

24U368

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Name :

Reg. No :

THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

**CC24UENG3FM107(3) - UNDERSTANDING KERALA: NARRATIVES OF DEVELOPMENT,
COMMERCE AND ENTREPRENEURSHIP**

(English - MDC)

(For Commerce and Management Programmes)

(2024 Admission - Regular)

Time: 1.5 Hours

Maximum : 50 Marks

Credit: 3

Part A (Short answer questions)

Answer **all** questions. Each question carries 2 marks.

1. How has maritime trade contributed to the richness of Kerala culture? [Level:3] [CO1, CO2]
2. How is Kudumbasree supporting entrepreneurs? [Level:1] [CO1, CO2]
3. What are bumper lotteries, and how do their ticket prices compare to daily tickets? [Level:3] [CO1, CO2]
4. What two historical structures are found at Kozhikode Beach? [Level:1] [CO1, CO2]
5. How is the daily lottery draw conducted in Kerala? [Level:3] [CO2]
6. "I would rather have a Pepsi". What do these words tell you of the visitor? [Level:1] [CO1, CO2]
7. What is cage fish farming? [Level:1] [CO1, CO2]
8. What role did vloggers play in Naushad's early success? [Level:2] [CO1, CO2]
9. What is the difference between how the Tamil and Malayalam industries approach film budgets? [Level:3] [CO2]
10. What is the main livelihood of the people in Munambam? [Level:3] [CO1, CO2]

(Ceiling: 16 Marks)

Part B (Paragraph questions/Problem)

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

11. Do you think Niranjana is different from the boys of his age? Why? [Level:1] [CO3]
12. What are the factors that make Kerala a conducive place for migrant workers? [Level:4] [CO4]

13. In what ways does Amritha Joseph Mathew's entrepreneurial venture challenge societal perceptions about the transgender community in India? [Level:3] [CO3]
14. Explain how Sajna encourages confidence among women travellers through her travel practices. [Level:2] []
15. What are the indigenous livestock of Malabar? What were the livestock that were imported to Malabar? [Level:3] [CO3, CO4]

(Ceiling: 24 Marks)

Part C (Essay questions)

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

16. Discuss the major features of Kerala model development. [Level:5] [CO4]
17. Explore the various life events and celebrations connected to the daivappura. Emphasize how it serves as a sacred and social space for the Kurichiya community, marking important events like puberty ceremonies, marriages, and harvest rituals. [Level:5] [CO4]

(1 × 10 = 10 Marks)
