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Reg. No. : .....

Name : .....

**Sixth Semester Five Year M.B.A. (Integrated) Degree Examination,  
November 2024**

**DDCM 601 – MANAGEMENT INFORMATION SYSTEMS**

**(2015 Scheme)**

Time : 3 Hours

Max. Marks : 60

**SECTION – A**

Answer **any five** of the following.

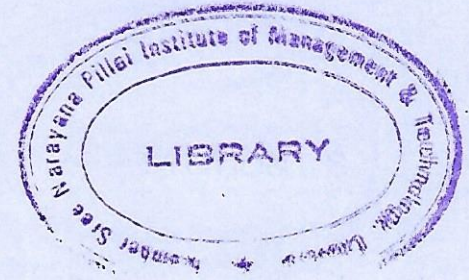
1. Explain the components of MIS.
2. Explain EDSS.
3. What are the features of a good data base management system?
4. Explain knowledge networks.
5. What is financial information system?
6. What are different types of decisions in an organization?
7. What is modular approach in system implementation?
8. What are traditional tools used for software quality assurance in organizations?

**(5 × 3 = 15 Marks)**

**P.T.O.**







## SECTION – B

Answer **any five** of the following.

9. Elaborate on the advantages of implementing MIS in an organization.
10. Explain how a decision support system is designed.
11. Discuss the various elements of system design.
12. Outline the benefits of implementing knowledge management systems.
13. How do the marketing information systems enhance the organizational capabilities?
14. Explain the various system implementation challenges in organizations.
15. Elaborate on the major goals of GDSS.
16. Discuss the contemporary approach to information system.

(5 × 5 = 25 Marks)

## SECTION – C

Answer **any two** of the following.

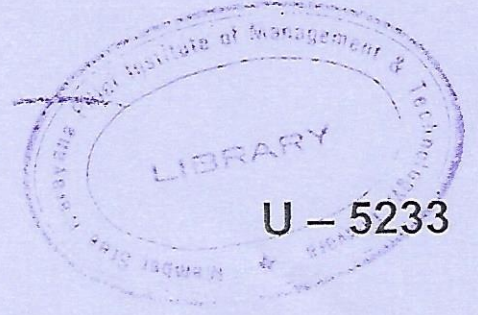
17. Explain various approaches to MIS implementation.
18. Discuss SDLC in detail.
19. Discuss how MIS implementation transforms managerial decision making.

(2 × 10 = 20 Marks)





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**Sixth Semester Five Year M.B.A. (Integrated) Degree Examination,  
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**DDCM 602 — STRATEGIC MANAGEMENT**

**(2015 Scheme)**

Time : 3 Hours

Max. Marks : 60

**PART – A**

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

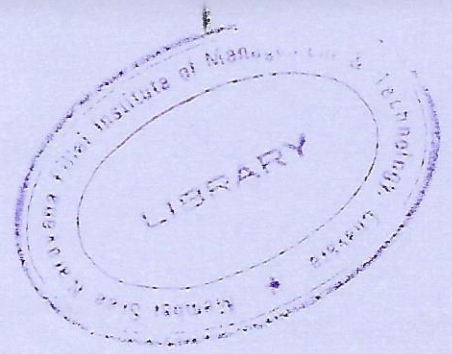
1. Explain amalgamation with an example.
2. Explain management of change.
3. Describe vertical integration.
4. Differentiate active and passive alternative.
5. Explain joint venture.
6. Define mission.
7. Explain GE matrix.
8. Enumerate the functional features of SAP.

**(5 × 3 = 15 Marks)**

P.T.O.







### PART – B

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

9. Give a brief note on project life cycle.
10. Describe line and staff function.
11. Discuss BCG matrix.
12. Discuss the nature and scope of corporate strategy.
13. State the steps in strategic decision making.
14. Explain the features and application of ERP.
15. Explain directional policy matrix strategic management.
16. Elucidate different external growth strategy.

