

**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.Sc. THIRD SEMESTER DEGREE EXAMINATION OCTOBER 2025**

**CHEMISTRY**  
**Environmental Chemistry**

**Duration: 2 Hours****Max Marks: 60**

**PART A**

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

- 1 What is the importance of carbon cycle?
- 2 How can acid rain be prevented?
- 3 What are green solvents? Give one example.
- 4 What are antifoulants? Give one example.
- 5 What is an environment impact statement?
- 6 What are the areas in which carbon footprint is measured?

**PART B**

**II. Answer any FIVE of the following choosing at least one question from each Unit. 5×10= 50**

**UNIT I**

- 7 a. What are the causes for ozone layer depletion?  
b. Explain Chapman cycle. (6+4)
- 8 a. What are emerging pollutants? Explain taking any five examples.  
b. Write a note on radioactive pollutants. (7+3)

**UNIT II**

- 9 State and explain any five principles of Green Chemistry. (10)
- 10 Write short note on (i) cogeneration (ii) programmable thermostat (10)

**UNIT III**

- 11 a. State and explain five principles of environment management.  
b. State the objectives of Environmental management. (5+5)
- 12 a. What are the different ways we can cut green house gas emissions in transportation ?  
b. Explain motion detection lighting. (6+4)

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**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.A./B.Sc./B.B.A./B.Com/B.C.A THIRD SEMESTER DEGREE EXAMINATION**

**OCTOBER 2025 4**

**ZOOLOGY**

**Endocrinology**

**Duration:2 Hours**

**Max Marks:60**

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**SECTION - A**

**Answer the following strictly observing the internal choice provided:**

**4×5=20**

**UNIT 1**

- 1) Explain hyper-prolactenemia. What are the symptoms caused due to increased production of oxytocin?

**OR**

- 2) Write a note on hypo and hyper active states of pineal gland.

**UNIT 2**

- 3) Write a short note on the hyperactive state of the adrenal gland.

**OR**

- 4) Write a short note on the symptoms of hyperparathyroidism.

**UNIT 3**

- 5) Write five functions of insulin.

**OR**

- 6) List any five gastrointestinal hormones with one function each.

**UNIT 4**

- 7) How does the Circadian Rhythm and Biological Clock work together?

**OR**

- 8) List any five factors affecting sleep.

## **SECTION - B**

**Answer the following strictly observing the internal choice provided:**

**4×10=40**

### **UNIT 1**

- 9) Why is pituitary gland called the master gland? Explain the structure and mention its function.

**OR**

- 10) What are hormones? Write their characteristic features. How do they function differently than that of neurotransmitters.

### **UNIT 2**

- 11) What are prostaglandins? Explain the control and function of prostaglandins.

**OR**

- 12) Explain the problems associated with the thyroid glands.

### **UNIT 3**

- 13) Describe the types and symptoms of Hypereinsulinism in Children.

**OR**

- 14) Differentiate between Hypoglycemia and Hyperglycemia. Add a note on healthy lifestyle choices to handle diabetes.

### **UNIT 4**

- 15) Describe the risk factors and Symptoms for Jet lag.

**OR**

- 16) Describe the relation between SCN and Pineal gland with examples.

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**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.Sc./B.Com./B.B.A./B.C.A THIRD SEMESTER DEGREE EXAMINATION**

**OCTOBER 2025**

**ECONOMICS**

**Economics of Insurance**

**Duration:2 Hours**

**Max Marks:60**

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**Section - A**

**I. Answer any TWO of the following :**

**2×5= 10**

1. Write a note on Fire Insurance.
2. Write a note on functions and duties of IRDA.
3. Write a note on Risk Pooling.
4. Differentiate between Perils and Hazards.

**Section - B**

**II. Answer any TWO of the following :**

**2×10=20**

5. Briefly explain the principles of Insurance.
6. Briefly explain the benefits of wealth insurance.
7. Explain the fundamentals of life and health insurance.
8. Explain Micro health insurance.

**Section - C**

**III. Answer any TWO of the following :**

**2×15= 30**

9. Explain the scope and importance of Insurance.
10. Explain Retirement planning.
11. Explain Insurance regulation in India.
12. Define Insurance. Differentiate between life and non - life insurance.

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**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.Sc./B.Com./BBA/BCA THIRD SEMESTER DEGREE EXAMINATION**

**OCTOBER 2025**

**JOURNALISM**

**Feature Writing and Freelancing**

**Duration:2 Hours**

**Max Marks:60**

**Section- A**

**Answer any FIVE of the following:**

**5×10= 50**

1. What is feature writing? What are the characteristics of the feature story?
2. What are the types of feature articles in journalism?
3. What are the legal and ethical aspects of freelancing?
4. What are the scope for freelancing in print media?
5. What are the art of travel writing?
6. What is the importance of research in feature article writing?

**Section- B**

**Answer any TWO of the following:**

**2×5= 10**

7. The factor of human interest in feature articles.
8. Angle in feature story.
9. Trends in freelancing.
10. Freelancing as a profession in India.

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**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.A./B.B.A./B.Com. THIRD SEMESTER DEGREE EXAMINATION**  
**OCTOBER 2025**

**MATHEMATICS**

**Quantitative Mathematics**

**Duration: 2 Hours**

**Max Marks: 60**

**PART - A**

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

- a. A firm manufactures 3 products A, B and C. The profits are Rs. 3, Rs. 2 and Rs. 4 respectively. The firm has 2 machines and given below is the required processing time in minutes for each machine on each product.

Machines	Product-wise processing time (min)		
	A	B	C
$M_1$	4	3	5
$M_2$	3	2	4

Machines  $M_1$  and  $M_2$  have 2000 and 2500 machine minutes respectively. The firm must manufacture 100 units of A's, 200 units of B's and 50 units of C's but not more than 150 units of A's. Set up an LPP to maximize the profit.

- b. An animal food company must produce 200 kg of a mixture consisting of ingredients  $x_1$  and  $x_2$  daily.  $x_1$  costs Rs. 3 per kg and  $x_2$  Rs. 8 per kg. Not more than 80 kg of  $x_1$  can be used and at least 60 kg of  $x_2$  must be used. Formulate an LP model to minimize the cost.
- c. Write the matrix form of LPP.
- d. Convert the following unbalanced transportation problem into a balanced transportation problem.

3	2	1	30
2	5	9	75
40	30	50	

- e. A person requires 10, 12 and 12 units of chemicals A, B and C, respectively for his garden. A liquid product contains 5, 2 and 1 units of A, B and C respectively, per jar. A dry product contains 1, 2 and 4 units of A, B, C per carton. If the liquid product is sold for Rs. 3 per jar and the dry product is sold for Rs. 2 per carton, Formulate the above as an LPP to maximize profit.
- f. One side of a rectangular field is 18m and one of its diagonals is 22m. Find the

area of the field.

