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Reg. No. :

Name :

**Tenth Semester Five Year M.B.A. (Integrated) Degree Examination,
October 2023**

DDCM 1001 : PUBLIC RELATIONS MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Enumerate the objectives of PR.
2. Explain IPRA.
3. Recall merits of PR.
4. Define Public Relation.
5. Does technology influence PR? Justify your answer.
6. Focus on the significance of planning in PR.
7. With suitable example explain rejoinder writing.
8. Explain Advocacy campaign.

(5 × 3 = 15 Marks)

P.T.O.

PART – B

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

9. Discuss the role of PR in democracy.
10. Analyze the future scope of PR.
11. State the PR process in details.
12. Write a short note on PRSI.
13. Describe the code of ethics of PR.
14. Elaborate how special events are planned and organized.
15. Discuss the criteria in the choice of media for relating to Indian masses.
16. Briefly discuss media for internal communication.

(5 × 5 = 25 Marks)

PART – C

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

17. Elucidate the role of writing in PR.
18. Explain how unexpected crisis are managed in PR.
19. Give a brief note of emerging challenge in PR.

(2 × 10 = 20 Marks)



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**Tenth Semester Five Year M.B.A. (Integrated) Degree Examination,
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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. Briefly discuss the objectives of operational control.
2. Briefly explain the goal of setting organizational objectives.
3. What is Benchmarking? Explain briefly.
4. Distinguish between Engineered Cost and Discretionary Cost.
5. What is Capital Budgeting? Discuss its basic features.
6. With an example explain how Balance Score card can be used as a Performance measurement tool?
7. Distinguish between Corporate Vision and Long Range Plan.
8. What is Management Audit? Distinguish it from Financial Audit.

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Discuss the major features of Management Control Systems.
10. Explain the Cybernetic Paradigm of Gissinger and its significance.
11. Discuss the different types of Responsibility Centres highlighting their major features.
12. 'To be competitive one should always strive to catch up with the Best in Class'. Comment critically using the concept of Benchmarking.
13. Explain the concept of Return on Investment (ROI) and its use in management control.
14. Compare and contrast Management Control Systems in Service and Manufacturing sectors.
15. Discuss with examples Financial and Non-Financial Performance Measures.
16. Write a note on design and implementation of Control Systems.

(5 × 5 = 25 Marks)

PART – C

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

17. Describe Strategic Planning, Management Control and Operational Control.
18. Explain the relevance and significance of Total Cost Management in the ongoing globalised era.
19. Discuss the application of Ratio Analysis as a tool for measuring the performance of management.

(2 × 10 = 20 Marks)





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**Tenth Semester Five Year M.B.A. (Integrated) Degree Examination,
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Elective : INTERNATIONAL BUSINESS

1013- Foreign Exchange Management

Time : 3 Hours

Max. Marks : 60

PART – A

Write short notes on any **five** of the following. Each question carries **3** marks.

1. Exchange Rate.
2. Capital market.
3. Euro dollar,
4. Authorized dealers
5. Foreign exchange
6. Spot rate
7. Imports.
8. Money changers.

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Explain the term foreign money market.
10. Discuss the factors affecting international trade.
11. Write a note on movements in foreign exchange and interest rates.
12. Explain the concept of inter bank transactions.
13. Discuss briefly the modes of payment of imports.
14. Write a note on foreign exchange loans for importers.
15. Explain the Currency swaps and currency payments.
16. Distinguish between spot and future contracts.

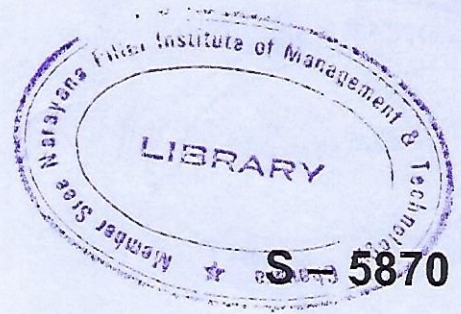
(5 × 5 = 25 Marks)

PART – C

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

17. Discuss in detail the importance of foreign exchange in international trade.
18. Explain the pattern and structure of foreign investment flows in India.
19. Write an essay on impact of foreign exchange on trade and investment in a country.

