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Reg. No. :

Name :

**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 × 3 = 15 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.

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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 × 5 = 25 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 × 10 = 20 Marks)

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Name :

**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. Each question carries 3 marks.

1. Define Management Control System and also its evolution.
2. What is Goal Congruence? Briefly discuss.
3. What is Budgetary Control? Briefly 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 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Explain the concepts of Strategic Planning, Management Control and Operational Control.
10. 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 × 5 = 25 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 × 10 = 20 Marks)



Reg. No. :

Name :

Tenth Semester 'Five Year M.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.
8. What are the online brand communities?

(5 × 3 = 15 Marks)

P.T.O.



SECTION – B

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 × 5 = 25 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 × 10 = 20 Marks)