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**Seventh Semester Five Year M.B.A. (Integrated) Degree Examination,
June 2023**

DDCM 701 : FOREIGN LANGUAGE – FRENCH

Time : 3 Hours

Max. Marks : 60

PART – A

Answer the following questions in **one** sentence.

1. Vous parlez français?
2. Nommez un écrivain français.
3. Comment s'appelle le président de la France?
4. Quels sont vos loisirs?
5. Quel film préférez-vous?
6. Vous vous réveillez tôt?
7. À l'occasion de quelle fête dit-on « Bonne fête »
8. Quel est le mois premier de l'année?
9. Nommez deux monuments français.
10. Quel temps fait-il dans votre pays?

(10 × 1 = 10 Marks)

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PART – B

Answer any **five** questions.

11. Complétez avec une préposition (à, en, etc.).
 - (a) Je n'habite pas _____ Paris.
 - (b) J'habite _____ province.
12. Complétez avec l'article défini.
 - (a) Paris est _____ capitale de la France.
 - (b) Elle aime beaucoup _____ ski.
13. Complétez.
 - (a) Il est espagnol. Elle est _____.
 - (b) Il est _____. Elle est italienne.
14. Écrivez les numéros :
 - (a) 43
 - (b) 69
15. Mettez les verbes à la forme qui convient.
 - (a) Elle (être) comédienne.
 - (b) Elle (parler) anglais.
16. Mettez les groupes suivants au pluriel.
 - (a) la grande ville →
 - (b) une histoire intéressante →
17. Complétez avec un pronom (moi, toi, etc.).
 - (a) Je connais Renaud. Je travaille avec _____.
 - (b) Nous allons à la campagne dimanche. Vous venez avec _____ ?
18. Complétez avec aller, venir ou faire à la forme qui convient.
 - (a) Tu _____ avec nous ?
 - (b) Le soir, je _____ au cinéma.
19. Reliez la question et la réponse.

(a) Vous êtes étranger ?	-	Non, je parle anglais et français.
(b) Vous parlez espagnol ?	-	Oui, je suis américain.



20. Comment les aimez-vous?

Exemple Les livres → beaux, intéressants, etc.

(a) les appartements :

(b) les vêtements :

(5 × 2 = 10 Marks)

PART – C

Answer any **five** questions.

21. Complétez.

(a) Peter : Vous êtes espagnole ?

Maria : Non, je _____ espagnole. Je _____ italienne.

(b) Peter : Vous êtes étudiante ?

Maria : Non, je _____ étudiante. Je _____ interprète.

(c) Peter : Vous parlez espagnol ?

Maria : Non, je _____ espagnol. Je _____ italien, français et anglais.

22. Complétez avec « tu ou vous ».

(a) _____ t'appelles comment ?

(b) Excusez-moi, _____ parlez anglais ?

(c) _____ es anglais ?

(d) _____ êtes portugais ?

23. Posez la question et répondez.

Exemple : a. Sonia Rykiel, qui est-ce ? C'est une styliste française.

(a) Sonia Rykiel chanteuse allemand/allemande

(b) Céline Dion pilote espagnol/espagnole

(c) « Titanic » journal, anglais/anglaise

(d) Schumacher film américain/américaine

(e) Le « Times » styliste français/française

24. Complétez avec un article.

(a) Margot a _____ belle voiture !

(b) Non, c'est _____ voiture de Carine.

(c) Mais, elle a _____ bel appartement !

(d) Non, c'est _____ appartement de Dominique.



25. Complétez le dialogue avec des verbes.

Dans une librairie.

Le Client : Bonjour, madame, je _____ un dictionnaire d'anglais.

La vendeuse : Vous _____ Un dictionnaire unilingue ?

Le Client : Non, je _____ un dictionnaire bilingue.

La vendeuse : Nous avons le Robert et Collins.

Le Client : li _____ combien?

La vendeuse : 245 francs.

26. Mettez les verbes à la forme qui convient.

(a) Samedi soir, je (aller) voir le nouveau film de Beinex avec Martine.

(b) Vous (venir) avec nous ?

27. Remplissez la fiche d'inscription :

Nom :

Prénom :

Date de naissance :

Lieu de naissance :

Nationalité :

Adresse :

Numéro de téléphone :

28. Quels sont les jours de la semaine?

(5 × 4 = 20 Marks)

PART – D

Answer any **two** questions.

29. Proposez à des amis de partir en vacances avec nous. Rédigez une invitation.

30. Imaginez et rédigez une scène d'Achat (des fleurs, tin parfum, une cravate, etc.).

31. Présentez votre ami(e).

32. Qu'est-ce vous faites pendant le week-end?

(2 × 10 = 20 Marks)



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**Seventh Semester Five Year M.B.A. (Integrated)
Degree Examination, June 2023**

DDCM 702 : CREATIVITY AND INNOVATION

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer any **FIVE** questions. Each questions carries **3** marks.

1. State the purpose of mind mapping using example.
2. Enumerate the characteristics of "ideas".
3. Creatively differentiate Product and Service? Give example.
4. What is 'intrapreneurial'? Give examples.
5. Highlight the circumstances in business that necessitates creative thinking.
6. What is "Creative Climate"? Give examples.
7. State the use of 'check list' in fostering Innovation.
8. Enumerate 6 thinking hats.

(5 × 3 = 15 Marks)

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SECTION – B

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

9. Explain, using examples how convergent thinking can help in creativity.
10. Detail 'SCAMPER'. How it is used in bringing up innovation?
11. Explain why ideas need to be measured. If not state the result? Give example.
12. "Creativity in business is not always required" – Comment using example.
13. Explain how to enhance creative persons.
14. "Brain storming is not an effective tool today to generate ideas" – Critically examine.
15. Explain how you can sharpen your skills to become an innovator.
16. Highlight the techniques used for creative problem solving.