- g. Find the area of a square, one of whose diagonal is 6.4 m long.
- h. Find the area of a right-angled triangle with hypotenuse 70 cm and one side 20 cm.
- i. Find the length of a rope by which a cow must be tethered in order that it may be able to graze on area of 9856 sq.metres.
- j. Three solid cubes of sides 1 cm, 6 cm and 8 cm are melted to form a new cube. Find the surface area of the cube so formed.
- k. If the capacity of a cylindrical tank is  $4848m^3$  and the diameter of its base is 6 m, then find the depth of the tank.
- l. The heights of two right circular cones are in the ratio 2:3 and the perimeters of their bases are in the ratio 5:6. Find the ratio of their volumes.

### PART - B

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

(6×2= 12 Marks)

- a. Solve the following by the graphical method.

$$\text{Max } Z = 20x_1 + 10x_2$$

subject to ,

$$x_1 + 2x_2 \leq 40$$

$$3x_1 + x_2 \geq 30$$

$$4x_1 + 3x_2 \geq 60$$

$$x_1, x_2 \geq 0$$

- b. Solve the following LPP by graphical method.

$$\text{Minimize } Z = 20x_1 + 10x_2$$

Subject to,

$$x_1 + 2x_2 \leq 40$$

$$3x_1 + x_2 \geq 30$$

$$4x_1 + 3x_2 \geq 60$$

$$x_1, x_2 \geq 0$$

- c. State VAM for transportation problem.

- d. Solve the following transportation problem starting with initial solution obtained by VAM.

	$D_1$	$D_2$	$D_3$	$D_4$	Supply
$O_1$	2	2	2	1	3
$O_2$	10	8	5	4	7
$O_3$	7	6	6	8	5
Demand	4	3	4	4	15



## PART - C

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

a. Study the following table carefully and answer the questions that follow:

Semester Fees (In thousands rupees) for Five Different Courses In 6 Different Years.

Years	Course				
	B.Tech	M.Sc.	B.Ed.	M.Phil	Diploma
2005	11.5	5.8	7.5	4.7	1.8
2006	14.5	6.4	11.6	5.8	3.2
2007	20.0	10.2	13.9	8.6	4.8
2008	22.2	14.6	15.8	12.7	5.6
2009	35.8	17.7	18.5	25.1	12.5
2010	50.7	20.9	22.6	18.9	14.9

a. What was the approximate percent increase in the semester fees of B.Ed course in the year 2007 as compared to the previous year?

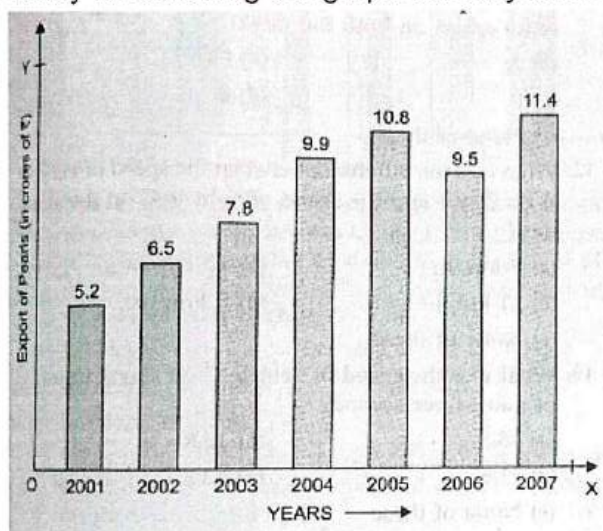
b. What was the average semester fee charged for M.Sc. course over all the years together?

c. What was the difference between the total semester fee charged for Diploma course over the years together and the fee charged for B.Tech Course in the year 2009?

d. The semester fee charged for M.Phil course in the year 2008 was approximately what percentage of the semester fee charged for M.Sc course in the year 2009?

e. What was the total semester fee charged for all the courses together in the year 2006?

b. Study the following bar-graph carefully and answer the questions given below:



a. The average export of pearls for the given period (in crores rupees).

b. In which year was there maximum percentage increase in export of pearls to that in the previous year?

c. In how many years was the export above average for the given period?

d. In which of the following pairs of years was the average export of pearls around 9 crores?

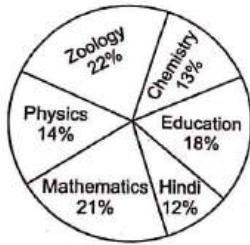
(i) 2002 and 2003    (ii) 2003 and 2004    (iii) 2004 and 2005    (iv) 2005 and 2006

e. What was the percentage increase in export from 2006 to 2007

- c. Study the following pie-chart and the table given below carefully to answer the questions:

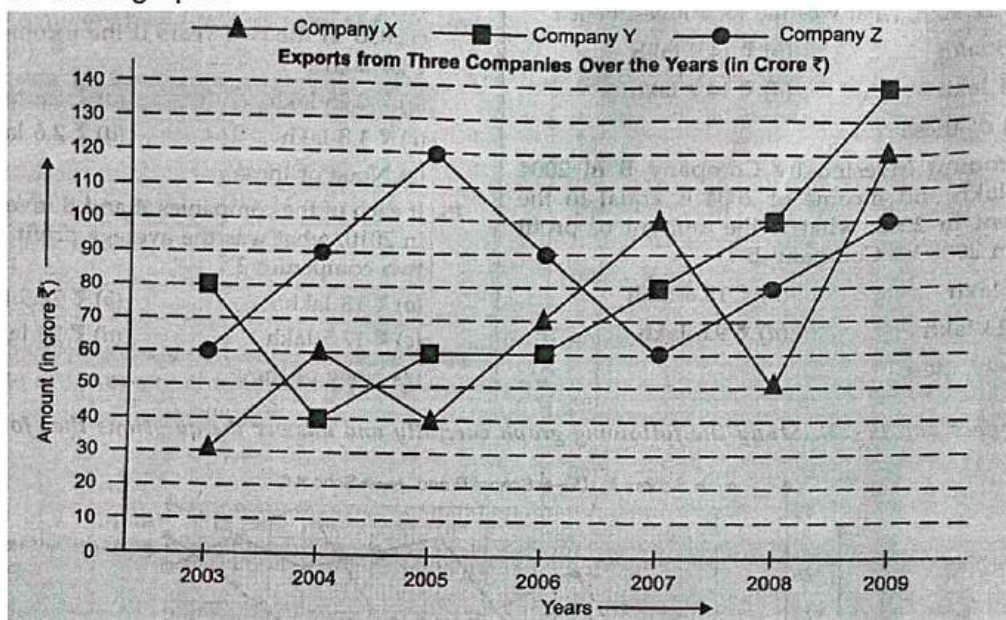
Percentage-wise distribution of lecturers in 6 different subjects in a university,  
total number of lecturers:1600

Ratio of male to female lecturers



Lecturers	Males : Females
Mathematics	3 : 4
Education	5 : 3
Hindi	1 : 3
Chemistry	1 : 7
Physics	9 : 5
Zoology	7 : 9

- a. Total number of lecturers (both male and female) in Hindi is approximately what percent of the total number of female lecturers in Mathematics and Chemistry together?
- b. What is the difference between the total number of lecturers (both male and female) in Zoology and the total number of male lecturers in Chemistry and Education together?
- c. What is the difference between the number of female lecturers in Zoology and the number of male lecturers in Hindi?
- d. What is the total number of male lecturers in the university?
- e. What is the ratio of the number of female lecturers in Physics to the number of male lecturers in Mathematics?
- d. Study the following graph and answer the questions given below which are based on these graphs:



- a. Average annual exports during the given period for Company Y is approximately what percent of the average annual exports for company Z?
- b. In how many of the given years, were the exports from company Z more than the average annual exports over the given years?



