 20 = 20**

1. "A Stranger to a contract sue". Explain the statement in accordance with the Indian Contract Act, 1872.

SECTION– B

II. Answer any SIX questions:**6 x 10 = 60**

2. Explain the essential elements of a valid Acceptance.
3. Explain the hierarchy of courts in India as per the Indian Regulatory Framework
4. Briefly explain the various modes of discharge of contract under the Indian Contract Act, 1872.
5. Explain the differences between Contract of Indemnity and Contract of Guarantee
6. Explain the concept of 'Doctrine of Caveat Emptor'
7. Explain the situations when an unpaid seller can exercise the right of stoppage of goods in transit.
8. Explain the concept of 'Free Consult'

CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
B.Com. FIRST SEMESTER DEGREE EXAMINATION NOVEMBER 2024
COMMERCE
Corporate and Business Law

Duration:3 Hours

Max Marks:80

Section A

I. Answer any THREE questions**(3×15= 45)**

1. Describe the role of International Chamber of Commerce (ICC) and International Institute for the Unification of Private Law (UNIDROIT) in the promotion and regulation of international trade.
2. Explain the formation of contract and its rule for creating contractual relations under UNCCISG.
3. Explain the nature and legal control over Market abuse and Bribery.
4. Describe the operation of Letter of Credit and Bills of Exchange.

Section B

II. Answer any TWO questions**(2×10= 20)**

5. What is Common Law? Explain the sources of Common Law.
6. Explain the procedure of members voluntary liquidation when the company is solvent.
7. Explain the advantages and disadvantages of Debentures.

Section C

III. Answer any THREE questions**(3×5= 15)**

8. Differentiate between Court and Arbitration.
9. Distinguish between Revocable and Irrevocable letter of credit.
10. Who is an Auditor? State the duties of an Auditor.
11. Who is an Executive and Non-Executive Director?

CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
B.A./B.B.A./B.C.A./B.Sc. FIRST SEMESTER DEGREE EXAMINATION
NOVEMBER 2024
COMMERCE
Financial Literacy

Duration:2 Hours

Max Marks:60

SECTION – A

Answer any TWO questions:

(15×2= 30)

- 1) 'Cashless banking is a part of promoting cashless transactions and converting India into cashless society'. Explain.
- 2) Explain any two types of budget and narrate on the procedure involved in preparing a budget.
- 3) Explain the various policies offered by General Insurance Companies.
- 4) Explain the concept of Investment Management.

SECTION – B

Answer any FOUR questions :

(5×4= 20)

- 5) What is Financial Literacy? Explain with an example.
- 6) Elaborate on Personal Budget.
- 7) Write a short note on CIBIL.
- 8) Write a short note on Post Office Savings Account.
- 9) What is Money Transfer? Explain any two types of Money transfer.
- 10) What is Life Insurance? Explain the different types of Life Insurance Policies.

SECTION – C

Answer any FIVE questions :

(2×5= 10)

- 11) State any two Pre-requisites of Financial Literacy.
- 12) State any two savings schemes offered by Post Office.
- 13) What is meant by Need?
- 14) What is Budget Deficit?
- 15) What is meant by Overdraft?
- 16) What is PAN Card?
- 17) What is Life Insurance Premium?

CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
B.A./B.B.A./B.C.A./B.Sc. FIRST SEMESTER DEGREE EXAMINATION
NOVEMBER 2024
COMMERCE

Global Corporate and Business Law

Duration: 2 Hours

Max Marks: 60

SECTION – A

Answer any TWO questions:

(15×2= 30)

- 1) Explain the role of International Chamber of Commerce (ICC) and World Trade Organisation (WTO) in the promotion and regulation of international trade.
- 2) Define Breach of Contract. Explain the remedies for breach of contract by the Seller.
- 3) Explain the nature and legal control over Market abuse and Bribery.
- 4) Explain the operation of Letter of Credit and Letter of Comfort.

