

Second Semester FYUGP English Examination
APRIL 2025 (2024 Admission onwards)
KU2AECENG106 (ENGLISH FOR CAREER)
(DATE OF EXAM : 22-04-2025)

Time : 90 min

Maximum Marks : 35

Part A (Answer any 6 questions. Each carries 2 marks)

1. Match the following words with their antonyms.

Full	Unknown
Famous	Clean
Dirty	Peaceful
Violent	Empty

2

2. Find a one-word substitute for the given expressions.

1. The killing of oneself
2. A fictitious name used by an author

2

3. Create new words using the prefixes given below

1. vice- 2. hyper- 3. over- 4. sub-

2

4. Fill in the blanks with the correct prefix (un-, re-, in-, im-, il-)

1. He was —happy with his exam results.
2. The students had to read the —view of the book before discussing it.
3. It is —possible to finish this project in one day.
4. The road was closed due to an —expected storm.

2

5. Identify the type of the given sentences based on their function.

- a. Close the door
- b. How was your English exam?

2

6. Change into reported speech.

- a. She asked me, "Do you like ice cream?"
- b. He exclaimed, "What a beautiful day!"

2

7. Fill in the blank with the correct preposition.

- a. He went..... the stairs.
- b. The road isconstruction.

2

8. Identify the adjectives in the given sentences.

- a. She looks pretty in this red velvet saree.
- b. The cake was really fresh.

2

Part B (Answer any 4 questions. Each carries 4 marks)

9. Correct the following sentences.
 I need to buy milk eggs bread and butter.
 I have saw that movie before.
 They won't be late, won't they?
 He is living on Delhi. 4
10. Rearrange the following jumbled sentences.
 a. father / my / office / to / going / is.
 b. birthday / a / she / gift / received / beautiful / on / her.
 c. reading / love / books / I.
 d. the / won / team / match / yesterday / the. 4
11. Rearrange the following jumbled sentences.
 a. India / in / famous / the / Taj Mahal / is.
 b. playing / are / children / the / park / in / the
 c. the / delicious / cake / baked / she.
 d. tomorrow / going / we / are / picnic / a / for. 4
12. Complete the following using the correct form of the verb.
 Yesterday Sara (visit) her grandmother. She(plan) to visit her grand-
 mother since last week. But, by the time Sara(reach) the house her grand-
 mother(go) to the market. 4
13. Convert the following sentences to the particular tense format provided inside the
 bracket.
 a. They are playing football. (Change it into Simple Past Tense
 b. I am going to the market. (Simple Future)
 c. He wrote the letter. (Present Perfect Tense)
 d. They have dinner at 7 pm. (Future Continuous Tense) 4
14. Punctuate the given sentences.
 a. the bag contains fruits vegetables and groceries
 b. may I help you
 c. she said I am sorry I can't do this
 d. John is my brother in law 4

Part C (Answer any 1 question(s). Each carries 7 marks)

15. Read the given passage carefully and write a précis in about one-third of the original length.

Holidays are special days when people take a break from work or school to relax and enjoy themselves. They can be for religious celebrations, national events, or just to spend time with family and friends. During holidays, people often travel to different places or stay at home to rest. Many holidays are filled with activities like eating special meals, playing games, or watching movies. Some holidays are observed by specific cultures or countries, while others are celebrated worldwide. Holidays are a time to relax, reflect, and create memories. They offer a chance to recharge and return to daily life with more energy. People look forward to holidays

because they bring joy and a break from routine. Overall, holidays are important for happiness and well-being.

7

16. Read the passage and answer the following questions.

Artificial Intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think, learn, and problem-solve. AI systems can perform tasks that usually require human intelligence, such as recognizing speech, understanding language, making decisions, and visual recognition. AI is used in various fields, including healthcare, transportation, education, and entertainment. For example, AI helps doctors diagnose diseases, self-driving cars navigate roads, and recommendation systems suggest movies or products based on preferences. While AI offers many benefits, such as increased efficiency and convenience, it also raises concerns about job displacement, privacy issues, and the potential for misuse. As AI continues to evolve, it is important to balance its advantages with ethical considerations to ensure that it is used responsibly and for the betterment of society.