- c. What was the difference between the average exports of the three companies in 2003 and the average exports in 2008?
- d. In which year was the difference between the exports from companies X and Y the minimum?
- e. For which of the following pairs of years the total exports from the three companies together are equal?
- (i) 2005 and 2008    (ii) 2006 and 2008    (iii) 2007 and 2008    (iv) 2005 and 2006  
(v) 2003 and 2004

**PART - D**

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

- a. If the radius of a circle is increased by 20% then how much will its area be increased?
- b. The perimeters of two squares are 40 cm and 32 cm. Find the perimeter of a third square whose area is equal to the difference of the areas of the two square.
- c. The volume of a wall, 5 times as high as it is broad and 6 times as long as it is high, is 12.8 cu.metres. Find the breadth of the wall.
- d Find the volume, curved surface area and total surface area of a hemisphere of radius 14.5 cm

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**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.COM. THIRD SEMESTER DEGREE EXAMINATION** **OCTOBER 2025**  
**COMMERCE**  
**Entrepreneurial Skills**

Duration: 2 Hours

Max Marks: 60

**SECTION – A**

Answer any TWO questions:

(15×2= 30)

- 1) What is Business model? Explain the various steps involved in developing a business model.
- 2) Explain the schemes that promote entrepreneurs in India.
- 3) Explain the taxation-based compliances and labour law-based compliance to be followed by a start-up.

- 4) Name of the Borrower: Harish

Place: KG Nagar, Bengaluru

Bank: Canara Bank, K G Nagar

Activity: Glass Works Category:

Kishore Amount Disbursed: 2,00,000/

Harish, has expertise in fixing Wind shield/ glass for Autorickshaws/Cars and buses and aspired to have his own unit. However, he was aware that without adequate financial support, his dream was nowhere in sight. Although he started a unit with his own funds, but was unable to carry on business to his satisfaction due to lack of funds. He tried to mobilize funds through money lenders, but the interest rates were higher side and non-affordable for a small business.

Luck was in his favour when he learnt of the MUDRA yojana campaign conducted by Canara Bank which sanctioned him a loan of ₹2.00 lacs for his unit.

He has now expanded his business and gets orders for the fitting of windshields of the buses run by the Karnataka State Government (Bangalore Metro Transport Corporations BMTC), private owners of fleets of buses, etc. apart from local auto rickshaws, taxis and car owners. He gets customized orders for specific vehicles and gets it executed.

Today he has a turnover of around 78 lacs with net profit of around 2 lacs per year. He has also been successful in providing employment to 3 persons who assist him in the job, thus improving their livelihood. He follows financial discipline and dreams of expanding the business. This expansion of business was possible through support received from banks under PMMY.

Explain this case and specify the reason of success.

**SECTION – B**

Answer any FOUR questions :

(5×4= 20)

- 5) Explain the role of an entrepreneur as an organiser and as an innovator.
- 6) Distinguish between an Entrepreneur and a Manager.
- 7) Explain the importance of business monitoring.



- 8) Explain the role played by the Government of India in promoting an entrepreneur.
- 9) Write an analytical note on Regional Rural Banks.
- 10) Write a short note on market analysis.

### SECTION – C

**Answer any FIVE questions :**

**(2×5= 10)**

- 11) What is Entrepreneurship?
- 12) state any two objectives of AWAKE.
- 13) What is TECHSOK?
- 14) Expand the term SIDO and SIDC.
- 15) State the types of Mudra Loan Products and the loan amount availed under it.
- 16) What is meant by innovation?
- 17) What is the role of Employee's State Insurance Act, 1948?

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**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.Com THIRD SEMESTER DEGREE EXAMINATION OCTOBER 2025**  
**International Financial Reporting**

**Duration: 2 hours****Max Marks: 60**

**SECTION A**

**I. Answer any TWO of the following:****(2 X 15 = 30 marks)**

1. When the direct method of preparing a statement of cash flows is used, an enterprise should provide a reconciliation of net income to net cash flows from which activity?
  - a. Investing.
  - b. Financing.
  - c. Operating.
  - d. No reconciliation should be provided.
2. An income statement could be used by an external investor for all of the following purposes except to
  - a. analyze the company's performance compared to the budget
  - b. compare the company's results to those of its competitors
  - c. assess the risk of the company achieving future profitability
  - d. predict the company's future revenues.
3. Which of the below calculations would give the book value per share of common stock?
  - a. Total assets / (Total number of shares outstanding – Number of preference shares outstanding).
  - b. Net income / Number of common shares outstanding.
  - c. Stockholders' equity / (Total number of shares outstanding – Number of preference shares outstanding).
  - d. (Stockholders' equity – Preferred stock) / (Total number of shares outstanding – Number of preference shares outstanding).
4. A financial statement includes all of the following items: net income, depreciation, operating activities, and financing activities. What financial statement is this?
  - a. Balance sheet.
  - b. Income statement.
  - c. Statement of cash flows.
  - d. Statement of changes in stockholders' equity.
5. A set of financial statements includes the five basic financial statements and the Notes to financial statements. One of the basic financial statements is the Statement of Comprehensive Income. A Statement of Comprehensive Income will include all of the following except:
  - a. Foreign currency translation gain
  - b. Loss from discontinued operations.
  - c. Owners' contributions
  - d. Foreign currency remeasurement losses.

- II. 1. Good company offers credit terms to its customers of 10 / 10 net 30. If the average number of days, the sales is outstanding are 20 days. What is the proportion of number of customers opting for discount to those of the customers not opting for discount?**
- a. 1:2
  - b. 1:3
  - c. 2:1
  - d. 1:1

2. Which one of these is not an advantage of non-recourse factoring?
  - a. If a customer fails to make the payment, the factor will pursue the collection against the company customers.
  - b. The company will not have to issue collection notices to the non-paying customers.
  - c. It helps in factoring payments from clients without good payment records.
  - d. The company has to pay a higher transaction fee.
3. An "aging schedule" is used to
  - a. Classify categories of workers.
  - b. Determine depreciation pools.
  - c. Estimate the net realizable value of accounts receivable.
  - d. Estimate inventory obsolescence
4. The method of estimating the uncollectible accounts that represents the target amount of uncollectible is
  - a. Statement of income method
  - b. Net sales method
  - c. Aging of receivables method
  - d. None of the above
5. The current expected credit loss (CECL) model for estimating credit loss expense is required by generally accepted accounting principles in preference to the direct write-off method because it
  - a. "Allows" for discrepancies.
  - b. Is more flexible.
  - c. Achieves a proper matching of expenses and revenues.
  - d. Is easier to implement.