SECTION – B

Answer any FOUR questions :

(5×4= 20)

- 5) What is civil law? Explain the operation of civil law system.
- 6) Explain the common provision on preservation of the goods.
- 7) Briefly explain the various documents to be submitted to the Registrar for the registration of the company.
- 8) Briefly explain the different kinds of meetings
- 9) Write a note on dissolution of partnership.
- 10) Differentiate between loan and share Capital.

SECTION – C

Answer any FIVE questions :

(2×5= 10)

- 11) Define Arbitral Award.
- 12) Differentiate between Standby and Revolving Letter of Credit.

- 13) Define Implied Agreement.
- 14) Define Partnership.
- 15) Distinguish between Ordinary and Special Resolution.
- 16) Define Issued Capital.
- 17) Who is the Chairman of the board?

*****ANS*****

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
BBA FIRST SEMESTER DEGREE EXAMINATION NOVEMBER 2024**

BUSINESS ADMINISTRATION

Business Communication

Duration: 3 Hours

Max Marks: 80

Section A

I. Answer any TWO questions: (2×15= 30)

1. What are communication barriers, and how do they affect the communication process within an organization? Explain with examples.
2. Draft a enquiry Letter by ABC company to XYZ company seeking enquiry of 100 computers. Also reply to the enquiry made by ABC company.
3. Analyze how public relations supports marketing efforts. In what ways can PR enhance the effectiveness of marketing campaigns?

Section B

II. Answer any THREE questions: (3×10= 30)

4. "Communication is the lifeblood of a business organisation" Explain.
5. On 15th December, Shri Ranjan bought a thermos flask for Rs. 650. However, during a festival sale starting from 20th November, a similar flask was sold for Rs.475. Shri Ranjan has lodged a complaint to the seller regarding the higher price he was charged. Draft a reply to his complaint.
6. Explain how brevity and clarity contribute to effective business correspondence. Why are these elements important when drafting business letters?
7. Write a press release for a music concert happening at your college. Include details about the date, ticket prices, and featured artists.

Section C

III. Answer any FOUR questions: (4×5= 20)

8. What is verbal communication? Explain its significance in a business environment.
 9. Describe the role of kinesics in non-verbal communication. How can body language affect communication outcomes?
 10. Draft a notice to inform customers about a change in store hours during the holiday season. Include the new opening and closing times.
 11. What are three key things an interviewee should do to make a good first impression during an interview?
 12. Explain the importance of corporate brand building.
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**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
FIRST SEMESTER DEGREE EXAMINATION NOVEMBER 2024**

BUSINESS ADMINISTRATION

Business Organisation

Duration: 2 Hours

Max Marks: 60

SECTION A

Answer any TWO of the following:

(2×15= 30)

- 1) Briefly explain the various objectives of business.
- 2) Briefly explain the various advantages and disadvantages of departmental undertaking.
- 3) What are the differences between management and administration? Explain.

SECTION B

Answer any THREE of the following :

(3×7= 21)

- 4) What are the kinds of social responsibility of business?
- 5) Explain the features of Co-operatives.
- 6) Briefly explain the features of public corporations.
- 7) Discuss precisely the combination movement in India.

SECTION C

Answer any THREE of the following :

(3×3= 9)

- 8) What is CSR?
 - 9) What is sole proprietorship?
 - 10) Define control.
 - 11) Give the meaning of holding companies
- *****

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
FIRST SEMESTER B.C.A. DEGREE EXAMINATION NOVEMBER 2024**

Web Development using HTML

Time: 30 Mins

Max. Marks: 30

1. HTML stands for
 1. HighText Machine Language
 2. HyperText Mark Language
 3. HyperText Markup Language
 4. HighText Markup Language

2. Which of the following element is responsible for making the text bold in HTML?
 1. <pre>
 2. <a>
 3.
 4.

3. How do you create a list with the list items in bullets in HTML?
 1.
 2.
 3.
 4. <j>

4. Which character is used to represent the closing of a tag in HTML?
 1. \
 2. !
 3. /
 4. .

5. How do you create a list with the list items in numbers in HTML?
 1.
 2.
 3.
 4. <j>

6. Which of the following element is responsible for making the text italic in HTML?
 1. <i>
 2. <italic>
 3. <it>
 4. <pre>