(5 × 5 = 25 Marks)

### PART – C

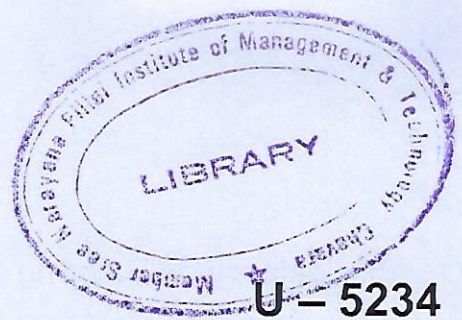
Answer **any two** questions. Each question carries **10** marks.

17. Briefly discuss various generic strategic alternatives.
18. Explain Strategic planning and its process in detail.
19. Evaluate SWOT analysis.

(2 × 10 = 20 Marks)







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**Sixth Semester Five Year M.B.A. (Integrated) Degree Examination,  
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**DDCM 603 — EXPORT – IMPORT PROCEDURES**

**(2015 Scheme)**

Time : 3 Hours

Max. Marks : 60

**PART – A**

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

1. Distinguish export and import.
2. Define export credit.
3. Discuss duty draw backs.
4. Explain capital goods licensing.
5. Explain marine insurance.
6. Explain export documentation.
7. Discuss purchase contract.
8. Explain import procurement.

**(5 × 3 = 15 Marks)**

**PART – B**

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

9. Show an overview of foreign exchange regulations.
10. State export procedures.

P.T.O.





11. Elucidate import licensing policy and its types.
12. A brief note on shipment of export cargo.
13. Explain quality control and pre shipment inspection.
14. Discuss standardized export documentation.
15. Discuss the benefits of GSP certificate.
16. Write a short note on replenishing licensing with suitable example.

**(5 × 5 = 25 Marks)**

### PART – C

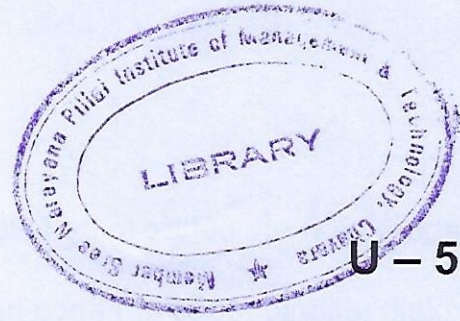
Answer **any two** questions. Each question carries **10** marks.

17. Briefly discuss importing procedure.
18. Discuss the documents prescribed by importing countries.
19. Give a brief note on Export credit guarantees and policies.

**(2 × 10 = 20 Marks)**







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**Sixth, Semester Five Year M.B.A. (Integrated) Degree Examination,  
November 2024**

**DDCM604 : HUMAN SKILLS**

**(2015 Scheme)**

Time : 3 Hours

Max. Marks : 60

**PART – A**

Answer any **five** of the following.

1. Explain non verbal communication.
2. Explain stress interview.
3. What are the uses of newsletters?
4. Explain telephone etiquettes.
5. What is rapid reading skill?
6. Explain motivation and its importance.
7. What is event management?
8. What is the importance of feedback in communication?

**(5 × 3 = 15 Marks)**

**PART – B**

Answer any **five** questions.

9. Elaborate on the different types of listening.
10. Explain various communication barriers.
11. Explain the components of project proposals.

P.T.O.





12. Elaborate on etiquettes to be followed in organizations.
13. Explain techniques to enhance personal memory.
14. Explain the process of negotiation.
15. Elaborate on the various qualities a leader should possess.
16. Discuss how critical is time management skills for a successful business executive.

**(5 × 5 = 25 Marks)**

**PART – C**

Answer any **two** questions.

17. Explain the importance of body language in communication.
18. Discuss the importance of problem solving and decision making skills for a business leader.
19. Write a letter to XYZ Limited requesting them to sponsor a computer lab for your Department, as part of their CSR scheme.

**(2 × 10 = 20 Marks)**