- III.**
1. Three years ago, James Company purchased stock in Zebra Inc. at a cost of \$100,000. This stock was sold for \$150,000 during the current fiscal year. The result of this transaction should be shown in the Investing Activities Section of James' Statement of Cash Flows as
    - a. Zero
    - b. \$50,000
    - c. \$100,000
    - d. \$150,000
  2. For the fiscal year just ended, Doran Electronics had the following results.
 

Net income	\$920,000
Depreciation expense	110,000
Increase in accounts payable	45,000
Increase in accounts receivable	73,000
Increase in deferred income tax liability	16,000

 Doran's net cash flow from operating activities is:
    - a. \$928,000
    - b. \$986,000
    - c. \$1,018,000
    - d. \$1,074,000
  3. Lind Co.'s salaries expense of \$10,000 is paid every other Friday for the 10 workdays then ending. Lind's employees do not work on Saturdays and Sundays. The last payroll was paid on June 18. On Wednesday, June 30, the month-end balance in the salaries expense account



before accruals was \$14,000. What amount should Lind report as salaries expense in its income statement for the month ended June 30?

- a. \$24,000
- b. \$22,000
- c. \$20,000
- d. \$18,000

4. A decline in the fair value below amortized cost of an available-for-sale investment in a debt security that the company does not intend to sell before a possible recovery of its amortized cost basis and that is deemed to be other than temporary should
- a. be accumulated in a valuation allowance resulting from the passage of time.
  - b. be evaluated for impairment and for determination of whether the unrealized loss is a credit loss, which is recognized in net income, or whether it is caused by other factors, which is recognized in equity.
  - c. not be realized until the security is sold.
  - d. be treated as an unrealized loss and included in the equity section of the balance sheet as a separate item.
5. Consider the following financial data for a company that is preparing its cash flow statement.
- Amortization expense = \$150,000  
Cash dividends paid to common shareholders = \$75,000  
Net income = \$1,500,000  
Work-in-process inventory increase over the prior year = \$300,000  
Gain on sale of equipment = \$50,000
- Using the indirect method, cash flow from operating activities would be
- a. \$1,225,000.
  - b. \$1,300,000.
  - c. \$1,350,000.
  - d. \$1,375,000.

## SECTION B

**Answer any TWO of the following:**

**(2 X 10 = 20 marks)**

- IV. 1. A statement of cash flows is intended to help users of financial statements.
- a. evaluate a firm's liquidity, solvency, and financial flexibility.
  - b. evaluate a firm's economic resources and obligations.
  - c. determine a firm's components of income from operations.
  - d. determine whether insiders have sold or purchased the firm's stock.
2. A leading manufacturer of electric vehicles has accumulated customer driving interaction data through its unique pilot driver-assist program. This data will be used to further develop more advanced autonomous features that the company plans to implement in the near future on its most popular model. In integrated reporting, the system used to accumulate and analyze the driving data is best categorized as
- a. human capital
  - b. intellectual capital
  - c. natural capital
  - d. manufactural capital
3. Keys Co., a manufacturer of keyboards, incorporates non-financial information into its analysis, reporting, and decision-making. Keys Co. is practicing
- a. Integrated thinking.
  - b. Shareholder wealth growth
  - c. Global citizenship
  - d. Compliance with international standards

4. Using the indirect approach for statement of cash flows, how should a 'decrease in inventories' be presented under the operating activities?
  - a. As an inflow of cash.
  - b. As an outflow of cash.
  - c. As an addition to net income.
  - d. As a deduction from net income.
5. When using the indirect method to prepare the statement of cash flows, the impairment of goodwill should be presented as a(n)
  - a. cash flow from investing activities.
  - b. deduction from net income.
  - c. addition to net income.
  - d. investing and financing activity not affecting cash.

- V. 1. Rue Co.'s allowance for uncollectible accounts had a credit balance of \$12,000 at December 31, 20X2. During 20X3, Rue wrote-off uncollectible accounts of \$48,000. The aging of accounts receivable indicated that a \$50,000 allowance for uncollectible accounts was required at December 31, 20X3. What amount of uncollectible accounts expense should Rue report for 20X3?
- a. \$48,000
  - b. \$50,000
  - c. \$60,000
  - d. \$86,000
2. Kline Co. had the following sales and accounts receivable balances at the end of the current year:  
Cash sales \$1,000,000  
Net credit sales 3,000,000  
Net accounts receivable, 1/1, 100,000  
Net accounts receivable, 12/31, 400,000  
What is Kline's average collection period for its accounts receivable?
- a. 48.0 days.
  - b. 30.0 days.
  - c. 22.5 days.
  - d. 12.0 days.
3. If sales revenue is \$32,000 and accounts receivable decreased by \$7,000, the amount of cash received from customer would be
- a. \$39,000
  - b. \$25,000
  - c. \$32,000
  - d. Cannot say.
4. In its December 31, 20X8 balance sheet, Fleet Co. reported accounts receivable of \$100,000 before allowance for uncollectible accounts of \$10,000. Credit sales during 20X9 were \$611,000, and collections from customers, excluding recoveries, totaled \$591,000. During 20X9, accounts receivable of \$45,000 were written off and \$17,000 were recovered. Fleet estimated that \$15,000 of the accounts receivable at December 31, 20X9, were uncollectible. In its December 31, 20X9 balance sheet, what amount should Fleet report as accounts receivable before allowance for uncollectible accounts?
- a. \$58,000
  - b. \$67,000
  - c. \$75,000
  - d. \$82,000



5. The financial records of Beta Company showed that on December 31, 20X4 the company had a debit balance of \$100 in its allowance for credit losses account and another \$55 of credit losses that needed to be written off before year end. Using relevant information about past events including historical experience and information about current conditions and forecasts that affect the collectability of the outstanding balances, the company estimated that its ending allowance account balance should be \$115. As of December 31, 20X4, the company had still not made a provision for credit loss expense. Based on the given information how much credit loss expense should be recorded as of December 31, 20X4?
- \$240
  - \$270
  - \$170
  - \$290

- VI. 1. When the equity method is used to account for an investment in an associate, the recording of the receipt of a cash distribution from the investee will result in
- The recognition of investment income.
  - A reduction in the investment balance.
  - An increase in a liability account
  - An increase in a special equity account
2. Best Billiard Company owns 40% of Supreme Table Company's stock at a historical cost of \$300,000. Supreme Table recently reported their earnings for the prior year. Best Billiard's proportional share of Supreme Table's prior year net income was \$10,000. Best Billiard also received \$15,000 in dividends from Supreme Table in the prior year. Best Billiard uses the equity method as the accounting treatment for this investment. Based on the information presented, the proper presentation of this investment would result in Best Billiard reporting
- a decrease in the book value of their investment in Supreme Table
  - an increase in the book value of their investment in Supreme Table
  - their investment in Supreme Table at the original cost
  - consolidated financial statements with Supreme Table
3. A company should apply the equity method of accounting for an investment whenever it can exercise significant influence over the investee. Usually, the minimum level of ownership at which an investor can exercise significant influence is
- 25% ownership.
  - 10% ownership.
  - 20% ownership.
  - 50% ownership.
4. An investment in trading securities is valued on the Statement of Financial Position at the
- Cost to acquire the asset.
  - Accumulated income minus accumulated dividends since acquisition.
  - Lower of cost or market.
  - Fair value.
5. An investment in available-for-sale debt securities is valued on the Statement of Financial Position at the
- Cost to acquire the security.
  - Amortized cost.
  - Fair value.
  - Par value of the debt securities.

