

SET-I

Central University of Jammu

B.Voc (TM) Sem II

Course Title: Exposure to Foreign Language-2

Course No. UGBVT24001T

Section A

Multiple choice questions, attempt all questions:

(10X1.5)

1. Quel âge a Alexandra?

- a) 21 ans b) 24 ans c) 22 ans d) 20 ans

2. Paris est la capitale de

- a) La France b) Le France c) La Canada d) Le Japon

3. "Elle mange très peu"- Translate in English

- a) She is still very small. b) She eats very little. c) She eats a lot. d) She eats much

4. Les restaurants en France

Section A

- a) ferment l'après-midi b) restent ouverts toute la journée
c) n'ouvrent que le soir d) Restent fermé toute la journée

(10X1.5)

5. Les écoles ferment en Inde

- a) la dimanche b) le mardi c) le dimanche d) la mardi

6. Est-ce que tu vois _____ voiture noire ?

- a) du b) de c) la d) l'

7. Ils _____ cette chanson.

- a) mangent b) chantent c) parlent d) naviguent

8. Cet après-midi, nous _____ le musée des Beaux-Arts.

- a) aller visiter b) allons visiter c) allons visite d) aller visitons

9. Demain, nous _____ faire du bateau.

- a) sommes allés b) étions allés c) irons d) avons

10. Elle _____ de la maison.

- a) a sorti b) a sortie c) est sorti d) est sortie

Section B

Answer any five questions, each question carries eight marks:

(8X5)

Unit-I

11. Remplir les espaces vides: (i) _____ avons une voiture verte. (ii) Je _____ grande.

(iii) _____ vont regarder la télévision. (iv) elle _____ à la bibliothèque. (v) _____ sommes contents.

Or

Frame three sentences in présent, passé and future of the following verbs; être, avoir and aller.

Unit-II

12. Conjuguez the verbs: entrer (présent), venir (passé), sortir (futur), boire (présent), lire (passé).

Or

Conjuguez the verbs: parler (présent), dire (passé), manger (futur), courir (présent), voir (passé).

Unit-III

13. Écrire dix phrases sur les animaux.

Or

Liste cinq noms de fruits et de cinq légumes.

Unit-IV

14. Traduis les phrases suivantes: a) Une maison est un bâtiment; b) Le père et la mère ont un chien; c) Elle est la mère; d) Vous avez notre caméra; e) C'est votre livre et ce sont vos chiens.

Or

Traduis les phrases suivantes: a) I eat an apple; b) When do we eat; c) I speak slowly; d) The mother has a dog and the father has a cat; e) You don't speak French.

Or

Liste cinq noms de fruits et de cinq légumes.

Section C

Answer any three questions, each question carries fifteen marks:

(3X15)

15. Each of the questions asks you to make a sentence in the present tense. In each case, you need to pick an appropriate subject ("je", "tu" etc), pick the correct verb from the list to the right of the questions, and then make sure you put the correct ending on that verb. When the subject is "you", translate this with "tu" if you're told it should be singular ("sing"), and "vous" if you're told it should be plural ("pl").

{ aider (to help), aimer (to like), apporter (to bring), arriver (to come), casser, (to break), commencer (to begin), dessiner (to draw), donner (to give), manger (to eat), parler (to speak), porter (to wear), pousser (to push), regarder (to look), terminer (to finish), travailler (to work). }

1) I break; 2) He works; 3) I finish; 4) You're (sing) beginning; 5) You're (sing) drawing; 6) You (sing) look; 7) You're (sing) pushing; 8) I come; 9) He's helping; 10) He's speaking; 11) They're (masc) breaking; 12) You (sing) speak; 13) You (pl) bring; 14) They (masc) draw; 15) He looks

[masc = masculine, fem = feminine, sing = singular, pl = plural]

16. Conjuguez être (future), avoir (passé) and aller (présent).

17. Write a paragraph on a) Myself (moi meme); b) A Tree (un arbre); in French.

18. Écrivez cinq noms de sports, d'oiseaux et de membres de la famille.

19. Phrases-cadres: le chien; le pain; jouer; restaurant; étudiantes; tableau; noir; fille, garçon; bibliothèque; cérémonie; jours, rouge; chien; monsieur.

