

24U355

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Name :

Reg. No :

THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

CC24UFEN3VN202 - TRADE LANGUAGE - I

(B.A. Functional English - Vocational Minor Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Define the term bull market. [Level:1] [CO1, CO2]
 2. Differentiate between a positive narrative (e.g., growth story) and a negative narrative (e.g., loss report). [Level:2] [CO1, CO2]
 3. What is meant by financial journalism? [Level:1] [CO1, CO2]
 4. Define the term balance sheet. [Level:2] [CO1, CO2]
 5. Define understandability in the context of financial statements. [Level:1] [CO1, CO2]
 6. Define behavioral finance. [Level:2] [CO1, CO2]
 7. How can LLMs enhance customer service in banking? [Level:1] [CO1, CO2]
 8. Give an example of how a balanced portfolio can protect against market fluctuations. [Level:2] [CO1, CO2]
 9. What is meant by the regulatory environment in finance? [Level:1] [CO1, CO2]
 10. What does a "Double Bottom" pattern suggest about the market direction? [Level:2] [CO1, CO2]
- (Ceiling: 24 Marks)**

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Why are government economic reports considered important news for stock markets? [Level:3] [CO3, CO4]
12. Explain how the tone and language used in digital financial communication influence investor perception. Provide an example of a blog or social media post where wording may have created optimism or concern. [Level:4] [CO3, CO4]

13. Apply the concept of price-to-earnings (P/E) ratio by examining how it influences stock valuation. How can decoding this term help an investor distinguish between undervalued and overvalued stocks? [Level:3] [CO3, CO4]
14. Apply the fundamentals of financial ratios such as current ratio, return on equity, and gross margin to compare two companies in the same industry. How does this analysis aid in making informed investment choices? [Level:4] [CO3, CO4]
15. Analyze how numerical data (ratios, profits, dividends) and narrative sections (chairman's statement, MD&A) complement each other in shareholder reports. How can investors critically evaluate both to make better investment decisions? [Level:3] [CO3, CO4]
16. Discuss the consequences of inaccurate or unreliable financial reporting. [Level:4] [CO3, CO4]
17. Discuss the concept of 'loss aversion' and how it can lead to irrational trading behavior. Why is it important for traders to recognize this bias? [Level:3] [CO3, CO4]
18. Analyze the impact of financial regulations on market transparency and investor confidence. How can regulatory frameworks prevent fraud and manipulation in the stock market? [Level:4] [CO3, CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

19. Evaluate the role of market cycle terminology (bull and bear phases) in influencing investor psychology. Do these metaphors encourage rational decision-making or amplify herd behavior. [Level:5] [CO4, CO5]
20. Evaluate the effectiveness of real-time news dissemination through digital platforms in guiding rational investment decisions, or does it instead encourage panic-driven trading. [Level:5] [CO4, CO5]

(1 × 10 = 10 Marks)