## SECTION C

Answer any TWO of the following:

(2 X 5 = 10 marks)

- VII.** 1. A material loss should be presented separately as a component of income from continuing operations when it is
- A discontinued operation.
  - A cumulative effect type change in accounting principle.
  - Foreign Currency Translation Loss.
  - Unusual in nature and infrequent in occurrence.
2. Which of the following is the most likely journal entry of interest payment?
- Debit Interest expense and Amortization of discount and Credit Cash.
  - Debit Interest expense and Credit Amortization of discount and Cash.
  - Debit Amortization of discount and Cash and Credit Interest expense.
  - Debit Interest expense and Cash and Credit Amortization of discount.
- VIII.** 1. In accounting for inventories, generally accepted accounting principles require departure from the historical cost principle when the utility of inventory has fallen below cost. When the inventory cost flow assumption being used is anything other than LIFO or the Retail Method, the inventory should be measured at
- Lower of cost or the original cost minus an allowance for obsolescence.
  - Lower of cost or the original cost plus a normal profit margin.
  - Lower of cost or net realizable value.
  - Lower of cost or market.
2. Holly Company's inventory is overstated at December 31 of this year. The result will be:
- Understated income this year.
  - Understated retained earnings this year.
  - Understated retained earnings next year.
  - Understated income next year.
- IX.** 1. Which method of recording uncollectible accounts expense is consistent with accrual accounting?
- Direct write-off only, not allowance.
  - Allowance, not direct write-off.
  - Both allowance and direct write-off.
  - Neither allowance nor direct write-off.
2. A change in the estimate for bad debts should be
- treated as an error
  - handled retroactively
  - considered as an extraordinary item
  - treated as affecting only the period of the change

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**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**B.Sc./B.A/BBA/ B.Com/B.C.A THIRD SEMESTER DEGREE EXAMINATION**  
**OCTOBER 2025**

**COMPUTER ANIMATION**

**Photography**

**Duration: 2 Hours**

**Max Marks: 60**

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**PART A**

**Answer any FIVE questions:**

**(5×2= 10)**

- 1) Define Macro Photography.
- 2) How does the human eye adjust its focus, and what is this process called?
- 3) Name some of the most common types of light.
- 4) How does refraction play a significant role in underwater photography?
- 5) Why is Fisheye Lens used?
- 6) Explain Rule of Thirds.

**PART B**

**Answer any FIVE questions :**

**(5×6= 30)**

- 7) Explain the characteristics of an extreme close-up shoot.
- 8) How are Prisms and the light spectrum (VIBGYOR) are related to photography?
- 9) Write a note on advantages and disadvantages of Focal Plane Shutter and In-Between the Lens Shutter.
- 10) Briefly explain the common camera modes.
- 11) Briefly list out the cons of Pinhole Cameras.
- 12) What is Photography?

**PART C**

**Answer any TWO questions :**

**(2×10= 20)**

- 13) Explain the parts of a photographic camera.
- 14) How does speed of light play a significant role in photography?
- 15) Briefly explain photography genres.

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**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**

**B.Com. THIRD SEMESTER DEGREE EXAMINATION | OCTOBER 2025**

**COMMERCE**

**Corporate Law**

**Time: 2 Hrs.**

**Max. Marks: 60**

**SECTION – A**

**I. Answer the following (compulsory):**

**1 x 20 = 20**

1. a) What is the meaning and significance of doctrine of “Indoor Management”.  
Explain with reference to decided case law of “Royal British Bank Vs Turqu and”  
**(12 Marks)**
- b) Explain the provisions of the companies Act, 2013 relating to the ‘Service of Documents’ on company and the members of the company. **(8 Marks)**

**SECTION– B**

**II. Answer any FOUR questions:**

**4 x 10 = 40**

2. Flora Fauna limited was registered as a public company. There are 230 members in the company as noted below:

a. Directors and their relatives	50
b. Employees	15
c. Ex employees (shares were allotted when they were employees)	10
d. 5 couples holding shares jointly in the name	
e. Husband and wife	10
f. Others	145

The Board of directors of the company propose to convert it into a private company. Explain the necessary provisions and advise whether reduction in the number of member is necessary.
3. XY Ltd, has its registered office at Mumbai in the state of Maharashtra. For better administration conveniences the company wants to shift its registered office from Mumbai to Pune (Within the State of Maharashtra, but from Mumbai ROC to Pune ROC). Explain the formalities the company has to comply with, under the provisions of the Companies Act, 2013 for shifting the registered office as stated above.
4. What is a shelf prospectus? Briefly explain the important provisions relating to the issuance of shelf-prospectus under the provisions of the companies Act, 2013 and the Companies (Prospectus and Allotment of Securities) Rules, 2014.
5. Distinguish between Articles of Association and Memorandum of Association.
6. Explain the concept of ‘floating charge’? When does it get crystallised. Explain.

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**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**THIRD SEMESTER B.B.A DEGREE EXAMINATION**  
**OCTOBER 2025**  
**Consumer Psychology**

**Time: 40 Mins.****Max. Marks: 40**

1. The \_\_\_\_\_ is anywhere that a transaction can be completed.
  - a. Marketplace
  - b. Shopping mall
  - c. Help desk
  - d. Customer service department
2. Which of the following benefits are in some sense measurable?
  - a. Product benefits
  - b. Consumer benefits
  - c. Tangible benefits
  - d. Intangible benefits
3. A first step in understanding how a market is segmented is termed \_\_\_\_\_, which is a means by which marketers differentiate among consumers and among market segments.
  - a. Segment bounding
  - b. Product positioning
  - c. Counter segmentation
  - d. Market segmentation
4. What does need recognition depend upon?
  - a. Perception of the individual consumer
  - b. Perception of the marketer
  - c. Locus of control theory
  - d. Internal information search
5. Name the process through which individuals compare and contrast different solutions to the same marketplace problem.
  - a. Problem solution
  - b. Alternative evaluation
  - c. Conflict resolution
  - d. Evaluative criteria
6. Mary, a senior citizen in the market for a new car, is looking for much more than a means of getting from point A to point B. She's buying safety, reliability, and, perhaps, a "look" that makes her feel younger than her years. In each of these cases, what does the customer buy?
  - a. The functions performed and the services provided
  - b. The benefits delivered and not the functions performed
  - c. The product brand and the services provided
  - d. The services, product brand, and the benefits delivered
7. The broader view of goods and services as a sum of their benefits is known as the \_\_\_\_\_.
  - a. Total customer service
  - b. Total product concept
  - c. Total brand name concept
  - d. Total business concept