1. What is Artificial Intelligence (AI)?
2. In which fields is AI commonly used?
3. How does AI help doctors and healthcare professionals?
4. What are some benefits of AI in everyday life?
5. What are some concerns associated with the use of AI?
6. How can AI affect jobs and employment?
7. Why is it important to consider ethics in the development of AI

7

Second Semester FYUGP Hindi Examination
APRIL 2025 (2024 Admission onwards)
KU2AECHIN104 (ASWADAN KI HINDI)
(DATE OF EXAM: 24-4-2025)

Time : 90 min

Maximum Marks : 35

Part A (Answer any 6 questions. Each carries 2 marks)

1. अवनि और तड़ित शब्दों के समानार्थी हिन्दी शब्द लिखिए। 2
2. 'दोपहरी' कविता में ग्रामीण आदमी का चित्रण किस प्रकार किया है? 2
3. अंधेरे में बुद्ध किन-किन की परिक्रमा करते हैं? 2
4. 'अक्षर' कविता में कवयित्री कहाँ लौटने की बात करती हैं और क्यों? 2
5. कात्यायनी की दो रचनाओं के नाम लिखिए। 2
6. अनुवाद कविता में स्पेस शब्द के अनुवाद के संदर्भ में कवयित्री क्या कह रही हैं? 2
7. अनुराधा सिंह किन-किन पुरस्कारों से सम्मानित हुई हैं? 2
8. आज हम फिल्म देखने जाएंगे। उस फिल्म में रानी मुखर्जी भूमिका निभाती है। उसकी शूटिंग मुंबई में हुई थी। - इन पंक्तियों में से विभिन्न कालों को चुनकर लिखिए। 2

Part B (Answer any 4 questions. Each carries 4 marks)

9. भाग रहा वह, तारकोल की जली, अंगीठी के ऊपर से, कभी एक ग्रामीण, धरे कंधे पर लाठी, सुख दुख की मोटी सी गठरी, लिए पीठ पर, भारी जूते फटे हुए - व्याख्या कीजिए। 4
10. 'अंधेरे में बुद्ध' कविता में व्यक्त दार्शनिकता पर विचार कीजिए। 4
11. कवयित्री अपने आसपास का सारा स्पेस विस्तार के रूप में अनुवाद क्यों करना चाहती हैं? 4
12. दरअसल, इस पूरे घर का / किसी दूसरी भाषा में / अनुवाद चाहती हूँ मैं 4
13. अनुराधा सिंह 'बुद्धत्व' कविता के माध्यम से क्या व्यक्त करना चाहती हैं? 4
14. ज्योति चावला माँ से जुड़ी अपनी यादों का वर्णन किस प्रकार करती हैं? 4

Part C (Answer any 1 question(s). Each carries 7 marks)

15. 'अंधेरे में बुद्ध' कविता के आधार गगन गिल की कविताओं की विशेषताओं पर विचार कीजिए। 7
16. दोपहरी कविता ग्रीष्म ऋतु का यथार्थ चित्रण है - समर्थन कीजिए। 7

Reg No:.....

K25FY2394 C

Name :.....

Second Semester FYUGP Travel and Tourism Examination
APRIL 2025 (2024 Admission onwards)
KU2DSCBAH106 (TOUR OPERATIONS)
(DATE OF EXAM: 2-5-2025)

Time : 120 min

Maximum Marks : 70

Part A (Answer any 6 questions. Each carries 3 marks)

1. Define FIT (Free Independent Traveler) and GIT (Group Inclusive Tour) itineraries. 3
2. Why is a travel itinerary important for tourists? 3
3. Explain how various types of maps can be used for itinerary planning. 3
4. Name any two popular world tour itineraries and explain its features 3
5. What is an itinerary? 3
6. What kind of planning is required for special tourism attraction? 3
7. How do you determine the target market for a specific package tour? 3
8. Define Tariff and its types. 3

Part B (Answer any 4 questions. Each carries 6 marks)

9. Create an FIT (Foreign Independent Traveler) itinerary for someone visiting a foreign country for the first time, focusing on local experiences and personal exploration. 6
10. Design a brochure for the new opening hotel—travel agency. 6
11. Develop a festival-based travel itinerary for a tourist who wants to explore cultural festivals in South India. 6
12. Propose an efficient way to prepare a cost sheet for a tour package that targets both budget and luxury travellers. How would you structure the cost breakdown to cater to both segments? 6
13. Design a pricing strategy for a premium tour package that includes confidential tariffs and service charges. How would you structure the mark-up to ensure the package remains competitive yet profitable? 6
14. Develop a creative marketing campaign for a new tour package. How would you utilize brochures, including key details about commissions, tariffs, and service charges, to make the package appealing to target customers? 6

Part C (Answer any 2 question(s). Each carries 14 marks)

15. How does an online travel agency (OTA) generate revenue. Why is marketing important for a new travel agency business? 14
16. What challenges might a new travel agency face in its first year of operation? What role do government regulations play in the travel agency business? 14
17. Compare the IRCTC Buddhist Circuit with an international pilgrimage itinerary. 14

Reg No:.....

