SET-I

Central University of Jammu

B.Voc (TM) Sem II

Course Titl	e: Exposure	to Foreign	Language-2
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Course No. UGBVT24001T

Section A

Multiple choice questions, attempt all questions:	(10X1.5)
1. Quel âge a Alexandra?	
a) 21 ans b) 24 abs c) 22 asb d) 20 asn	
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'apres-midi b) restent ouverts toute la journée	(10X1.5)
c) n'ouvrent que le soir d) Restez fermé toute la journée	
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.	Algebra e ja
a) mangent b) chantent c) parlent d) naviguent	
8. Cet après-midi, nousle musée des Beaux-Arts	S.
a) aller visiter b) allons visiter c) allons visite d) al	ler visitons
9. Demain, nous faire du bateau.	
a) sommes allés b) étions allés c) irons d) a	vons

10. Elle de la maiso	n.	
a) a sorti b) a sortie c) est se	orti d) est sortie	
;	Section B	
Answer any five questions, each que	estion carries eight marks:	(8x &)
	Unit-I	
11. Remplir les espaces vides: (i)	avons une voiture verte. (ii) Je	grande.
	iv) elle à la bibliothèque. (v)	_sommes contents.
	Or	
Frame three sentences in présent, pas	sé and future of the following verbs; êt	re, avoir and aller.
	Unit-II	
12. Conjugaez the verbs: entrer (prése	ent), venir (passé), sortir (futur), boire	(présent), lire (passé).
the strains in a questions cath qu	Or commonwhite eight minnies:	(-6 % (1))
Conjugaez the verbs: parler (présent), dire (passé), manger (futur), courir (présent), voir (passé).
maring the state of the state o	Unit-III	
13. Écrire dix phrases sur les animau	x v) elle la bibliothèque. (v)	sommes contents.
	Or	
Liste cinq noms de fruits et de cinq le	egumes.	in con the
	Unit-IV	
14. Traduis les phrases suivantes: a) chien; c) Elle est la mere; d) Vous av	Une maison est un bâtiment; b) Le pè ez notre camera; e) C'est votre livre e	ere et la mère ont un et ce sont vos chiens.
	Or	
Traduis les phrases suivantes: a) I ea mother has a dog and the father has a	t an apple; b) When do we eat; c) I sp a cat; e) You don't speak French.	ceak slowly; d) The

1)

I ise vine nous de finils et de cinq legumes.

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), 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]

- 16. Conjugez 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, garcon; bibliothèque; cérémonie; jours, rouge; chien; monsieur.
- Sing preak, 2) Helworks [3] [finish: 4) You're (sing) beginning; 5) You're (sing) drawing; 6) You sing) hook: 7) You're (sing) poshing: 8) I come: 9) He's helping: 10) He's speaking: 11) They're so that the looks of the single of the single

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The contract of plottes de sports d'oiseaux et de an aniques de la la lice

no informet are monde l'aille fam, jouen reseau une étadiques : taoleau; noir intergarepas no ambonir i are monde l'aille lauge; emen; monsieur

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	Centr	ral University of Jammu	
Name of Programme of Stu	ıdy	, Roll No:	
End-	Semester	Examination B.Voc 2 nd Semes	ter

End-Semester Examinat	ion B.Voc 2 nd Semester
Course Title: Tourism Sales and Marketing	
Course Code: UGBVT2G002T UGBVT2GのスT	Time- 03 hrs Total Marks: 100
Sectio	n-A
All questions are compulsory in this section.	Each question carries 1.5 marks.
1. To be useful, market segments must be	present the greatest opportunity. These segments are called
a. Measurable and Accessible	a. Target markets
b. Substantial and Differentiable	b. Primary markets
c. Actionable	c. Tertiary markets
d. All of the above	d. Demographic markets
2. results because no two customers	7. In marketing theory, every contribution
are alike, each has a unique demand or	from the supply chain adds to
ovnerience and expectations	the product.
a Homogeneity and analy	Time a.3 Value Total Marks: 100
b. Heterogeneity c. Perishability	b. Costs
c. Perishability	c. Convenience
d. Intangibility	d. Ingredients
3. Which of the following is not a form of	element of people?
differential advantage	a Motivation
a. Superior technology	a. Motivationb. Teamwork
b. Well-known brand name	c. Flow of activities
c. Cost leadership	d. Customer training
d. After Sale Services	9. describes the employee's
4. The tours which are known as "Tailor	skills in serving the client.
made tours "	a Internal Marketing
a. Custom designed tour	b. External Marketing
b. Hosted tour demand or	c. Relationship marketing
c. Escorted tour	d. Interactive marketing
a. Incentive tour	10. In marketing, is the focal poir
5 pricing is the approach of	a Denofit
setting a low initial price in order to	b. Sales
attract a large number of buyers quickly	Outomer
and win a large market share.	c. Customer
a. Market-skimming	d. All of the above
b. Value-based	
c. Market-penetration	
d. Leader	
6. During market segmentation analysis,	on a. Costoner france
the marketer identifies which segments	describes the chaptoyee
The some parent to produce turns	Markette Commence of the Comme

Section-B Answer any five (05) questions, at least one from each unit. Unit-1

(5x8=40)

- 1. What role does marketing research play in the decision making process of a business.
- 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.

4. Using the product / service spectrum, explain how a service is different from a product. hiridik elanga t

Unit-3

5. Explain advertisements and how does it lead to demand creation.

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%

10 . Mid . 18

Unit-5

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

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

I'm hajor factors that in 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?