8. \_\_\_\_\_ is already existing information that was originally gathered for research purpose other than the present research.
- Secondary data
  - Qualitative data
  - Explanatory data
  - Primary data
9. When a product is seen as \_\_\_\_\_, consumers don't spend much time deciding and pick fast.
- High involvement
  - No involvement
  - Low involvement
  - Total involvement
10. \_\_\_\_\_ is a second type of pre-purchase search; some forms include window shopping, thumbing through catalogs, surfing the web, and reading brochures with no immediate intent to buy.
- Browsing
  - Direct search
  - Market search
  - Analyzing
11. Things like ads, coupons, free gifts, contests, demos, and rebates help marketers to \_\_\_\_\_.
- Launch their products
  - Influence problem recognition
  - Motivate direct purchase
  - Influence information search
12. \_\_\_\_\_ are of interest to marketers of goods and services and are often part of the copy points included in promotional communications.
- Triggers
  - Motivators
  - Influences
  - Activators
13. When the gas tank is almost empty, you stop to get gas. When the computer runs out of paper, you buy more. When the car needs repairs too often, you think about getting a new one. These kind of situations can be termed as \_\_\_\_\_.
- Product influences
  - Usage influences
  - Situational influences
  - Quantity influences
14. People buy things for different reasons some needs like hunger, and others are emotional needs like wanting respect. These reasons are called \_\_\_\_\_ and \_\_\_\_\_ motivations.
- Physiological, psychological
  - Internal, external
  - Immediate, long-term
  - Basic, social
15. Jackel chooses the best products or experiences he can afford like dining at fancy restaurants, going on luxury cruises, or flying first class, to enjoy life to the fullest. These actions are ways to \_\_\_\_\_.
- Maximize satisfaction
  - Minimize discomfort
  - Optimize satisfaction
  - Prioritize needs

16. Which of the following is not an example of perception?

- a. Sharing information
- b. Processing information
- c. Interpreting information
- d. Gathering information

17. \_\_\_\_\_ perceptions influence product evaluations through a halo effect.

- a. Social judgment theory
- b. Country-image
- c. Pioneer brand
- d. Perceived value

18. \_\_\_\_\_ refers to perceptions of trade-off between product benefits (e.g., product quality) and monetary sacrifice.

- a. Perception of switching costs
- b. Perceived value
- c. Price perception
- d. Risk perception

19. In psychology, \_\_\_\_\_ training means teaching someone to tell the difference between two things that seem alike and respond differently to each one.

- a. Modeling
- b. Generalization
- c. Switching
- d. Discrimination

20. \_\_\_\_\_ focuses on specific attributes of a product or service and how these attributes are understood and ultimately evaluated by consumers.

- a. A sensory cue
- b. Sensory perception
- c. An individual response factor
- d. A stimulus factor

21. Cognitive theory is increasingly used by marketers to develop \_\_\_\_\_ strategy.

- a. Financial
- b. Production
- c. Marketing
- d. Sales

22. Which of the following is one of the first hierarchy-of-effects models, developed as early as the 1890s and still in widespread use today?

- a. AIDA model
- b. Integrated information-response model
- c. Cognition model
- d. Extended dual mediation model

23. An example of targeted media is

- a. the Internet
- b. Magazines
- c. Television
- d. Word-of-mouth



24. Researchers have created models to show the different stages people go through after seeing an advertisement from first noticing it to finally deciding to buy. These models are called \_\_\_\_.
- Cognitive models
  - Communication effects models
  - Hierarchy-of-effects models
  - Desired response models
25. When consumers start to think positively about a product after an ad, they usually decide to give it a try before fully committing to it.
- Commitment
  - Acceptance
  - Product trial
  - Rejection
26. Which pattern describes when a marketer wants to remind customers about what they know and like about a brand, make their positive feelings stronger, and keep them loyal?
- Cognition-affect-commitment
  - Cognition-trial-commitment
  - Cognition-trial-trial-trial
  - Cognition-trial-affect –commitment
27. \_\_\_\_ services are more personal, fun, experiential, pleasurable, and/or value-expressive to the consumer.
- Exuberant
  - Hedonic
  - Exhilarating
  - Problem-solving
28. Celebrities are effective because they appeal to the consumer's \_\_\_\_.
- Aesthetic sense
  - Media instincts
  - Ideal self-image
  - Utilitarian instincts
29. The desire to meet our physiological and psychological needs and wants, through acquiring and using goods and services, is called \_\_\_\_.
- Consumer motivation
  - Simple motive
  - Product brand
  - Desired motive
30. \_\_\_\_ is the result of social motives.
- Choice of product
  - Choice of brand
  - Choice of manufacturer
  - Choice of outlet
31. Ads make people feel \_\_\_\_ by showing how bad something could be and how likely it is to happen.
- Fear
  - Anger
  - Emotion
  - Flow

32. Our affective responses can be
- very general or very specific
  - only very general
  - only very specific
  - very general and very specific
33. An individual's mood can bias \_\_\_\_.
- Product evaluation
  - Consumption
  - Flow
  - Recall
34. In an \_\_\_\_, the individual faces a dilemma of choosing between or among alternatives or approaches that seem equally attractive.
- Approach-avoidance conflict
  - Avoidance-avoidance conflict
  - Approach-approach conflict
  - Alternative conflict
35. The emotive component of consumer attitude is represented by \_\_\_\_.
- Affect
  - Attitude
  - Intention
  - Beliefs
36. Product positioning using too many product attributes may backfire because of \_\_\_\_.
- Information overload
  - Consumer suspicion
  - Lack of focus
  - Low recall
37. Simply put, \_\_\_\_ is the possession and/or use of goods and services and the benefits they deliver.
- Consumption
  - Asymmetric effect
  - Alternative criterion
  - Alternative evaluation
38. In the case of \_\_\_\_, the consumer does not have to have taken possession of or used the product.
- Search-associated cognitive dissonance
  - Purchase-associated cognitive dissonance
  - Pre-purchase-associated cognitive dissonance
39. A consumer feels that the likely quality of X is extremely high. This is an example of \_\_\_\_.
- Brand loyalty
  - Brand awareness
  - Brand association
  - Perceived quality
40. Psychologist \_\_\_\_ described motivation as a means of satisfying human needs.
- Ernest Dichter
  - Jagdish Sheth
  - Abraham Maslow
  - Carolyn Costley

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**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**THIRD SEMESTER B.B.A DEGREE EXAMINATION**  
**OCTOBER 2025**  
**Brand Management**

**Time: 40 Mins.****Max. Marks: 40**

1. At the marketplace, one can buy a \_\_\_\_\_.
  - a. Name
  - b. Brand
  - c. Nature
  - d. Religion
2. Brand management continuum starts from \_\_\_\_\_ and ends in iconic brand.
  - a. Brand
  - b. Strong brand
  - c. Product
  - d. Product innovation
3. At the marketplace, one cannot buy \_\_\_\_\_ for a consideration.
  - a. Goods
  - b. Services
  - c. Naturalness
  - d. Religion
4. What does managing a brand involve?
  - a. Developing sales strategies
  - b. Creating advertising campaigns
  - c. Building and maintaining brand perception and value
  - d. Conducting market research
5. What is an important goal of brand marketing?
  - a. Enhancing employee satisfaction
  - b. Increasing operational efficiency
  - c. Building brand awareness and equity
  - d. Minimizing production costs
6. What is the main purpose of brand loyalty programs?
  - a. To attract new customers
  - b. To increase brand awareness
  - c. To reward and retain existing customers
  - d. To generate revenue from advertising
7. What do we call it when a new product is first shown to the market?
  - a. product launch
  - b. product lifecycle
  - c. product placement
  - d. product range
8. To find out what people really think about a brand, a researcher should:
  - a. Use a questionnaire
  - b. Listen to stories
  - c. Suggest responses
  - d. Be sure



