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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?

 $(5 \times 3 = 15 \text{ Marks})$ 

#### 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.



12. Depict the process of progressing an event idea.

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- 13. Explain the importance of ambience in Events management.
- 14. Discuss the modes in which we can influence the target markets.
- "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?

 $(5 \times 5 = 25 \text{ Marks})$ 

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.
- Design a budget for a national level social event of your choice.
- Develop an effective staffing strategy for managing the employees for the smooth running of an Event Management with a view of a business consultant.

 $(2 \times 10 = 20 \text{ Marks})$ 



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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?

# PART - B

Answer any five questions. Each question carries 5 marks.

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- 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?

 $(5 \times 5 = 25 \text{ Marks})$ 

### 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 <sup>1</sup>Air India' and devise solutions to bridge them.
- 19. Apply the components of the Service Marketing Mix in the context of a B-School.

 $(2 \times 10 = 20 \text{ Marks})$ 

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

**Elective: Finance** 

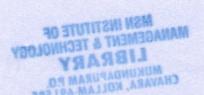
9F2: WORKING CAPITAL MANAGEMENT

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?



## 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.

 $(5 \times 5 = 25 \text{ Marks})$ 

#### PART - C

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.

 $(2 \times 10 = 20 \text{ Marks})$ 

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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



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.

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- 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.

 $(5 \times 5 = 25 \text{ Marks})$ 

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.

 $(2 \times 10 = 20 \text{ Marks})$ 

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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
- Gain Sharing
- 4. Compensation of Knowledge Workers
- 5. Downsizing
- 6. VRS
- 7. Compensation Management
- 8. Boardroom pay

# 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.

 $(5 \times 5 = 25 \text{ Marks})$ 

## 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.

 $(2 \times 10 = 20 \text{ Marks})$ 

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

Elective: Finance

9F3: FINANCIAL DERIVATIVES

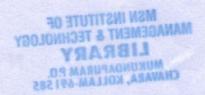
Time: 3 Hours Max. Marks: 60

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?





# 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.

 $(5 \times 5 = 25 \text{ Marks})$ 

# PART - C

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.

 $(2 \times 10 = 20 \text{ Marks})$