K25FY2398 B

Name :.....

Second Semester FYUGP Management Studies Examination
APRIL 2025 (2024 Admission onwards)
KU2DSCBBA105 (RECENT TRENDS IN MARKETING)
(DATE OF EXAM: 30-4-2025)

Time : 120 min

Maximum Marks : 70

Part A (Answer any 6 questions. Each carries 3 marks)

1. State any three advantages of Digital Marketing 3
2. What is Digital marketing 3
3. List out 3 disadvantages of Social media marketing 3
4. State any 3 features of Social media marketing 3
5. List out three examples of Messaging Paltform 3
6. What is E-Mail Marketing 3
7. State three R's in Influencer marketing 3
8. What is influencer marketing 3

Part B (Answer any 4 questions. Each carries 6 marks)

9. How to start a social media marketing 6
10. Explain different social networking sites. 6
11. Explain the various disadvantages of Social Networking sit 6
12. How Kiosk Marketing helps in Modern marketing 6
13. Explain the features of E-mail Marketing 6
14. Explain the benefits of Influencer Marketing 6

Part C (Answer any 2 question(s). Each carries 14 marks)

15. Define Marketing Mix and Analyse its elements 14
16. Discuss various internal and external factors affecting business decisions, 14
17. Discuss the need and impotence of Digital Marketing 14

Second Semester FYUGP Computer Science Examination
APRIL 2025 (2024 Admission onwards)
KU2DSCCAP106 (PROGRAMMING USING C AND C++)
(DATE OF EXAM : 28-04-2025)

Time : 90 min

Maximum Marks : 50

Part A (Answer any 6 questions. Each carries 2 marks)

1. Write the difference between a string and a character with examples. 2
2. What is the difference between local and global variables in C? 2
3. List different storage classes in C. 2
4. List any two functions used in dynamic memory allocation in C. 2
5. How Data abstraction is differ from Data Encapsulation?. 2
6. How dynamic allocation is achieved in C++ programming?. 2
7. what are the characteristics of a friend function?. 2
8. What is the purpose of using pointers to derived classes? 2

Part B (Answer any 4 questions. Each carries 6 marks)

9. Write a C program to check if a given string is a palindrome. 6
10. Explain the types of storage class and scope of variables in C with the code given.

```
#include <stdio.h>
int my_num = 7;
void my_func()
{
printf("my_num value inside function is %d\n",my_num);
}
int main()
{
int my_num=10;

printf("my_num value inside main is %d\n",my_num);
my_func();
return 0;
```

6

11. Write a C program that defines a structure for a student and demonstrates how to access its members. 6

12. Compare procedure oriented programming paradigm with Object oriented programming. 6
13. How is a friend class different from a friend function? 6
14. Write a C++ program to design a base class Person (name, address, phone_no). Derive a class Employee (eno, ename) from Person. Derive a class Manager (designation, department name, basic-salary) from Employee. Write a program to accept and display details of 39 managers. 6

Part C (Answer any 1 question(s). Each carries 14 marks)

15. (a) How is memory management performed dynamically in C? Suppose you have to store 10 integers. Write the syntax to allocate memory dynamically. Meanwhile you need to store an additional 5 integers. Write the syntax to allocate memory Dynamically for the extra requirement. 7
- (b) Illustrate how pointers can be passed to functions in C. 7
16. (a) What is this pointer in C++? Explain its significance with an example. How does it help in resolving naming conflicts? 7
- (b) Explain the concept of pointers to objects in C++ with an example. How can we use pointers to access members of a class? 7

Second Semester FYUGP Management Studies Examination
APRIL 2025 (2024 Admission onwards)
KU2MDCBBA100 (E-COMMERCE)
 (DATE OF EXAM: 26-4-2025)

Time : 90 min

Maximum Marks : 50

Part A (Answer any 6 questions. Each carries 2 marks)

