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L – 5627

Reg. No. :

Name :

**Seventh Semester 'Five Year M.B.A. (Integrated)'/Integrated BM – MAM'
Degree Examination, May 2021**

DDCM 701 – FOREIGN LANGUAGE - FRENCH

Time : 3 Hours

Max. Marks : 60

PART – A

I. Answer the following questions in one sentence.

1. Où habitez – vous ?
2. Quel est le dernier jour de la semaine ?
3. Nommez un monument français.
4. A quelle heure tu te lèves le matin ?
5. Nommez deux villes françaises.
6. Quelle est votre nationalité ?
7. Nommez la capitale de la France.
8. Quel est le mois dernier de l'année ?
9. Comment vous vous appelez ?
10. Nommez deux saisons ?

(10 × 1 = 10 Marks)

 T.O.

PART – B

II. Answer any **five** questions.

11. Conjuguez les verbes suivants au présent.

- (a) Comprendre
- (b) Parler.

12. Écrivez les nombres

- (a) 25
- (b) 43

13. Donnez la signification des sigles suivants

- (a) TGV
- (b) RFI

14. Complétez avec un article.

– Margot a – belle voiture, non, c'est – voiture de carine –

15. Mettez au négatif

- (a) J'ai un dictionnaire
- (b) Il y un restaurant ici.

16. Mettez les groupes suivants au pluriel

- (a) la grande ville
- (b) le beau livre.

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Degree Examination, May 2021

DDCM 703 : BUSINESS ETHICS AND CORPORATE GOVERNANCE

Time : 3 Hours

Max. Marks : 60

PART – A

Answer any five questions. Each question carries 3 marks.

1. What is 'Business Ethics'?
2. Discuss the major types of Ethics.
3. What is an Ethical Dilemma?
4. What is leadership?
5. What is Strategy?
6. What is Ethical Audit?
7. List out the objectives of social audit.
8. Give the structure of Corporate Governance.

(5 × 3 = 15 Marks)

PART – B

Answer any five questions. Each Question carries 5 marks.

9. Differentiate between Ethics and Values.
10. Highlight the importance of Business Ethics.

11. Is Whistle blowing justifiable?
12. Explain the concept of Virtue Ethics.
13. What is Marketing Ethics?
14. Write short notes on Ethics Committee.
15. Outline the features of Social Audit.
16. What are the duties of Corporate Board?

(5 × 5 = 25 Marks)

PART – C

Answer any two Questions. Each question carries 10 marks.

17. Explain any two theories of Ethics.
18. Outline the characteristics of Ethical leadership.
19. Write short notes on
 - (a) Globalization and
 - (b) Corporate governance.

(2 × 10 = 20 Marks)

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Seventh Semester 'Five Year M.B.A. (Integrated)'/ 'Integrated BM – MAM'
Degree Examination, May 2021

DDCM 704 : MICRO FINANCE : PERSPECTIVES AND OPERATIONS

Time : 3 Hours

Max. Marks : 60

PART – A

Answer any five questions. Each question carries 3 marks.

1. Write any three role of microfinance.
2. What is micro credit and micro insurance?
3. Explain any three role of NABARD.
4. Explain the characteristics of financial statement.
5. What is Cash flow statement?
6. What is balance sheet?
7. What are the functions of banking?
8. What is financial report?

(5 × 3 = 15 Marks)

 T.O.

PART – B

Answer any five questions. Each question carries 5 marks.

9. Explain the features of microfinance.
10. What are the advantages and disadvantages of microfinance company?
11. What are the challenges faced by microfinance institutions?
12. What are the functions of NABARD?
13. What is the impact of microfinance?
14. What should be included in financial statement?
15. What are the benefits of risk Management?
16. Write about the types of financial services.

(5 × 5 = 25 Marks)

PART – C

Answer any two questions. Each question carries 10 marks.

17. What is financial statement and explain how to write financial plan for business?
18. Explain the role and functions of SHG.
19. Discuss the concept of accounting equation.

