QP Code: U25C009

Reg. No : .....
Name : .....

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

III SEMESTER (FYUGP) DEGREE EXAMINATIONS, OCTOBER 2025
ENG3FM107(3) : UNDERSTANDING KERALA: NARRATIVES OF DEVELOPMENT, COMMERCE AND ENTREPRENEURSHIP

2024 Admission Onwards

(Credits: 3)

Time:1.5 Hours **Maximum Marks:50**

Section A

*Answer **All**. Each question carries **2** Marks.* ***(Ceiling: 16 Marks)***

1. Which ancient foreign civilizations were involved in trade with Kerala, according to Sumerian records?
2. What event led to significant losses of Aranmula mirrors recently?
3. Identify some of Alassan's basic joys and describe how the visitor looks down on them.
4. What was the impact of the colonial policies on the non-agricultural sectors in Malabar?
5. Why was pepper called 'black gold'? What are the factors that accounted for the decreased demand of pepper produced in Malabar?
6. What is the target for starting Auxiliary Group enterprises under the "She Starts" scheme in 2024-25?
7. What is cage fish farming?
8. How has the Kerala government extended support to migrant workers?
9. What are the general features of Kerala model of development?
10. Where is Amritha's juice shop located?

Section B

*Answer **All**. Each question carries **6** Marks.* ***(Ceiling: 24 Marks)***

11. Analyse how Sathyapal Sridhar improved the security of lottery tickets in Kerala.
12. What are the key factors that contributed to the rapid growth and success of Muhammad Anfal Naushad's business, United Stores?
13. Discuss the role of daivappura in the Kurichiya community's social and cultural life.

Turn Over

14. How does Kozhikode Beach contribute to the local economy through tourism and food culture?
15. Discuss how Sanja Ali's personal travel experiences led her to start a successful travel business.

Section C

*Answer **any one**. Each question carries **10** Marks.* ***(1x10=10 Marks)***

16. Examine the role of traditional fishing communities in Kerala's local economy as shown in the documentary 'A Quest in Hope'. How can promoting these communities align with principles of inclusive and sustainable development?
17. How has the Malayalam film industry converted its market limitations into creative strengths? Explain with examples.

****