1. Explain the evolution of e-commerce from the 1990s to the present. 2
2. Explain the role of Search Engine Optimization (SEO) in e-commerce success. 2
3. Discuss how customer insights derived from analytics can enhance decision-making. 2
4. Explain Reverse Logistics. 2
5. How can Marketing Performance Matrix can be calculated in E Commerce. 2
6. Explain Chatbots and Visual Assistants in E Commerce. 2
7. How does Internet of Things work in E Commerce. 2
8. Explain visual and voice search in E Commerce. 2

Part B (Answer any 4 questions. Each carries 6 marks)

9. Explain the different e-commerce business models with suitable examples. 6
10. What are the different types of email marketing campaigns used in e-commerce, and how do they help in increasing sales? 6
11. What do you mean by E Commerce Logistics? Explain the key Components of E Commerce Logistics. 6
12. Explain the trends and Innovations in E Commerce Logistics. 6
13. Explain how AR and VR can impact customer engagement and conversion rates. 6
14. Explain the benefits and challenges in E Commerce. 6

Part C (Answer any 1 question(s). Each carries 14 marks)

15. Explain the Various types of E Commerce with examples. 14
16. A new E-commerce brand wants to increase its online visibility. Suggest a step-by-step SEO strategy to improve search rankings and website traffic. 14

Reg No:.....

Name :.....

K25FY2399 B

30/2

Second Semester FYUGP Management Studies Examination
APRIL 2025 (2024 Admission onwards)
KU2DSCBBA106 (EMERGING APPLICATIONS IN
MANAGEMENT)
(DATE OF EXAM: 30-4-2025)

Time : 120 min

Maximum Marks : 70

Part A (Answer any 6 questions. Each carries 3 marks)

1. Define Total Quality Management (TQM). 3
2. What is the importance of leadership in TQM? 3
3. State any three consequences of poor quality management. 3
4. Define change management. 3
5. What is planned change? 3
6. Name three ways AI improves efficiency in business. 3
7. What are ethical concerns related to AI? 3
8. Mention three challenges businesses face when implementing AI. 3

Part B (Answer any 4 questions. Each carries 6 marks)

9. What is a Fishbone Diagram? Explain its role in identifying quality problems. 6
10. Discuss the importance of the Pareto Chart in identifying quality issues. 6
11. What are the key objectives of quality control? 6
12. Discuss the role of AI in enhancing business decision-making. 6
13. Discuss three major applications of AI in business. 6
14. How does AI create new business opportunities while disrupting existing ones? 6

Part C (Answer any 2 question(s). Each carries 14 marks)

15. Discuss the role of technology in managing stress at work. 14
16. Discuss the link between workplace culture and employee stress levels. 14
17. Explain how organizations can use communication and training to manage change effectively. 14

Reg No:.....

K25FY2208

Name :.....

Second Semester FYUGP Commerce Examination
APRIL 2025 (2024 Admission onwards)
KU2MDCCOM103 (STOCK MARKET OPERATIONS)
(DATE OF EXAM: 26-4-2025)

Time : 90 min

Maximum Marks : 50

Part A (Answer any 6 questions. Each carries 2 marks)

1. What are the key motives of a speculator? 2
2. What is a Follow-on Public Offering (FPO)? 2
3. Name any two regulatory bodies that govern stock exchanges in India. 2
4. What is a trading account? 2
5. What is a stock market index? 2
6. What is the role of depositories in Demat trading? 2
7. Name any two documents required to open a Demat account. 2
8. What is long position in trading? 2

Part B (Answer any 4 questions. Each carries 6 marks)

9. Define and explain the different types of investors. 6
10. Explain the concept of a rights issue. 6
11. Briefly explain the Bombay Stock Exchange (BSE). 6
12. Define Sensex and Nifty. Why are they important? 6
13. Explain the concept of a Demat Account and how it differs from a Trading Account. 6
14. Define a stockbroker and explain their role in stock trading. 6

Part C (Answer any 1 question(s). Each carries 14 marks)

15. Analyze the role of the secondary market in providing liquidity and efficiency to capital markets. 14
16. Evaluate different types of risks faced by investors and how they can be mitigated. 14

Reg No:.....

K25FY2222

Name :.....