1) I break; 2) He works; 3) I finish; 4) You're (sing) beginning; 5) You're (sing) drawing; 6) You (sing) look; 7) You're (sing) pushing; 8) I come; 9) He's helping; 10) He's speaking; 11) They're (masc) breaking; 12) You (sing) speak; 13) You (pl) bring; 14) They (masc) draw; 15) He looks

[masc = masculine, fem = feminine, sing = singular, pl = plural]

16. Conjuguez être (future), avoir (passé) and aller (présent).

17. Write a paragraph on a) Myself (moi meme); b) A Tree (un arbre); in French.

18. Écrivez cinq noms de sports, d'oiseaux et de membres de la famille.

19. Phrases-cadres: le chien; le pain; jouer; restaurant; étudiantes; tableau; noir; fille, garçon; bibliothèque; cérémonie; jours, rouge; chien; monsieur.

Central University of Jammu

Name of Programme of Study....., Roll No:

End-Semester Examination B.Voc 2nd Semester

Course Title: Tourism Sales and Marketing

Course Code: UGBVT2G002T
UGBVT29002T

Time- 03 hrs

Total Marks: 100

Section-A

All questions are compulsory in this section. Each question carries 1.5 marks.

- To be useful, market segments must be
a. Measurable and Accessible
b. Substantial and Differentiable
c. Actionable
d. All of the above
- _____ results because no two customers are alike, each has a unique demand or experience and expectations.
a. Homogeneity
b. Heterogeneity
c. Perishability
d. Intangibility
- Which of the following is not a form of differential advantage
a. Superior technology
b. Well-known brand name
c. Cost leadership
d. After Sale Services
- The tours which are known as "Tailor made tours"
a. Custom designed tour
b. Hosted tour
c. Escorted tour
d. Incentive tour
- _____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.
a. Market-skimming
b. Value-based
c. Market-penetration
d. Leader
- During market segmentation analysis, the marketer identifies which segments present the greatest opportunity. These segments are called _____.
a. Target markets
b. Primary markets
c. Tertiary markets
d. Demographic markets
- In marketing theory, every contribution from the supply chain adds _____ to the product.
a. Value
b. Costs
c. Convenience
d. Ingredients
- Which of the following is not an element of people?
a. Motivation
b. Teamwork
c. Flow of activities
d. Customer training
- _____ describes the employee's skills in serving the client.
a. Internal Marketing
b. External Marketing
c. Relationship marketing
d. Interactive marketing
- In marketing, _____ is the focal point.
a. Profit
b. Sales
c. Customer
d. All of the above

Section-B

Answer any five (05) questions, at least one from each unit.

(5x8=40)

Unit-1

1. What role does marketing research play in the decision making process of a business.
- OR
2. Explain how a company designs a customer driven marketing strategy.

Unit-2

3. Explain the role of DMO's sale and marketing of tourist destinations.
- OR
4. Using the product / service spectrum, explain how a service is different from a product.

Unit-3

5. Explain advertisements and how does it lead to demand creation.
- OR
6. Explain four major factors that influence consumer behaviour.

Unit-4

7. Describe the various stages of the product life cycle and how marketing strategies change during the product life cycle.
- OR

8. Calculate the break even volume as per the data below –

Expected unit sales = 10,000

Fixed Cost = 4,00,000/- Rs.

Variable Cost = 20/- Rs.

Mark Up Price @ 15%

Unit-5

9. Explain a) Jury of Executive Opinion and b) Sales Force Opinion, their merits and demerits for sales forecasting in an organisation.
- OR

10. Explain the various non personal tools of promotional mix.

Section-C

Answer any three (03) questions, case study question is compulsory (3x15=45)

11. Explain how marketing mix tools help establish a new product, citing examples.
12. Elaborate various steps involved in marketing research.
13. Explain societal marketing concept with good examples.
14. What is "Price" and its importance to the company.
15. What is Marketing and what is its primary goal?