(2 × 10 = 20 Marks)

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Seventh Semester 'Five Year M.B.A. (Integrated)' /
'Integrated B.M. – M.A.M.' Degree Examination, May 2021

DDCM 702 CREATIVITY AND INNOVATION

Time : 3 Hours

Max. Marks : 60

PART – A

Answer any five questions. Each questions carries 3 marks.

1. Define innovation.
2. What is radiant thinking?
3. Define Morphological analysis.
4. What is Creative problem solving?
5. What is lateral thinking?
6. What is strategic creativity?
7. What is enhancing creative personal?
8. What is convergent thinking?

(5 × 3 = 15 Marks)

PART – B

Answer any five questions. Each questions carries 5 marks.

9. Discuss the process of delphi techniques.
10. Elucidate group technique for creativity.

 P.T.O.

11. Write a short note on five thinking style.
12. Discuss the process question checklist.
13. Discuss about benefits of thinking hat.
14. Discuss the way of creating creative climate.
15. Differentiate Convergent V/S Divergent thinking.
16. Elucidate rules of brain storming.

(5 × 5 = 25 Marks)

PART -- C

Answer any two questions. Each questions carries 10 marks.

17. Briefly explain about morphological mind map techniques.
18. Discuss the nominal techniques of generating ideal solution in detail.
19. Discuss about the creativity in business.

(2 × 10 = 20 Marks)

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**Seventh Semester 'Five Year M.B.A (Integrated)' / 'Integrated BM-MAM'.
Degree Examination, May 2021**

DDCM 706 – MANAGEMENT OF CO-OPERATIVES

Time : 3 Hours

Max. Marks : 60

PART – A

Answer **any five** of the following

1. Explain the Features of cooperatives.
2. What is Roach Dale Principle?
3. List managerial skills required in a modern organizations.
4. Discuss the process of planning in cooperatives.
5. What is path-goal theory of leadership?
6. Give instances where cooperatives need planning.
7. What is the need of leadership in cooperatives?
8. How can cooperatives benefit from professional management?

(5 × 3 = 15 Marks)

PART – B

Answer **any five**.

9. Discuss the unique features of Cooperative Management.
10. Explain the evaluation criteria of professional management in organizations.

11. Explain the importance of Co-operative leadership.
12. The combination of Management and Leadership qualities would benefit Cooperatives. Explain.
13. Discuss the types of planning that can be practiced in cooperatives.
14. Explain Business Development plan in the context of cooperatives.
15. Explain the leadership theories in the context of cooperatives.
16. Explain the organizational structure of a cooperative.

(5 × 5 = 25 Marks)

PART – C

Answer any two.

17. The principles of Cooperation and principles of Management can be integrated. Discuss.
18. Discuss the management leadership qualities required for a successful cooperative organization.
19. Planning is challenging in Cooperatives. Justify.

(2 × 10 = 20 Marks)

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Degree Examination, May 2021.

DDCM 705 – EFFECTIVE COMMUNICATION SKILLS

Time : 3 Hours

Max. Marks : 60

PART – A

Answer **any five** questions. Each question carries 3 marks.

1. Define Communication.
2. What do you mean by telephone skills?
3. Define interview.
4. What is SMS?
5. What is Empathy?
6. What is an Interpersonal skill?
7. How do you draft an email?
8. Define report writing.

(5 × 3 = 15 Marks)

PART – B

Answer **any five** questions. Each question carries 5 marks.

9. What is effective listening? How to improve effective listening?
10. Elucidate tips for effective listening.
11. Explain teleconference? Explain its advantages.

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T.O.

12. Write a short note on effective use of SMS.
13. Discuss about do's and don'ts of case preparation.
14. Discuss about the salient features of group discussion.
15. Explain about characteristics of good report.
16. Elucidate purposes of writing memorandum.

(5 × 5 = 25 Marks)

PART – C

Answer **any two** questions. Each question carries **10** marks.

17. Brief explain about verbal and nonverbal communication.
18. Discuss various types of case study.
19. Discuss about the various types of interview.

(2 × 10 = 20 Marks)