7. How do you insert an image in HTML?

1. ``
2. ``
3. ``
4. ``

8. How to create a checkbox in HTML?

1. `<input type = "checkbox">`
2. `<input type = "button">`
3. `<checkbox>`
4. `<input type = "check">`

9. Which of the following tag is used to define options in a drop-down selection list?

1. `<select>`
2. `<list>`
3. `<dropdown>`
4. `<option>`

10. Which of the following tag is used to add rows in the table?

1. `<td>` and `</td>`
2. `<th>` and `</th>`
3. `<tr>` and `</tr>`
4. None of these

11. The `<hr>` tag in HTML is used for

1. new line
2. vertical ruler
3. new paragraph
4. horizontal ruler

12. Which of the following is the container for `<tr>`, `<th>`, and `<td>` ?

1. `<data>`
2. `<table>`
3. `<group>`
4. All of these

13. Which are the types of bulleted list in HTML?

1. disc, square, triangle
2. polygon, triangle, circle
3. disc, circle, square
4. All of these

14. Which of the following is the correct way to begin an ordered list with the count of numeric value 4?

1. `<ol type = "1" initial = "4">`
2. `<ol type = "1" begin = "4">`
3. `<ol type = "1" num = "4">`
4. `<ol type = "1" start = "4">`

15. An HTML program is saved by using the ____ extension
1. .ht
 2. .html
 3. .htm
 4. All of these
16. The tags in HTML are
1. case-sensitive
 2. in upper case
 3. not case sensitive
 4. in lowercase
17. In HTML5, which of the following tag is used to initialize the document type?
1. <Doctype HTML>
 2. <\Doctype html>
 3. <Doctype>
 4. <!DOCTYPE html>
18. Which is the correct way to comment out something in HTML?
1. Using ## and #
 2. Using <!-- and -->
 3. Using </-- and -/>
 4. Using <!-- and -!>
19. A collection of frames in a browser window is known as
1. frames
 2. frameset
 3. framegroup
 4. none of these
20. Which of the following HTML code will make an image clickable?
1. Home Page
 2. Home Page
 3. Home Page
 4.
21. Which of the following tag is used to create multiline textbox in HTML Form?
1. <textarea> </textarea>
 2. <text> </text>
 3. <input type="text" />
 4. <input type="textarea" />
22. For writing chemical formula of water which HTML tag will be used?
1. <u>
 2.

 3. <sub>
 4. <sup>

23. Which one of the following is not the value of the target attribute?

1. _blank
2. _parent
3. _self
4. _empty

24. Which of the following is an attribute of table tag?

1. table
2. src
3. alt
4. cellpadding

25. Which is the correct format to insert a text field in HTML form?

1. <input type="textfield"/>
2. <input type="password"/>
3. <input type="text"/>
4. <input = text/>

26. Vertical frameset can be created using _____ attribute.

1. rows
2. cols
3. <hr>
4. columns

27. What is the usage of alt attribute in tag?

1. alternative text for an image
2. alternative source for an image
3. caption of an image
4. All of these

28. _____ connects webpages

1. connector
2. browser
3. hyperlinks
4. none of these

29. <!-- html --> is a _____

1. Underlined tag
2. Italic tag
3. Comment tag
4. Underlined with italic tag

30. Which tag adds a paragraph break after the text?

1.