(5 × 5 = 25 Marks)

SECTION – C

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

17. Detail, using suitable corporate examples, the difference between systems thinking and creative thinking in achieving path breaking innovation.
18. Discuss using examples and compare difference thinking styles under creativity and innovation.
19. Carry out the morphological analysis in achieving. Creative ideas under a specific business situation.

(2 × 10 = 20 Marks)

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**Seventh Semester Five Year M.B.A. (Integrated)
Degree Examination, June 2023**

DDCM 703 : BUSINESS ETHICS AND CORPORATE GOVERNANCE

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer any **Five** questions. Each question carries three marks.

1. Define Business Ethics.
2. What is meant by value?
3. What is Virtue?
4. What is the purpose of social audit?
5. Explain the concept of Trade Secrets.
6. Define Corporate Social Responsibility.
7. What is meant by Investor Protection?
8. Define Corporate Governance.

(5 × 3 = 15 Marks)

SECTION – B

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

9. Explain the types of values.
10. Explain how Business Strategy is related with Ethics with an illustrative example.

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11. Discuss the relevance and role of ethics in Finance.
 12. Explain the relevance of International Business Ethics in the context of globalization.
 13. What are the attributes of Corporate Board? Explain.
 14. Discuss the need for Ethics Committee in regulating good ethical practices.
 15. What are the liabilities of Corporate Board of Governance?
 16. Explain the guidelines of ideal Ethical Leadership.

(5 × 5 = 25 Marks)

SECTION – C

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

17. Distinguish between ethics, value and virtue with suitable illustrations.
18. Discuss the relevance and scope of ethics in Human Resources Development. Give suitable illustrations.
19. Write short notes on the following
 - (a) Globalization and Corporate Governance
 - (b) New trends in Corporate Governance.

(2 × 10 = 20 Marks)

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**Seventh Semester 'Five Year MBA (Integrated)' Degree Examination,
June 2023**

DDCM 704 MICRO FINANCE: PERSPECTIVES AND OPERATIONS

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What are Micro Finance Institutions?
2. List out any four informal sources of lending.
3. What are non-financial services?
4. State the components of financial statements.
5. List out any five models of Micro-finance operating in India.
6. Mention the important users of financial information.
7. What are the important principles of MFIs?
8. What are the advantages of SHGs?

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Discuss the significance of micro finance in a country like India.
10. Explain how State intervention helps in rural credit.
11. Explain the importance of Risk Management in MFIs.
12. Explain briefly any two creative micro finance models.
13. State the differences between Micro finance and micro credit.
14. Write a note on Impact of micro finance on rural development.
15. Discuss briefly the methodology for Micro–finance delivery.
16. Examine briefly the various form of lending by Banks.

(5 × 5 = 25 Marks)

PART – C

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

17. Explain in detail the various products and services offered through Micro Finance.
18. Discuss the role of Micro Finance in Financial inclusion. What are the advantages of MFIs?
19. “MFIs experience certain issues and challenges in its mainstreaming”. Elucidate.

(2 × 10 = 20 Marks)

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**Seventh Semester 'Five Year MBA (integrated)' Degree Examination,
June 2023**

DDCM 705 EFFECTIVE COMMUNICATION SKILLS

Time : 3 Hours

Max. Marks : 60

SECTION – A

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

1. What are the general listening types?
2. Why are telephone skills important in workplace?
3. What is Writing skills and explain writing under specific circumstances?
4. Explain Career skills and its categories.
5. Explain Benefits and drawbacks of personal interview.
6. Explain Reflective thinking and its benefits.
7. What is Intrapersonal skills?
8. What is the purpose of documentation?

(5 × 3 = 15 Marks)

P.T.O.



SECTION – B

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

9. What is problem solving and explain its process.
10. Explain Interpersonal Skills and its Types.
11. What is Resume and explain its types.
12. What are the four major areas that can be evaluate through Group Discussion.
13. What is meeting agenda, how to write it?
14. Explain the types of user documentation.
15. Explain the advantages and disadvantages of teleconferencing.
16. Explain the steps to active listening.

(5 × 5 = 25 Marks)

SECTION – C

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

17. Write in detail about covering letter.
18. Explain the stages of Negotiation.
19. Write the steps in report writing.

(2 × 10 = 20 Marks)



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DDCM 706 MANAGEMENT OF CO-OPERATIVES

Time : 3 Hours

Max. Marks : 60

PART - A

Answer any five questions. Each question carries three marks.

1. Define Co-operative leadership.
2. State the concept of unity of command.
3. What is meant by organisation manual?
4. Define strategic planning.
5. Mention the concept of decentralisation.
6. What is meant by Open membership?
7. What are the three levels of management?
8. Mention any three skills required for cooperative management.

(5 × 3 = 15 Marks)

PART – B

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

9. State the role of management in the development of Cooperatives.
10. Explain briefly the unique features of cooperative management.
11. Explain the organizational structure of cooperatives.
12. Explain briefly the issues of leadership in cooperative organizations.
13. Discuss the importance of planning in the management of cooperatives.
14. Write a note on Business Development Plan in respect of cooperatives.
15. Discuss briefly the path goal theory of leadership.
16. Examine briefly any five functions of Cooperatives.

(5 × 5 = 25 Marks)

PART – C

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

17. Explain in detail the important principles of Co-operative Management.
18. Discuss the relevance and challenges of professional management in cooperatives.
19. Write an essay on different theories of Leadership in Cooperatives.

(2 × 10 = 20 Marks)