Second Semester FYUGP Hindi Examination
APRIL 2025 (2024 Admission onwards)
KU2MDCFHI102 (HINDI HAIKU KAVITHA)
(DATE OF EXAM: 5-5-2025)

Time : 90 min

Maximum Marks : 50

Part A (Answer any 6 questions. Each carries 2 marks)

1. रेंगा किसे कहते हैं? 2
2. भगवतशरण अग्रवाल का परिचय दीजिए। 2
3. सुधा गुप्ता का परिचय दीजिए। 2
4. सिंदूरी बातें – से क्या तात्पर्य है? 2
5. वसंत हाइकु के रचनाकार कौन हैं? उसका मुख्य भाव स्पष्ट कीजिए। 2
6. सुप्त पडी धरती का अर्थ क्या है 2
7. हर निशानी / शानदार चिह्न है – यहां पर कवि क्या कहना चाहते हैं? 2
8. रंजीत रविशैलम का साहित्यिक परिचय दीजिए। 2

Part B (Answer any 4 questions. Each carries 6 marks)

9. हिन्दी हाइकु की विशेषताएँ लिखिए। 6
10. भगवतशरण अग्रवाल की हाइकु में किस भावना को अभिव्यक्त किया गया है? 6
11. जंगल को गाने दो – हाइकु में अभिव्यक्त समस्याओं पर विचार कीजिए। 6
12. कृष्ण वर्मा की हाइकु कविताओं में व्यक्त ऋतु परिवर्तन पर विचार कीजिए। 6
13. वर्षा ऋतु हाइकु में वर्षा को किन-किन रूपों में चित्रित किया है – व्यक्त कीजिए। 6
14. निस्तब्ध बातें कुछ तो बोलती है आज कल भी – व्याख्या कीजिए। 6

Part C (Answer any 1 question(s). Each carries 14 marks)

15. हाइकु कविताओं की उत्पत्ति एवं विकास पर विचार कीजिए। 14
16. भगवतशरण अग्रवाल की हाइकु में व्यक्त भावनाओं को अपने जीवन के किसी अनुभव से जोड़कर लिखिए। 14

Second Semester FYUGP English Examination
APRIL 2025 (2024 Admission onwards)
KU2MDCENG105 (FOOD AND FASHION NARRATIVES)
(DATE OF EXAM: 26-4-2025)

Time : 90 min

Maximum Marks : 50

Part A (Answer any 6 questions. Each carries 2 marks)

1. What is the relation between taste and salary? 2
2. What can "A Poem to Curry" tell us about Anglo-Indian cultural exchanges in the 19th century? 2
3. In "A Poem to Curry," what does the speaker mean by the phrase "A dish for Emperors to feed upon"? 2
4. Who were having tea when Alice arrived at the table? 2
5. How does the speaker describe the red dress she wants in the poem "What Do Women Want?" 2
6. What is meant by the term sartoriality and how does it relate to caste and gender in Kerala's history? 2
7. Describe how Catarina's life influenced art and religious culture in colonial Mexico. 2
8. What role did the Manila Galleon play in the spread of the Trans-Pacific slave trade? 2

Part B (Answer any 4 questions. Each carries 6 marks)

9. Explain taste in connections with culture, language and nostalgia. 6
10. To what extent does "A Poem to Curry" reflect colonial nostalgia? 6
11. How does Lewis Carroll use wordplay and nonsensical dialogue to critique social norms? 6
12. How is the tone of defiance or rebellion communicated in the language of the poem "What Do Women Want?" 6
13. Discuss the relationship between caste gender and bodily autonomy as explained through the lens of clothing in the podcast "Rethinking 'Keraleeyatha': Clothing and the Politics of the Body." 6
14. Was Catarina's life a story of tragedy or empowerment? Justify your interpretation with examples. 6

Part C (Answer any 1 question(s). Each carries 14 marks)

15. Cats have no taste buds for sweetness. Imagine what will be the consequences if you also lose it? 14
16. (a) Write a response poem or counter-narrative from a male perspective on social expectations, titled "What Do We Men Want?" Reflect on societal pressures, identity, and emotional expression. 7
- (b) Create a spoken word poem or short monologue inspired by "What Do Women Want?" that explores the theme of personal freedom. 7

Reg No:.....

K25FY2231

Name :.....

