

Library.

9.30 am to 12.30 pm

MSN INSTITUTE OF  
MANAGEMENT & TECHNOLOGY  
LIBRARY  
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(Pages 2)

Mrs. Himakumari.V  
Chief Superintendent  
(University Examinations)  
MSN Institute of Management and Technology  
Chavara, Kollam

M - 5753

Reg. No. : .....

Name : .....

Tenth Semester 'Five Year M.B.A. (Integrated)' / 'Integrated BM - MAM'  
Degree Examination, November 2021

DDCM 1001 — PUBLIC RELATIONS MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART - A

Answer any five questions. Each question carries 3 marks.

Write short notes on :

1. Role of PR in democracy.
2. Evaluation of PR Programme.
3. PR as a management functions.
4. PR for External Public.
5. PRSI.
6. PR Planning.
7. Rejoinder writing.
8. Role of traditional media about social issues.

(5 × 3 = 15 Marks)

PART - B

Answer any five questions. Each question carries 5 marks.

9. Write a short note on media for external communication.
10. Discuss the role of PIB in PR.

P.T.O.





11. List down and explain the steps in PR process.
12. Explain the role of modern technologies in PR.
13. How press conferences press visits are planned and organized effectively?
14. Differentiate PR and propaganda clearly.
15. How it is analyzed and developed a well defined PR strategy of the end?
16. What do you mean by Rejoinder Writing?

(5 × 5 = 25 Marks)

### PART – C

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

17. Explain the role of PR in national and international issues concerning humankind.
18. Discuss in detail about training and technology for PR managers.
19. Write a detailed note on media for internal communication.

(2 × 10 = 20 Marks)





Library  
29/Nov/21

9.30 am to 12.30 p.m.

MON INSTITUTE OF  
MANAGEMENT & TECHNOLOGY  
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Mrs. Himakumari.V  
Chief Superintendent  
(University Examinations)  
MON Institute of Management and Technology  
Chavara, Kollam  
(Pages: 2) M - 5755

Reg. No. : .....

Name : .....

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

Elective : Marketing

10M1 — INTEGRATED MARKETING COMMUNICATION

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Explain the benefits of Integrated Marketing Communication.
2. What is the purpose of creative brief in advertising?
3. What are the advantages of direct response advertising?
4. Explain merchandising.
5. Elaborate on the social media marketing.
6. Briefly explain the major advertising objectives.
7. Explain the brand positioning.
8. Explain the roles of international trade shows in promotion.

(5 × 3 = 15 Marks)

PART – B

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

9. Explain the various challenges associated with DAGMAR approach.
10. What are the characteristics of public service announcements?

P.T.O.





11. "Client agency relationship is the backbone of great advertising". Substantiate this.
12. Explain how budgeting is done for marketing communication.
13. Describe the various sales promotion tools used in international marketing.
14. Explain the various online communications options available.
15. Describe the celebrity endorsement as a branding strategy.
16. What are advantages and disadvantages of internet communities on marketing communication?

(5 × 5 = 25 Marks)

#### PART – C

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

17. Explain how internet has transformed the advertising practices.
18. Develop the promotion strategy for an upcoming personal care brand in Kerala.
19. Elaborate on the various ethical and legal considerations in advertising.

(2 × 10 = 20 Marks)



1/12/21

Library.

9.30 am to 12.30 p.m

Chief Superintendent  
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M 5756

(Pages : 2)

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Name : .....

**Tenth Semester Five Year M.B.A. (Integrated)/Integrated BM – MAM  
Degree Examination, November 2021**

**Elective : Human Resource Management**

**10H2 : HUMAN RESOURCE INFORMATION SYSTEMS**

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What is meant by ERP Software? Give two examples.
2. Write short note on the opportunities on data explosion for HR Managers.
3. Explain the Placement module in Personnel Management System.
4. What is meant by investment in Human Assets?
5. What is the concept of social capital with reference to HR Accounting?
6. Explain HR bench-marking practices.
7. Define Personnel costs and give an example.
8. What is meant by Depreciation in HR Accounting?