(2 × 10 = 20 Marks)



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**Tenth Semester Five Year M.B.A. (Integrated) Degree Examination,
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Elective : Human Resource Management

10H1 : HUMAN RESOURCE PLANNING

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Distinguish between Micro and Macro level HRP.
2. Define Supply Forecasting.
3. What is meant by Career Anchors?
4. Explain the concept of Weighted Application Blank.
5. Distinguish between Reliability and Validity.
6. What is meant by psychological contract?
7. Define Induction Training.
8. What is job Specification?

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Explain the importance of Human Resource Planning in Business Organization.
10. Discuss the different techniques of Demand Forecasting.
11. Explain the advantages and disadvantages of web based recruitment.
12. Write short notes on :
 - (a) Employment Exchange Act 1959
 - (b) HR Outsourcing
 - (c) Retraining
 - (d) Absentism
13. Explain why vacancies has to advertised in newspaper in public sector organization.
14. Explain the background and reference check in Employment Contract.
15. Explain the various types of tests used in selection process.
16. Discuss the different types of socialization.

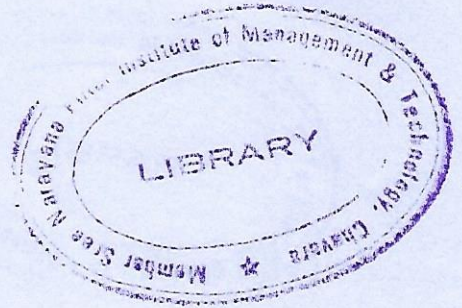
(5 × 5 = 25 Marks)

PART – C

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

17. Write down important consideration in preparing resume illustrating with an example resume.
18. Explain different types of Interview Techniques comparing the relative advantages and disadvantages of each.



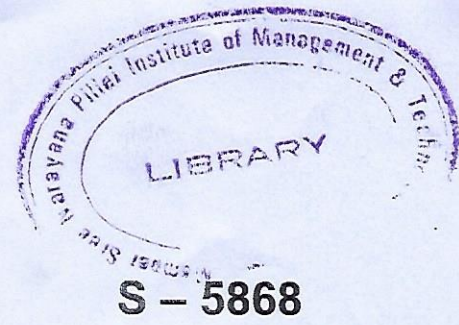


19. Write short notes on :

- (a) HR Outsourcing
- (b) Induction and Job Training

(2 × 10 = 20 Marks)





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**Tenth Semester Five Year M.B.A. (Integrated) Degree Examination,
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Elective : Marketing

10M1 : INTEGRATED MARKETING COMMUNICATION

Time : 3 Hours

Max. Marks : 60

PART – A

Answer any five of the following. Each question carries 3 marks

1. Explain the requirement by Budgeting for marketing communication.
2. What is Brand Image? Briefly explain.
3. What do you mean by Positioning? Is it related to Targeting?
4. Discuss the Legal and Ethical Aspects of Advertising.
5. Describe briefly the role of PR firms in marketing.
6. Briefly explain the concept of OOH and its present day significance.
7. What is Transit Advertising? How is it done. Give examples.
8. Discuss the use of Personal Selling in modern marketing.

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Discuss the Communication Response Hierarchy.
10. Explain the relevance of proper budgeting for Marketing Communication.
11. Write a note on Client Agency Relationship and its significance.
12. Explain the concept of Agency Selection and Compensation.
13. Discuss the role of World Wide Web Communication in today's marketing
14. 'Today Word of Mouth (WOM) has given way to Electronic WOM (e-WOM), and e-WOM plays a vital role in effectively marketing to the new age customers'. Comment critically. Give your views.
15. Discuss relevance of Online PR today.
16. Explain the Direct Marketing through internet and its significance today.

(5 × 5 = 25 Marks)

PART – C

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

17. Discuss the different kinds of Appeals using suitable examples.
18. Describe the strategies for combining Advertisements and Promotional Tools for IMC.
19. Explain the significance of Online Marketing Communication in today's business with the help of suitable examples.

(2 × 10 = 20 Marks)