Second Semester FYUGP Travel and Tourism Examination
APRIL 2025 (2024 Admission onwards)
KU2MDCTTM103/KU2MDCBTM102 (SPECIAL INTEREST
TOURISM)

(DATE OF EXAM: 26-4-2025)

Time : 90 min

Maximum Marks : 50

Part A (Answer any 6 questions. Each carries 2 marks)

1. Describe how eco-tourism contributes to conservation efforts. 2
2. How does Panchakarma therapy help in detoxification? 2
3. Differentiate between volunteer tourism and doom tourism. 2
4. Discuss how experiential tourism enhances travel experiences. 2
5. Name two destinations famous for desert camp tourism. 2
6. What is a tourism circuit? 2
7. Describe one key feature of adventure tourism. 2
8. Define winter sports. 2

Part B (Answer any 4 questions. Each carries 6 marks)

9. Evaluate how eco-tourism helps in wildlife conservation 6
10. Demonstrate the importance of Ayurveda in promoting wellness. 6
11. Analyze how responsible tourism can help preserve natural and cultural heritage. 6
12. Assess how desert camps can be made more eco-friendly and sustainable. 6
13. Explain land-based adventure tourism 6
14. Illustrate the impact of rock climbing on the environment. 6

Part C (Answer any 1 question(s). Each carries 14 marks)

15. Design an innovative promotional campaign highlighting three compelling reasons why international tourists should experience Ayurveda treatments 14
16. Prepare a chart showcasing the eco-tourism resources of India 14

Second Semester FYUGP Malayalam Examination
APRIL 2025 (2024 Admission onwards)
KU2AECMAL104 (DRISHYAKALASAHITHYAM)
(DATE OF EXAM: 24-4-2025)

Time : 90 min

Maximum Marks : 35

Part A (Answer any 6 questions. Each carries 2 marks)

- 1. മുടിയേറ്റ് എന്ന കലാരൂപത്തിന്റെ ഇതിവൃത്തം എന്താണ്? 2
- 2. കഥകളിയേക്കാൾ യൂറോപ്യൻ ഓപ്പറയോടാണ് ചവിട്ടുനാടകത്തിന് ബന്ധം - ഇങ്ങനെ പറയാൻ കാരണമെന്ത്? 2
- 3. യൗവനം വന്നുദിച്ചിട്ടും ചെറുതായില്ല ചെറുപ്പം - സന്ദർഭവും ആശയവും എഴുതുക. 2
- 4. വേലികൾ തന്നെ വിളവു മുടിച്ചാൽ കാലികളെന്തു നടന്നിടുന്നു? - വരികളിലെ സൂചിതം എന്താണ്? 2
- 5. സബർമതി ദൂരയാണ് എന്ന നാടകത്തിൽ വേണം എന്ന കഥാപാത്രം സബർമതി , നവഖലി എന്നിവയെ പരിചയപ്പെടുത്തുന്നത് എങ്ങനെയാണ്? 2
- 6. മാധവൻ : അച്ഛൻ ശുദ്ധനായിരുന്നു. തേവൻ: നിറവുള്ള കയ്യാ അതു തളാ - സബർമതി ദൂരയാണ് എന്ന നാടകത്തിലെ ഈ സംഭാഷണങ്ങൾക്കിടയിൽ തെളിഞ്ഞുവരുന്ന അച്ഛൻ എന്ന കഥാപാത്രത്തെ പരിചയപ്പെടുത്തുക. 2
- 7. കവി പരിചയം നടത്തുക - കണ്ണുണ്ണി മാഷ് 2
- 8. കരുമുളകിനോളം വലുപ്പമുള്ള കസ്തൂരാദി ഗുളികയെ പരാമർശിച്ചുകൊണ്ടാണ് "കവി കണ്ണുണ്ണി മാഷ്" എന്ന ഡോക്യുമെന്ററി ആരംഭിക്കുന്നത് - ഇതിലെ സാംഗത്യം എന്ത്? 2

Part B (Answer any 4 questions. Each carries 4 marks)

- 9. തിരുവാതിരകളി, പൂരകളി എന്നീ കലാരൂപങ്ങളെ കുറിച്ച് കുറിപ്പുകൾ തയ്യാറാക്കുക. 4
- 10. പാശ്ചാത്യ - പൗരസ്ത്യ സംസ്കാരങ്ങളുടെയും കലാരീതികളുടെയും സമന്വയമാണ് ചവിട്ടുനാടകം എന്ന കലാരൂപം - സമർത്ഥിക്കുക. 4
- 11. കരള പറഞ്ഞു നടന്നു വരുന്നൊരു വിരുതൻമാർക്കൊരു വകയുണ്ടായി. കിംവദന്തികൾ പ്രചരിപ്പിക്കുന്ന മനുഷ്യരെ സ്മരണകാ തുള്ളലിൽ കഞ്ചൻ നമ്പ്യാർ പരിഹാസിക്കുന്നതെങ്ങനെയാണ് 4
- 12. കള്ളന്മാരതു കടുളങ്ങിച്ചാൽ പള്ളപൊറ്റുപ്പാനാവതുമില്ല. - സന്ദർഭവും ആശയവും വിശദമാക്കുക. 4
- 13. റോസി എന്ന നായിക മലയാള സിനിമയിലെ സവർണ്ണ പുരുഷ കേന്ദ്രീകൃതമായ കാഴ്ചപ്പാടിന്റെ ഇരയായി മാറിയത് എങ്ങനെ? 4