(5 × 3 = 15 Marks)

P.T.O.





PART – B

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

9. Explain the structure of HRIS.
10. What is the need for planning and control in HRIS? Explain.
11. Explain the limitations of Human Resources Accounting.
12. Explain the behavioral aspect of Management Control.
13. Explain the Recruitment Process under HRIS.
14. Explain the mechanism in measuring the return of Human Assets.
15. Write short note on HRD Score card.
16. Explain the factors affecting the deterioration of organizational climate.

PART – C

(5 × 5 = 25 Marks)

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

17. Explain the various investment approaches in Human Resources Accounting.
18. Explain the various cost management and Auditing techniques in HR Audit.
19. Explain how HRIS helps in effectively managing various HR practices in modern organization.

(2 × 10 = 20 Marks)



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**Tenth Semester 'Five Year MBA (Integrated)' /'Integrated BM - MAM'  
Degree Examination, November 2021**

**Elective : Finance**

**10F3 — STRATEGIC FINANCIAL MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

**PART - A**

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

1. Mention the objectives of financial strategy.
2. What is corporate restructuring?
3. Define venture capital.
4. Distinguish between convertible and non-convertible debentures.
5. Explain the pros of sensitivity analysis.
6. What is capital reduction?
7. Mention any three importance of leasing.
8. Explain hostile takeover.

**(5 × 3 = 15 Marks)**

**PART - B**

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

9. Short note on models of SFM.
10. Describe steps in financial planning process.

P.T.O.





11. Explain the reasons for strategic failures in merger.
12. Discuss the meaning of corporate risk and its types.
13. Suggest some methods for accounting for risk in investment decision.
14. Explain different types of leasing.
15. How Merger is different from Acquisition?
16. Briefly explain the investment decision techniques.

(5 × 5 = 25 Marks)

### PART – C

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

17. Discuss some of the international sources in corporate financing.
18. Mr. Risky is considering two mutually exclusive Project A and B. you are required to advise him about the acceptability of the project from the following information:

	Project A	Project B
Cost of the investment	50,000	50,000
Forecast cash inflows per annum for 5 years		
Optimistic	30,000	40,000
Most likely	20,000	20,000
Pessimistic	15,000	5,000

(The cut off rate may be assumed to be 15%)

19. Blue Ltd. and Star Ltd were amalgamated on and from 1<sup>st</sup> April 2012. A new company called Yellow Star Ltd. was formed to take over the business of the above said companies. The balance sheets of Blue Ltd and Star Ltd as on 31<sup>st</sup> March 2012 are given hereunder :



Liabilities	Blue Ltd.	Star Ltd.	Assets	Blue Ltd.	Star Ltd.
	Rs.	Rs.		Rs.	Rs.
Share capital :			Fixed assets	2,400	2,000
Equality shares of Rs. 100 each	2,000	1,600	Current assets loans		
15% Preference shares of Rs.100 each	800	600	and advances	1,760	1,130
Revaluation reserve	200	160			
General reserve	400	300			
Surplus account	160	120			
12% debenture of Rs. 100 each	192	160			
Current liability	408	190			
	<u>4,160</u>	<u>3,130</u>		<u>4,160</u>	<u>3,130</u>

Additional information :

1. Preference shareholders of Blue Ltd and Star Ltd have received same number of 15% preference shares of Rs.100 each in the new company.
2. 12% Debentures of Blue Ltd and Star Ltd are discharged by the new company by issuing adequate number of 16% debentures of Rs. 100 each to ensure that they continue to receive the same amount of interest.
3. Yellow Star Ltd has issued 1.5 equity shares for each equity shares of Blue Ltd and 1 equity shares for each equity shares of Star Ltd.

The face value of shares issued by Yellow Star Ltd. is Rs. 100 each.

You are required to prepare the balance sheet of Yellow Star Ltd. as on 1<sup>st</sup> April 2012 after amalgamation has been carried out using the pooling of interest method.

(2 × 10 = 20 Marks)