9. Brand experiences lead directly to
  - a. Consumer behaviour
  - b. Strong brands
  - c. Company's profitability
  - d. None of the above
10. Brand picture is based on which one of the following?
  - a. Brand value
  - b. Brand mission
  - c. Brand vision
  - d. Brand image
11. Which among the following is not an outcome of brand equity
  - a. Greater loyalty
  - b. Larger margins
  - c. Less vulnerable to competitor action
  - d. Lower margins
12. What was the origin of the branding activity?
  - a. Burning of owner's mark on cattle
  - b. Packaging
  - c. Boxes with country's flag
  - d. None of the above
13. What forms the foundation of brand management activity?
  - a. Brand positioning
  - b. Brand Personality
  - c. Brand Associations
  - d. Brand Identity
14. What is the purpose of brand repositioning?
  - a. To change a brand's visual identity and logo
  - b. To enter new markets with a brand's existing products or services
  - c. To change the perception and positioning of a brand in the mind of the consumer
  - d. To create a new sub-brand within an existing brand portfolio
15. Companies use \_\_\_\_\_ to help a brand serve different groups of customers.
  - a. Brand element
  - b. Brand bonding
  - c. Sub-brand
  - d. None of the above
16. Which of the following is an example of a brand positioning strategy?
  - a. Apple targeting tech-savvy consumers with its products
  - b. Coca-Cola offering discounts to attract price-sensitive customers
  - c. Nike using celebrity endorsements in its advertising
  - d. McDonald's expanding its menu to include healthier options
17. Brand personality does not change with
  - a. Price
  - b. Product features
  - c. Availability
  - d. Change in brand ambassador

18. Brand extensions can be disadvantageous because it \_\_\_\_
- Creates new experience
  - Can hurt parent brand image
  - Strengthens brand positioning too much
  - Leads to efficiencies in promotions
19. Brand iceberg can be used to understand \_\_\_\_\_
- Brand identity & Brand Personality
  - Financial Brand Equity
  - Vision and mission
  - Brand strategy
20. What happens when a brand has higher brand equity?
- Reduced prices
  - Higher prices
  - Competitor's reaction
  - More competition
21. Brand associations are difficult to unearth because
- They are stories
  - They are images
  - They are in our unconscious
  - Language is inadequate
22. POP is
- Points of Parity
  - Points of Perception
  - Points of Pain
  - Points of Pleasure
23. What helps customers buy a product again and beat competition?
- Brand awareness
  - Brand loyalty
  - Brand association
  - None of the above
24. What is the process of creating and keeping a unique place for a company or product in the market called?
- Profiling
  - Profiling Segmentation
  - Segmentation
  - Positioning
25. What is brand personality?
- The personal traits and characteristics of a brand's target audience
  - The human-like attributes and qualities associated with a brand
  - The demographics and psychographics of a brand's customers
  - The marketing techniques used to promote a brand
26. The company that pioneered the development of brand management system is
- Coca Cola
  - P&G
  - Unilever
  - Bata

27. Brand extension is when a firm uses the existing name to introduce a new \_\_\_\_\_
- Company
  - Product
  - CEO
  - Product line
28. Which one of the following is not a type of brand extension
- Line extension
  - Category extension
  - Range extension
  - New product
29. What is the primary source where from brand associations can be extracted?
- Consumer's mind
  - Consumer's heart
  - Consumer's memory
  - Consumer's unconscious
30. Internalization of Kapferer's brand identity prism does not correspond to
- Personality
  - Culture
  - Self-Image
  - Internal processes
31. Externalization of Kapferer's brand identity prism does not correspond to
- Brand Personality
  - Brand's colour, jingle, packaging
  - Brand's relationship with consumers
  - Brand's value system
32. A clear brand structure does NOT lead to
- Clarity
  - Waste
  - Synergy
  - Impact
33. Testing before launching a product launching a product is known as \_\_\_\_\_
- Acid test
  - Concept testing
  - market test
  - test marketing
34. Pricing \_\_\_\_\_ the positioning of the brand
- indicates
  - has no relationship with
  - distorts
  - changes
35. Brand manager's role was played by all except
- Owner entrepreneur
  - High level managers
  - Mid level managers
  - Advertisement agencies



36. Income approach of determining the value of a brand means
- Discounted future cash flows
  - Discounted past cash flows
  - Adding current cash flows
  - None of the above
37. One man's price is another man's \_\_\_\_\_
- Revenue
  - Cost
  - Profit
  - Image
38. The reason to move towards a house of brands is
- Try a new strategy
  - Use owner's name
  - Leverage parent brand
  - Create and own an association
39. Which among the following are not challenges for brand management?
- Cluttered mind
  - Crowded market
  - Adequate Funds
  - Capable brand managers
40. What among the following is not a touch point for a brand?
- Shelves in a retail store
  - Actual consumption
  - Watching the advertisement of the brand
  - Profitability of the brand

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**CHOICE BASED CREDIT SYSTEM SEMESTER SCHEME**  
**THIRD SEMESTER B.B.A DEGREE EXAMINATION**  
**OCTOBER 2025**  
**Soft Skill Development**

**Time: 40 Mins.****Max. Marks: 40**

1. During coaching, what kind of listening helps you understand what the person is saying as well as how they feel?
  - a. Discriminative listening only
  - b. Empathetic listening with periodic summarization
  - c. Therapeutic listening without feedback
  - d. Critical listening focused on argument quality
2. When a teammate skips context in updates about a project, what does this filtering effect usually mean?
  - a. It's always harmful, since missing context leads to project failure
  - b. It clarifies by removing irrelevant details
  - c. It may improve efficiency but risks misalignment, depending on the situation
  - d. It only occurs in informal chats, not formal reports
3. Which nonverbal cue is most likely to signal guardedness rather than openness?
  - a. Unbroken eye contact
  - b. Open palms facing upward
  - c. Head tilted to one side
  - d. Arms crossed over the chest
4. During a crucial client discussion, which of these is the worst way to keep the talk productive?
  - a. Summarizing the client's main points to confirm understanding
  - b. Asking a series of closed yes/no questions to speed things up
  - c. Mirroring the client's tone and pacing to build rapport
  - d. Offering reflective statements that validate the client's concerns
5. When a secret language is used between two people and others can't figure out what they're saying, this is called covert communication.
  - a. True
  - b. False
6. Which paralinguistic cue in a speaker's tone most strongly conveys authority?
  - a. Soft volume
  - b. Lowered pitch
  - c. Rapid speech rate
  - d. High breathiness
7. To maintain politeness in the workplace, "white lies" are often used to:
  - a. Undermine peers covertly
  - b. Preserve face and smooth over social friction
  - c. Assert dominance
  - d. Clarify ambiguous instructions
8. Consider the following statements: A. Pairing text with synchronized audio narration significantly improves recall. B. Adding unrelated background chatter alongside text enhances memory retention.
  - a. Both A and B are correct
  - b. Both A and B are wrong
  - c. A is correct, but B is wrong
  - d. B is correct, but A is wrong



