(Pages : 2) MANAGEMENT & TECHNOLOGY

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Reg. No. :	CHAVARA, KOLLAM-691585
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Tenth Semester 'Five Year M.B.A. (Integrated)' Degree Examination, September 2022

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. PR
- 2. Pressure Groups
- 3. IPRA
- 4. Press Conferences
- 5. Press Releases
- 6. Feature Writing
- 7. Community PR
- 8. PR Professional

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

PART - B

Answer any five questions. Each question carries 5 marks.

- 9. Explain the role of PR in democracy.
- 10. Write short note on the Evaluation of PR programme.

- 11. What are the objectives of employee relations in PR management?
- 12. What do you mean by professionalism in PR?
- 13. Explain the role of PRSI in PR affairs.
- 14. Elucidate the code of ethics of PK.
- 15. How important is the role of writing in PR?
- 16. Explain the choice of media for relating to Indian masses.

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

PART - C

Answer any two questions. Each question carries 10 marks.

- 17. Discuss the role of new technologies in PR management.
- 18. Enumerate in detail about the emerging challenges in PR management.
- 19. Explain the role of PIB in PR / press relations.

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



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Tenth Semester Five Year M.B.A. (Integrated) Degree Examination, September 2022

Elective - Finance

10F2: MANAGEMENT CONTROL SYSTEMS

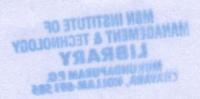
Time: 3 Hours Max. Marks: 60

PART - A

Answer any five of the following East and a 3 masses

- 1. Define Management Control System and also its evolution.
- 2. What is Goal Congruence? Briefly discuss
- 3. What is Budgetary Control? Priofly discuss its features
- 4. Distinguish between Discretionary Cost and Committed Cost with examples.
- 5. Distinguish between Market based and Cost based Transfer Pricing.
- 6. Explain in how Return on Investment (ROI) become a performance measurement tool.
- 7. What is long range planning? Briefly explain.
- 8. What is internal audit? Discuss its basic features briefly.

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



PART - B

Answer any five questions Each question carries 5 marks.

- 9. Explain the concepts of Strategic Planning, Management Control and Operational Control.
- Discuss the Cybernetic Paradigm of Grissinger.
- 11. What is a Responsibility Centre? What are the different types of Responsibility Centres?
- 12. Discuss the concept of Economic Value Added (EVA) and its features.
- 13. How will you go about converting Corporate Vision into Long Range Plan?
- 14. Discuss the concept and significance of Balanced Score Card in today's business.
- 15. Distinguish between Financial Audit and Cost Audit.
- 16. Discuss the significance of Management Audit in today's business.

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

PART - C

Answer any two of the following. Each question carries 10 marks.

- 17. Discuss the functions of the Controller
- 18. Explain the relevance and significance of Benchmarking in the ongoing globalised regime.
- 19. Explain the concept of Benchmarking and total cost management.

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



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Tenth Semester 'Five Year W.B.A. (Integrated)' Degree Examination, September 2022

Elective: Marketing

10M1: INTEGRATED MARKETING COMMUNICATION

Time: 3 Hours Max. Marks: 60

SECTION - A

Answer any five questions. Each question carries 3 marks.

- 1. Explain the benefits of integrated marketing communication.
- 2. Describe the response hierarchy model.
- 3. Discuss the process of customer segmentation.
- 4. What is celebrity endorsement?
- 5. Elaborate on the functions of direct response agencies.
- 6. Write a short note on DOOH.
- 7. Explain the elements of promotion mix.
- 3. What are the online brand communities?

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



Answer any five questions. Each question carries 5 marks.

- 9. Explain the AIDA model in marketing communication.
- 10. What are the major product positioning strategies?
- 11. Elaborate on the process of agency selection in advertising.
- 12. Explain the advantages and disadvantages of internet advertising.
- 13. Discuss the different types of advertising.
- 14. Explain how merchandising is used as a promotional strategy.
- 15. Describe various online sales promotion techniques.
- 16. Elaborate on the budgetary consideration in marketing communication.

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

SECTION - C

Answer any two questions. Each question carries 10 marks.

- 17. Explain the growth of integrated marketing communication with respect to traditional marketing communication. How does it provide competitive advantage for organizations?
- 18. Describe on different advertising media. List down the relative advantages and disadvantages.
- 19. Elaborate on the process of building a strong brand image with relevant examples.

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

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