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(Pages : 2)

N – 6452

Reg. No. :

Name :

**Ninth Semester 'Five Year M.B.A. (Integrated)'/ 'Integrated BM – MAM'
Degree Examination, June 2022**

DDCM 901 : EVENTS MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Mention the frameworks of Events Management.
2. How far the role of suppliers vital for managing events?
3. What do you mean event feasibility?
4. State the relevance of testing an event idea.
5. What is sponsorship?
6. List out the impact of new edition events in modern business.
7. Why event managers need to develop their skills for managing risks?
8. How can we achieve organizational effectiveness in the field of events?

(5 × 3 = 15 Marks)

PART – B

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

9. Illustrate the structure of events services.
10. Describe the social and community implications with regard to Events management.

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11. Enumerate the objectives of event planning.
12. Depict the process of progressing an event idea.
13. Explain the importance of ambience in Events management.
14. Discuss the modes in which we can influence the target markets.
15. "It is better to go for a marketing a new event than managing repeated events." Do you agree with this? State valid reasons for your opinion with examples.
16. What are the factors to be considered with prior importance while running the event on the day?

(5 × 5 = 25 Marks)

PART – C

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

17. Compare and contrast the structure of event services among public and private sectors.
18. Design a budget for a national level social event of your choice.
19. Develop an effective staffing strategy for managing the employees for the smooth running of an Event Management with a view of a business consultant.

(2 × 10 = 20 Marks)



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Name :

**Ninth Semester 'Five Year M.B.A. (Integrated)'/ 'Integrated BM – MAM'
Degree Examination, June 2022**

Elective : Marketing

9M1 : SERVICES MARKETING

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Who constitutes the 'People' component in a Service?
2. Discuss the importance of relationship marketing.
3. Identify a pure service in the tangibility spectrum. Justify your choice.
4. Why is harder to market services over products?
5. 'Services are perishable'. Comment.
6. On what basis is the pricing of services done?
7. What are the sources of conflict a frontline service personnel has to face?
8. In your opinion, what is the biggest challenge facing service marketers today?

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. What are the factors influencing customer expectations of services?
10. Describe the steps in Service blue printing with the help of an example.
11. Explain the term 'Corporate Service Culture'. Give suitable examples.
12. Highlight the concept of a 'service encounter' and its importance.
13. 'Personalisation of services is easier in a digital world'. Comment.
14. Differentiate between 'Line of Interaction' and 'Line of Visibility' in Service Process.
15. Discuss service recovery strategies firms may follow to remain competitive.
16. What do you understand by 'Servicescape'? How important is it for businesses?

(5 × 5 = 25 Marks)

PART – C

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

17. Elaborate on segmentation norms of hotels which constitute India's tourism sector.
18. Perform a Gap Analysis for the brand 'Air India' and devise solutions to bridge them.
19. Apply the components of the Service Marketing Mix in the context of a B-School.

(2 × 10 = 20 Marks)



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Reg. No. :

Name :

**Ninth Semester 'Five Year M.B.A. (Integrated)'/ 'Integrated BM – MAM'
Degree Examination, June 2022**

Elective : Finance

9F2 : WORKING CAPITAL MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Explain Working capital management and its significance.
2. Discuss the significance of cash management.
3. Explain EOQ with formula.
4. Define Reorder level.
5. How credit policy affect working capital requirement?
6. Explain NPV and PI.
7. Elaborate ABC analysis.
8. How receivables should be managed properly?

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Explain different types of working capital.
10. State the merits of having adequate working capital in a business.
11. Enumerate various sources of working capital.
12. Elaborate the dimensions of receivable management.
13. Discuss cash management models.
14. Examine the merits of concentration banking.
15. Elaborate operating cycle concepts of working capital.
16. Discuss the features of capital budgeting.

PART – C

(5 × 5 = 25 Marks)

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

17. Describe different sources of finance.
18. Explain the factors influencing working capital requirements.
19. Define capital budgeting. Give a brief note on different capital budgeting techniques.

(2 × 10 = 20 Marks)

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Name :

**Ninth Semester 'Five Year M.B.A. (Integrated)'/ 'Integrated BM – MAM'
Degree Examination, June 2022**

Elective : Human Resource Management

9H1 : ORGANISATIONAL DYNAMICS

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What do you mean by Self concept?
2. Define Perception.
3. State the concept of Impression Management.
4. What is Intelligence?
5. Define Group Dynamics.
6. Mention the concept of Team Development.
7. What do you mean by Sensitivity Training?
8. Define Organizational Culture

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. How Intrapersonal process differing from Interpersonal process?
10. Narrate the causes of occupational stress.
11. Elucidate the process of Memory.
12. Discuss the role of Emotional Intelligence in the personality development of an individual.
13. Explain the different Interpersonal styles.
14. Depict the stages of Group formation.
15. Distinguish between Power and Politics.
16. Illustrate the parameters to be considered for increasing Organizational Effectiveness.

(5 × 5 = 25 Marks)

PART – C

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

17. "Intrapersonal skill can alone uphold the career of an HR professional." Check the validity of this affirmation.
18. Explicate the practical applications of Transactional Analysis in modern industries.
19. Describe the various modes in which we can create a successful Organizational Climate.

(2 × 10 = 20 Marks)



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Name :

Ninth Semester 'Five Year MBA (Integrated)'/ 'Integrated BM-MAM' Degree
Examination, June 2022

Elective : HUMAN RESOURCE MANAGEMENT

9H5 REWARD MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART - A

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

Write short notes on the following.

1. Reward Management
2. Job Evaluation
3. Gain Sharing
4. Compensation of Knowledge Workers
5. Downsizing
6. VRS
7. Compensation Management
8. Boardroom pay

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Discuss the nature of Indian Wage Policy in detail.
10. Explain the major Human Capital Theories.
11. Write short notes on: (a) Types of Incentives and (b) Expatriate Compensation.
12. Differentiate the Internal and External Equity in compensation management.
13. Discuss about the legal framework of Wage determination.
14. Explain the nature of pay structure for start-up organizations.
15. Outline about the Components of Pay, in general.
16. Write a detailed note on the Compensation Management in Public and Private sectors.

(5 × 5 = 25 Marks)

PART – C

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

17. Explain the role of Pay Surveys in Reward Management.
18. Discuss the emerging issues in Compensation Management.
19. Enumerate the role of Wage Boards and Pay commissions in India.

(2 × 10 = 20 Marks)



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**Ninth Semester 'Five Year M.B.A. (Integrated)'/ 'Integrated BM – MAM'
Degree Examination, June 2022**

Elective : Finance

9F3 : FINANCIAL DERIVATIVES

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Define the term financial derivatives.
2. What do you mean by forward contract?
3. What do you understand by futures contract?
4. What is currency swaps?
5. Write a note on delivery prices.
6. What are the advantages of debt market?
7. What is meant by hybrid securities?
8. What is hybrid exchange rate system?

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Describe the uses and functions of derivatives.
10. Explain the types of financial future contracts.
11. What are the features of forward contract?
12. Explain the classification of hedge.
13. Mention the features of currency options.
14. Discuss the various types of financial swaps.
15. Analyse the various types of risks in debt markets.
16. Point out the various types of hybrid securities.

PART – C

(5 × 5 = 25 Marks)

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

17. Discuss the various functions of derivatives.
18. Differentiate between debt markets and equity markets.
19. Analyse the various types of foreign exchange rate.

(2 × 10 = 20 Marks)