2. <p>
3. <pre>
4. <hr>

CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME
FIRST SEMESTER B.A./B.Sc./B.Com./B.B.A./B.C.A. DEGREE EXAMINATION
NOVEMBER 2024
Digital Fluency

Duration: 30 Min.**Max Marks: 30**

1. Which one of the following is NOT a key component of DBMS?
 1. Runtime Database Manager
 2. Equitable Manager
 3. Database Manager

2. Which is an open-source relational database management system (RDBMS) with a client-server model?
 1. Oracle
 2. MySQL
 3. MS Access

3. Mongo DB supports ad-hoc queries and document-based queries.
 1. True
 2. False

4. _____ uses software and hardware methods to tackle external threats that can arise in the development stage of an application
 1. Disaster Recovery
 2. Application Security
 3. Information Security
 4. Endpoint Security

5. Hackers are always looking for opportunities to invade privacy and steal data that's of crucial importance
 1. True
 2. False

6. A cyber-attack is any type of offensive action that targets computer information systems, infrastructures, computer networks or personal computer devices, using various methods to steal, alter or destroy data or information systems.
 1. True
 2. False

7. Which one of the following is not the stage of IoT architecture?
 1. Sensors and actuators
 2. Internet gateways and Data Acquisition Systems
 3. Edge IT
 4. Domotics

8. In Machine Learning, decisions are based on the type of algorithm selected.
 1. True
 2. False

9. Which of the following is not a Relational database management system(RDBMS)?

1. Microsoft SQL
2. SQL
3. Oracle
4. Azure Cosmos

10. An attempt to harm, damage or cause threat to a system or network is broadly termed as _____

1. Cyber-crime
2. Cyber Attack
3. System hijacking
4. Digital crime

11. Big Data Analytics is a complete process of examining large sets of data through varied tools and processes in order to discover unknown patterns, hidden correlations, meaningful trends, and other insights for making data-driven decisions in the pursuit of better results.

1. True
2. False

12. Healthcare big data refers to collecting, analyzing and leveraging consumer, patient, physical, and clinical data that is too vast or complex to be understood by traditional means of data processing.

1. True
2. False

13. Statistics estimate the ever-growing world population to reach nearly:

1. 5 billion by the year 2050
2. 15 billion by the year 2050
3. 10 billion by the year 2050

14. Cloud Computing can store a tremendous amount of data which can also help:

1. Big Data Analytics
2. Action Items
3. Cloud Networks

15. The origin of the word communication is _____

1. Communicate
2. Communicare
3. Compute
4. Computer

16. Types of words used for verbal communication?

1. Acronyms
2. Simple
3. Technical
4. Jargons

17. The first language which we learn or speak as a child _____
1. Jargon
 2. Dialect
 3. Mother Tongue
 4. Vernacular
18. Which of the following shows a positive facial expression?
1. Frowning while concentrating
 2. Maintaining eye contact
 3. Smiling continuously
 4. Rolling up your eyes
19. By what method we can know what the receiver understood or got the message
1. transmitting
 2. feedback
 3. message
 4. listening
20. _____ can be presented by face.
1. Gestures
 2. Body Language
 3. Para Language
 4. Expressions
21. Which of the following is NOT a communication barrier?
1. Linguistic barrier
 2. Interpersonal barrier
 3. Financial barrier
 4. Organisational barrier
22. Sending a letter is which type of communication?
1. Listening
 2. Writing
 3. Speaking
 4. Reading
23. Which of the following is not an element of the communication cycle?
1. Channel
 2. Receiver
 3. Time
 4. Sender
24. Written communication can be classified in which type of communication?
1. Non-verbal
 2. Verbal
 3. Visual
 4. None of these

25. The abilities to communicate properly are:
1. read
 2. write
 3. speak
 4. all of these
26. To understand the message properly the receiver need to _____ the message properly.
1. transmit
 2. throw
 3. listen
 4. ignore
27. Visual communication are dependent on what factors?
1. Signs, symbols and pictures
 2. Text messages
 3. Posture
 4. Body language
28. Which of the following increase at workplace through effective Communication? A) Loyalty. B) Efficiency.
1. Only A
 2. Only B
 3. Both A and B
29. Which non-verbal aspect makes the most impact in verbal face-to-face communication?
1. Eye Contact
 2. Professional Attire
 3. Communication Venue
30. There are 6 steps that can be used for strategic communication. Five of them are Aim, Review, Message, Story and Audience. Which is the sixth step?
1. Paths
 2. Channels
 3. Ways