9. Consider the following statements about effective listening in a committee meeting: A. Effective listeners attend to both the speaker's explicit arguments and their underlying emotions. B. Effective listening means concentrating solely on preparing your own response.
- Both A and B
  - Only A
  - Only B
  - Neither A nor B
10. A team member seeks advice on a personal challenge. The best listening style to adopt is:
- Discriminative listening to detect lies
  - Critical listening to evaluate their reasoning
  - Therapeutic listening to support and explore feelings
  - Comprehensive listening to summarize facts
11. From the viewpoint of the teacher's authority, which classroom arrangement makes the teacher's role most obvious?
- Circular seating with no designated front
  - Movable clusters of desks arranged for students
  - Raised dais with a fixed podium at the room's front
  - U-shaped seating at the same floor level
12. Research suggests that retention is highest when learners process information through:
- A single dominant channel (e.g., text only)
  - Multiple complementary channels (e.g., audio + visual)
  - Rapid-fire delivery across many channels
  - Channels used sequentially rather than simultaneously
13. Which gesture should you avoid in a formal panel to prevent signaling premature exit?
- Subtle nods to show agreement
  - Hand-raised to request the floor
  - Checking your watch repeatedly
  - Leaning slightly forward to listen
14. \_\_\_\_\_ is a two-way process, and there is always a direct link between the quality of our communication and the quality of our life.
- Communication
  - Good relationship
  - Presentation skills
  - Reinforcement
15. Why might different groups understand the same piece of art or writing in different ways?
- Interpretatory silos
  - Visual perception thresholds
  - Audience mapping zones
  - Interpretive communities
16. Select the most accurate statement about body language and audience interaction during a presentation.
- All audiences react the same way to hand gestures if the speaker is confident
  - Some gestures carry ambiguous emotional weight, depending on context
  - Excessive hand gestures always signal assertiveness
  - Abstract gestures are universally meaningless

17. The title of a painting often functions as \_\_\_\_\_.  
a. An objective caption to avoid misinterpretation  
b. A misleading narrative trap  
c. A direct description of its central character(s)  
d. A semiotic cue that opens interpretive possibilities
18. Which method is usually not advised for keeping good eye contact when speaking to a big group?  
a. Focus only on a few familiar faces throughout  
b. Mentally divide the room into spatial blocks  
c. Sweep the room continuously without focus  
d. Shift attention across different clusters over time
19. In visual-text presentations, the sequencing of images and textual content:  
a. Is secondary to content quality and does not affect perception  
b. Can occasionally change meaning but is mostly stylistic  
c. Influences interpretive framing and narrative emphasis  
d. Has consistent effects across cultural and audience types
20. Concrete poetry often merges poetic form with visual-spatial expression. Which of the following most accurately describes its aesthetic lineage?  
a. It engages with visual design principles, architecture, and typographic space  
b. It prioritizes thematic depth over visual experimentation  
c. It rejects linguistic materiality in favor of oral performance  
d. It stems from classical metrics blended with performative realism
21. In Fisher's model of group progression, in which stage do the group members get to know each other and come to grips with the problems they have convened to deal with.  
a. Conflicts  
b. Emergence  
c. Orientation  
d. Reinforcement
22. The decision-making process in a group largely depends on the quality of information and \_\_\_\_\_.  
a. presentation skills  
b. a good leader  
c. good relationships  
d. message transmission
23. Which kinds of communicators believe that the primary purpose of communication is the maintenance or advancement of the personal relationship?  
a. Socratic communicator  
b. Noble communicator  
c. Reflective communicator  
d. None of the above
24. Which gesture is most universally recognized as a sign of agreement or "yes" in many cultures?  
a. Thumbs-up  
b. Head-nodding  
c. Handshake  
d. Clenched fist
25. Harmony is not associated with  
a. Unity  
b. Balance  
c. Rhythm  
d. Line



26. Music with an irregular, syncopated rhythm typically evokes a feeling of \_\_\_\_\_ in the listener.
- Calmness
  - Excitement
  - Anxiety
  - Joy
27. According to Gestalt psychology, which principle explains why we perceive an incomplete circle (with a small gap) as a complete circle?
- Closure
  - Similarity
  - Proximity
  - Continuity
28. In cultures with right-to-left writing systems (e.g. Arabic), viewers typically begin scanning an image from which edge of the page?
- Left edge
  - Right edge
  - Top edge
  - Bottom edge
29. In linear perspective drawing, parallel lines appear to converge at a point on the horizon. What is this point called?
- Focal point
  - Vanishing point
  - Horizon point
  - Center of projection
30. A: Intense sadness often causes the mouth corners to droop downward. B: Intense sadness typically causes the eyebrows to rise dramatically.
- Both A and B are correct
  - A is correct but B is false
  - B is correct but A is false
  - Both A and B are false
31. Visual representation is not possible for \_\_\_\_\_.
- light
  - sound
  - smell
  - Temperature
32. When negotiating in a boardroom, seating arrangements (e.g., who sits at the head of the table) is an example of:
- Kinesics
  - Chronemics
  - Haptics
  - Proxemics
33. What do you call a situation where two or more connected people see their goals as conflicting, rewards as limited, and feel blocked by each other?
- Conflict
  - Power
  - Communication
  - Group dynamics



34. Which of the following are the sources of conflict?
- Inadequate or poor communication
  - Misuse of power
  - Differences in ideologies and values
  - All of the above
35. In Tuckman's stages, which phase is when a group starts focusing on goals but may struggle with conflicts between members?
- Norming
  - forming
  - adjourning
  - Storming
36. Which of the following factors affects group behavior?
- Group member resources
  - Group processes
  - Group tasks
  - All of the above
37. Which factor is key during the self-disclosure phase of developing a relationship?
- Trust and mutual exchange of thoughts
  - Relationship potential
  - Giving information
  - All of the above
38. What kind of formal group does a company create to achieve certain goals without a fixed time limit?
- Command groups
  - Functional groups
  - Interest groups
  - Task groups
39. Which of the following social media content is suitable for educational purposes?
- Curated LinkedIn posts
  - Personal lifestyle blogs
  - Facebook photo feeds
  - WhatsApp forwards
40. Which situation best shows the combined effect of algorithm-driven platforms and social connections on individual decisions?
- A student finds a course through an Instagram ad and later joins it based on a LinkedIn recommendation from a senior.
  - A person forwards spam messages to a work group without verifying them.
  - A professional ignores social media and relies solely on newspaper ads for jobs.
  - A voter shifts political views after watching a televised debate.

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