14. ശിശു സഹജമായ ലാളിത്യമാണ് കഞ്ഞുണ്ണി കവിതകളുടെ സവിശേഷതകളിൽ ഒന്ന് - ഉദാഹരണസഹിതം വിശദമാക്കുക. 4

Part C (Answer any 1 question(s). Each carries 7 marks)

15. ന്യൂജനറേഷൻ സിനിമകളുടെ വരവോടെ മലയാള സിനിമയിൽ സംഭവിച്ച മാറ്റങ്ങളെ വിമർശനാത്മകമായി വിലയിരുത്തുക. 7

16. വർത്തമാനകാല സാമൂഹിക ജീവിതത്തിന്റെ സൂക്ഷ്മമായ ചിത്രങ്ങൾ വരച്ചിടാൻ നൈറ്റ് കോൾ എന്ന ഹ്രസ്വചിത്രത്തിന് സാധിച്ചിട്ടുണ്ടോ? നിരീക്ഷണങ്ങൾ അവതരിപ്പിക്കുക. 7

Reg No:.....

K25FY2215

Name :.....

Second Semester FYUGP Commerce Examination

APRIL 2025 (2024 Admission onwards)

**KU2MDCCOM102 (FUNDAMENTALS OF
ENTREPRENEURSHIP)**

(DATE OF EXAM: 26-4-2025)

Time : 90 min

Maximum Marks : 50

Part A (Answer any 6 questions. Each carries 2 marks)

1. Who is a Drone Entrepreneur? 2
2. Define a start-up. 2
3. Name two government schemes that support MSME growth in India. 2
4. What is the importance of GST registration for MSMEs? 2
5. What are the three categories of MSMEs based on investment and turnover? 2
6. What is the significance of microfinance for women entrepreneurs? 2
7. What role does innovation play in retail entrepreneurship? 2
8. What is the difference between retail entrepreneurship and wholesale business? 2

Part B (Answer any 4 questions. Each carries 6 marks)

9. How does decision-making help in successful entrepreneurship? 6
10. Explain the importance of networking and mentorship for startups. 6
11. Explain the key features and importance of MSMEs in India's economic development. 6
12. Discuss the role of Udyog Aadhaar in accessing financial assistance and government schemes. 6
13. Discuss the major problems faced by women entrepreneurs and suggest solutions. 6
14. Explain the role of technology and digital marketing in retail entrepreneurship. 6

Part C (Answer any 1 question(s). Each carries 14 marks)

15. Describe the Kerala Start-Up Mission (KSUM) and its contribution to fostering a strong startup ecosystem in Kerala. 14
16. What are the common problems faced by entrepreneurs in running a business? 14

Reg No:.....

K25FY2418 B

Name :.....

Second Semester FYUGP Commerce Examination

APRIL 2025 (2024 Admission onwards)

KU2DSCCOM106 (MODERN BUSINESS ENVIRONMENT)

(DATE OF EXAM: 30-4-2025)

Time : 120 min

Maximum Marks : 70

Part A (Answer any 6 questions. Each carries 3 marks)

1. What is the importance of understanding the business environment? 3
2. Name the different types of business organizations. 3
3. Explain the role of human resources in the exchange between a business and its environment. 3
4. What does the acronym PESTEL stand for in macro environmental analysis? 3
5. List two technological factors that can influence business operations. 3
6. What are the external factors in business environmental analysis? 3
7. What are the key features of a competitive strategy in business? 3
8. How does a company's internal environment influence its strategic response? 3

Part B (Answer any 4 questions. Each carries 6 marks)

9. Explain the importance of profit in business and how it contributes to the growth and sustainability of a company. 6
10. Explain government policies and regulations affect business operations. 6
11. Explain how businesses use influence to negotiate favourable terms with suppliers and customers. 6
12. Explain the impact of inflation on business planning and consumer purchasing power. 6
13. Explain the concept of business environmental analysis and its significance for organizations. 6
14. Explain the need for businesses to monitor both internal and external environmental factors. 6