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Of frame including hon personal tools of promotional mix

SET-II

Central University of Jammu

B.Voc (TM) Sem II

Course Title: Exposure to Foreign L	anguage-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 so	orti d) est s	ortie
3. Ils cette chanson		
a) mangent b) chantent	c) parlent	d) naviguent
4. Cet après-midi, nous	le musée des	s Beaux-Arts.
a) aller visiter b) allons visiter	c) allons visite	d) aller visitons
5. Ouel âge a Alexandra?	wing the	The state of the s
a) 21 ans b) 24 abs c) 22 asb		
6. Paris est la capitale de		
a) La France b) Le France c) La Car	nada d) Le Japon	
7. Les écoles ferment en Inde		
a) la dimanche b) le mardi c)	le dimanche	l) la mardi
8. Les restaurants en France		
a) ferment l'apres-midi b)	restent ouverts toute	la journeé
c) n'ouvrent que le soir d)	Restez fermé toute la	a journée
9. "Elle mange très peu"- Translate in E	nglish	
a) She is still very small. b) She eat	s verv little. c) She	e eats a lot. d) She eats much

10. Est-ce que	tu vois	_ voiture noire?		
a) du	b) de	c) la	d) 1'	
		Section B		
Answer any fi	ve questions, eac	h question carrie	s eight marks:	(5X8)
		Unit-I		
11. Frame three aller.	e sentences in prés	sent, passé and fut	ure of the following v	erbs; être, avoir and
		Or		
Remplir les esp	aces vides: (i)	avons une	voiture verte. (ii) Je_	grande.
(iii)vont re	egarder la télévisi	on. (iv) elle	à la bibliothèque. (v	y)sommes contents.
		Unit-II		
	he verbs: parler (j		ssé), manger (futur), c	ourir (présent), voir
		Or		
Conjugaez the v	erbs: entrer (prés	ent), venir (passé), sortir (futur), boire	(présent), lire (passé).
		Unit-III		
13. Liste cinq no	oms de fruits et de	e cinq legumes.		
	1.8 4 (1)	Or		4/1487-1
Écrire dix phrase	es sur les animau	on, (* . % c x.		
		Unit-IV		
-			; b) When do we eat; lon't speak French.	c) I speak slowly; d) The
		Or		
			n bâtiment; b) Le pè C'est votre livre et co	re et la mère ont un chien; e sont vos chiens.
15. écrivez en fra	ncais: frants et ac	enny les ance		

(i) It is hot

(ii) it is nice

(iii) two ears

(iv) one nose

Or

Répondez:

- (i) Est-ce que ce sont des gants?
- 2 2 2 2
- (iii) Est-ce que c'est une clé?

- (ii) Est-ce que ce sont des stylos?
- (iv) Est-ce que le livre est sur la table?

Section C

Answer any three questions, each question carries fifteen marks:

(3X15)

- 16. Conjugez 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, garcon; 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").
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[masc = masculine, fem = feminine, sing = singular, pl = plural]

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DEPARTMENT OF TOURISM AND TRAVEL MANAGEMENT **B.VOC- SECOND SEMESTER END-SEMESTER EXAMINATION**

UGBVT 3G003T- Basic Accountancy in Tourism

6.

M.M: 100 Marks

Max. Duration: 3 Hours

SECTION A

Note: This section has ten questions. All questions are compulsory. Each question carries 1.5 mark. Time allowed for this section is 10 minutes.

$(Total\ 1.5x10=15)$	
 ABC limited does not cost and proceeds of sa 	charge annual depreciation on its assets instead shows the difference betweenacquisition le of asset as GAIN or LOSS. Its violating
A. Going Concern Conc	ept B. Conservatism Concept
C. Periodicity Concept	D. No Violation
2. Trial Balance contains	balance of all accounts
A. Opening	B. Closing
C. Only credit	D. None
3. Which financial statemer	t can be made from Trial balance?
A. Ledger	B. P and L account
C. Sales	D. Balance sheet
4. In case of personal accoun	nts the receiver is
A. Debit	B. Credit
C. Both	D. Balance entered in voucher
5. Contra entry is used for	
A. Transaction involves Cas	h and Bank B. Transactions related to Purchase
C. Salaries paid to the emplo	byees D. Contracting expenses only
6. Which of the following ac	ecount groups can be classified as a Nominal Accounts?
A. Accounts of Buyer,	Suppliers, Owners, Lenders etc
B. Accounts of fixed and	d current assets such as Cash, Building, Plant and Machinery, vehicles etc
C. Accounts relating to 6	expenses and Income such as sales, purchases Discount Allowed

7. VAT stands for	
A. Value Added TaxB. Valuable	at Tax
C. Value Added TallyD, VAT Sta	unds TAX
8. According to the double entry s	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 e	xample of business liability?
A. Land B.	Building
C. Cash D	. Creditors
	Section-B
Answer any five (05) questions, a	t least one from each unit .Each question carry 8 Marks.
Unit-1	
11. Write short note on:-	
a. Assets	
b. liabilities	
c. Capital	
d. Debtors	
OR	
12. Write short note on:-	
a. Vouchers	
a. Vouchersb. Depreciations	

(8x5=40)

D. All types of Bank, Stock and Cash account

Unit-2

13. Journalize following Transactions

Transactions.	
Suresh commenced business with cash	Amount 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 I 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 Receivedcheque 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?