SET-II

Central University of Jammu

B.Voc (TM) Sem II

Course Title: Exposure to Foreign Language-2

Course No. UGBVT26001T

Section A

Multiple choice questions, attempt all questions:

(10X1.5)

1. Demain, nous _____ faire du bateau.
a) sommes allés b) étions allés c) irons d) avons
2. Elle _____ de la maison.
a) a sorti b) a sortie c) est sorti d) est sortie
3. Ils _____ cette chanson.
a) mangent b) chantent c) parlent d) naviguent
4. Cet après-midi, nous _____ le musée des Beaux-Arts.
a) aller visiter b) allons visiter c) allons visite d) aller visitons
5. Quel âge a Alexandra?
a) 21 ans b) 24 abs c) 22 asb d) 20 asn
6. Paris est la capitale de
a) La France b) Le France c) La Canada d) Le Japon
7. Les écoles ferment en Inde
a) la dimanche b) le mardi c) le dimanche d) la mardi
8. Les restaurants en France
a) ferment l'après-midi b) restent ouverts toute la journée
c) n'ouvrent que le soir d) Restez fermé toute la journée
9. "Elle mange très peu"- Translate in English
a) She is still very small. b) She eats very little. c) She eats a lot. d) She eats much

10. Est-ce que tu vois _____ voiture noire ?

- a) du b) de c) la d) l'

Section B

Answer any five questions, each question carries eight marks:

(5X8)

Unit-I

11. Frame three sentences in présent, passé and future of the following verbs; être , avoir and aller.

Or

Remplir les espaces vides: (i) _____ avons une voiture verte. (ii) Je _____ grande.

(iii) _____ vont regarder la télévision. (iv) elle _____ à la bibliothèque. (v) _____ sommes contents.

Unit-II

12. Conjuguez the verbs: parler (présent), dire (passé), manger (futur), courir (présent), voir (passé).

Or

Conjuguez the verbs: entrer (présent), venir (passé), sortir (futur), boire (présent), lire (passé).

Unit-III

13. Liste cinq noms de fruits et de cinq légumes.

Or

Écrire dix phrases sur les animaux.

Unit-IV

14. Traduis les phrases suivantes: a) I eat an apple; b) When do we eat; c) I speak slowly; d) The mother has a dog and the father has a cat; e) You don't speak French.

Or

Traduis les phrases suivantes: a) Une maison est un bâtiment; b) Le père et la mère ont un chien; c) Elle est la mère; d) Vous avez notre camera; e) C'est votre livre et ce sont vos chiens.

15. écrivez en français: fruits et de cinq légumes

Or

(i) It is hot

(ii) it is nice

(iii) two ears

(iv) one nose

Or

Répondez:

(i) Est-ce que ce sont des gants?

(ii) Est-ce que ce sont des stylos?

(iii) Est-ce que c'est une clé?

(iv) Est-ce que le livre est sur la table?

Section C

Answer any three questions, each question carries fifteen marks:

(3X15)

16. Conjuguez être (future), avoir (passé) and aller (présent).

17. Write a paragraph on a) Myself (moi meme); b) A Tree (un arbre); in French.

18. Écrivez cinq noms de sports, d'oiseaux et de membres de la famille.

19. Phrases-cadres: le chien; le pain; jouer; restaurant; étudiantes; tableau; noir; fille, garçon; bibliothèque; cérémonie; jours, rouge; chien; monsieur.

20. Each of the questions asks you to make a sentence in the present tense. In each case, you need to pick an appropriate subject ("je", "tu" etc), pick the correct verb from the list to the right of the questions, and then make sure you put the correct ending on that verb. When the subject is "you", translate this with "tu" if you're told it should be singular ("sing"), and "vous" if you're told it should be plural ("pl").

{ aider (to help), aimer (to like), apporter (to bring), arrive (to come), casser, (to break), commencer (to begin), dessiner (to draw), donner (to give), manger (to eat), parler (to speak), porter (to wear), pousser (to push), regarder (to look), terminer (to finish), travailler (to work).}

1) I break; 2) He works; 3) I finish; 4) You're (sing) beginning; 5) You're (sing) drawing; 6) You (sing) look; 7) You're (sing) pushing; 8) I come; 9) He's helping; 10) He's speaking; 11) They're (masc) breaking; 12) You (sing) speak; 13) You (pl) bring; 14) They (masc) draw; 15) He looks

[masc = masculine, fem = feminine, sing = singular, pl = plural]

D. All types of Bank, Stock and Cash account

7. VAT stands for

A. Value Added Tax B. Valuable at Tax

C. Value Added Tally D. VAT Stands TAX

8. According to the double entry system of accounting, an account that obtains benefit is:

A. Credit

B. Debit

C. Income

D. No need to show as accounting record

9. Which of the following is NOT an example of intangible assets?

A. Franchise rights

B. Goodwill

C. Patents

D. Land

10. Which of the following is an example of business liability?

A. Land

B. Building

C. Cash

D. Creditors

Section-B

Answer any five (05) questions, at least one from each unit .Each question carry 8 Marks.