Part C (Answer any 2 question(s). Each carries 14 marks)

15. Evaluate how businesses can adapt their strategies to effectively respond to changes in both the micro and macro environments. 14

16. Discuss how internal environmental factors influence a company's ability to adapt with the environment. 14
17. Critically evaluate the three types of strategic responses—least resistance, proceed with caution, and dynamic response—and analyse how businesses can select and implement each one of them. 14

Second Semester FYUGP Malayalam Examination
APRIL 2025 (2024 Admission onwards)
KU2MDCMAL102 (CHALACHITHRA ASWADANAM)
(DATE OF EXAM: 5-5-2025)

Time : 90 min

Maximum Marks : 50

Part A (Answer any 6 questions. Each carries 2 marks)

- 1. ജെർമ്മൻ എക്സ്പ്രഷനിസം-കുറിപ്പ് എഴുതുക. 2
- 2. കൊറിയൻ സിനിമ - കുറിപ്പ് എഴുതുക. 2
- 3. ഇറാനിയൻ സിനിമ - കുറിപ്പ് എഴുതുക. 2
- 4. പി ഒ റി ഷോട്ട് എന്താണെന്ന് വിശദീകരിക്കുക. 2
- 5. ഷോട്ട്ഫിലിം എന്ന ദൃശ്യാനിസ്കാരത്തെ എങ്ങനെ നിർവ്വചിക്കാം? 2
- 6. കോമഡി സിനിമകൾ എന്ന വിഭാഗത്തെ പരിചയപ്പെടുത്തുക. 2
- 7. പ്രേത സിനിമകളുടെ സവിശേഷതകൾ എന്തെല്ലാം ? 2
- 8. ഭൂതക്കണ്ണാടി എന്ന സിനിമ ടൈറ്റിലിന്റെ (തലവാചകത്തിന്റെ) സാംഗത്യം പരിശോധിക്കുക. 2

Part B (Answer any 4 questions. Each carries 6 marks)

- 9. ഇറ്റാലിയൻ നിയോറിയാലിസം ചലച്ചിത്ര മുന്നേറ്റത്തിന്റെ പ്രധാന സവിശേഷതകൾ എന്തൊക്കെയാണ്, ? ഉദാഹരണസഹിതം വിവരിക്കുക. 6
- 10. നിശബ്ദസിനിമയിൽ നിന്നും ശബ്ദസിനിമയിലേക്ക് എത്തിയപ്പോൾ സിനിമയ്ക്ക് സംഭവിച്ച സാങ്കേതികമായ മാറ്റങ്ങൾ എന്തൊക്കെയാണ്? ഉദാഹരണസഹിതം വിശദമാക്കുക. 6
- 11. സിനിമയിൽ വിവിധതരം ഷോട്ടുകൾ ഉപയോഗിക്കുന്നതിലെ ഉദ്ദേശ്യങ്ങൾ എന്തൊക്കെയാണ്. ഷോട്ടുകളെ പരിചയപ്പെടുത്തുക. 6
- 12. സിനിമയിൽ വ്യത്യസ്ത തരം പ്രമേയങ്ങൾ സ്വീകിക്കുന്നതു കൊണ്ടുള്ള ഗുണങ്ങൾ എന്തൊക്കെയാണ്? 6
- 13. മലയാളം സയൻസ് ഫിക്ഷൻ സിനിമകൾക്ക് വളക്കൂറുള്ള മണ്ണാണോ ? അഭിപ്രായങ്ങൾ കുറിക്കുക. 6
- 14. കഥാപാത്ര നിരൂപണം തയ്യാറാക്കുക - വിദ്യാധരൻ 6

Part C (Answer any 1 question(s). Each carries 14 marks)

- 15. സിനിമയെ അനുഭവവേദ്യമാക്കുന്നതിലും ആസ്വാദ്യകരമാക്കുന്നതിലും ക്യാമറാ ചലനങ്ങൾക്കും ഷോട്ടുകൾക്കുമുള്ള പ്രാധാന്യം എന്ത് ? വിശദമാക്കുക. 14
- 16. വയലൻസ്,ലഹരി എന്നിവ പ്രചരിപ്പിക്കുന്നതിൽ പുതിയകാല സിനിമകൾക്ക് വലിയ പങ്കുണ്ട് എന്ന വിമർശനത്തെ കുറിച്ചുള്ള നിങ്ങളുടെ കാഴ്ചപ്പാടുകൾ അവതരിപ്പിക്കുക. 14