(8x5=40)

Unit-1

11. Write short note on:-

a. Assets

b. liabilities

c. Capital

d. Debtors

OR

12. Write short note on:-

a. Vouchers

b. Depreciations

c. Creditors

d. Drawings

Unit-2

13. Journalize following Transactions
Transactions.

	Amount
Suresh commenced business with cash	20000
Deposited cash in SBI bank	15000
Brought Goods from Ayub	20000
Sold goods to kavita	10000
Returned Goods to Ayub	6000
Paid to Ayoub by cheque in full settlement	14000
Received cash from kavita in full settlement	9500

OR

14. Journalize the following transactions

3rd May	:	Cash deposited into bank 60,000
4th May	:	Loan given to Bhuvan 20,000
4th May	:	Paid cash to Veeru 20,000
5th May	:	Paid to Veeru by cheque 15,000
5th May	:	Cash received from Tarun 12,000
5th May	:	Took loan from Anush 15,000
6th May	:	Cheque received from Pranav 15,000
6th May	:	Paid to Intel Computers by cheque 17,000
6th May	:	Withdrew from bank 5,000
7th May	:	Withdrew from bank for office use 8,000

Unit-3

15. What are the accounting concepts and conventions?

OR

16. Explain the depreciation. What are the advantage of fixed installment Method and Diminishing Balance Method?

Unit-4

17. What is trial balance and explain advantages and disadvantages of trial balance?

OR

18. Explain features and objectives of trial balance?

Unit-5

19. What are the features of profit loss accounts and how to prepare it?

OR

20. What is Profit and loss account and what are its advantages?

Section-C

Answer any three (03) questions.

(3x15=45)

21. Explain meaning, objectives, classifications of accounts and Rules of Debit and Credit.

22. Enter the following transactions in the Journal and prepare ledger

January 1- Tarun started business

Cash in hand 8000

Cash at bank 25000

Stock of goods 20000

Furniture 2000

Sundry debtors

Vijay 2000

Anil 1000

Madhu 2000

Sundry creditors

Anand 5000

Loan from bablu 10000

January 2 -Goods purchased for cash 20,000

January 4 -Machinery Purchased from Vibhu 30,000

January 6 -Rent paid in cash 10,000

January 8 -Goods purchased on credit from Anil 25,000

January 15 -Goods sold on credit to Gurmeet 30,000

January 20 -Cash withdrawn for personal use 5,000

Feb 3 He installed further machinery of Rs 20000 and paid wages for installation rs 2000. The machinery was supplied by m/s surya brothers

Feb 4 interest received from madhu 200

Feb 5 Sold Goods To Ram On Credit Rs 6000

Feb 6 Ram became insolvent and could pay only 50 paisa in a rupee

23. Berlia Ltd purchased machinery of 50,000 in year 2010. The company sold the machinery on 1 April 2015 in 30000. Calculate the profit or loss on the machinery by the company. If depreciation is provided on the machinery @ 10 % on diminishing balance method annually on 31 march.

24. The following are the transactions of Kumar Swami for the month of January.

Journalise these transactions and prepare ledger as well.

2006

January 1 Capital paid into Bank 3,00,000

January 3 Bought Postage Stamps 5000

January 5 Sold Goods for Cash 10,000

January 6 Bought Office Furniture from Mahendra Bros. 40,000

January 11 Sold goods to Jacob 12,000

January 12 Received cheque from Jacob 12,000

January 14 Paid Mahendra Bros. by cheque 40,000

January 16 Sold goods to Ramesh & Co 5,000

January 20 Bought from S. Seth & Bros 15,000

January 23 Bought Goods for cash from S. Narain & Co 22,000

January 24 Sold Good to P. Prakash 17,000

January 28 Paid S. Seth & Bros. by cheque in full settlement 14,800

January 31 Paid Salaries 2,800

25. What is trading account and balance sheet and what are their characteristics?