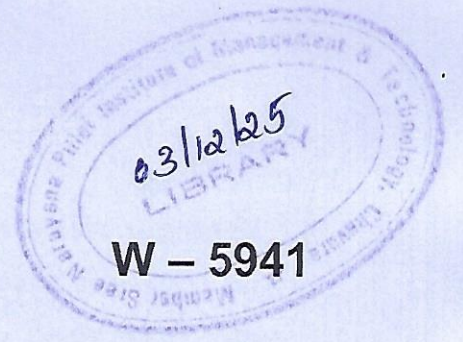




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Reg. No. :

Name :

**Sixth Semester Five Year M.B.A. (Integrated) Degree Examination,
December 2025**

**IMGT 601 : FOREIGN LANGUAGE - FRENCH II
(2022 Admission)**

Time : 3 Hours

Max. Marks : 60

PART – A

I. Répondez a 10 questions:

1. Nommez un sport que vous aimez?
2. Nommez deux activités que vous aimez faire?
3. Vous regardez la télé?
4. Vous jouez au foot?
5. Qu'est-ce que c'est le VTT?
6. Il est quelle heure?
7. Vous êtes française?
8. Qui est Céline Dion?
9. Nommez une ville française?
10. Nommez un acteur indien?
11. A quelle heure est-ce que vous allez à l'université?
12. Qui est l'actuel président de la France?

(10 × 1 = 10 Marks)

PART – B

II. Répondez à 5 questions:

13. Complétez avec les verbes "aller" et "venir"
 - (a) Dimanche je _____ faire du ski.
 - (b) Tu _____ avec moi?

P.T.O.



14. Complétez avec le/la/du/de la/a/au/a'la/a'l
- (a) Après es cours, je vais faire _____ natation. Tu viens?
 - (b) Robin Va _____ theatre avec Antonia?
15. Mettez au passe:
- (a) Qu'est-ce que tu (faire) dimanche?
 - (b) Je (aller) au cinema.
16. Complétez
- (a) Le Louvre est _____ Musee de Paris.
 - (b) Au Louvre on peut voir _____ Tableaux.
17. Comparez Paris et Belgique
18. Complétez en utilisant les adjectifs demonstratifs:
- (a) Qui sent _____ Personnages?
 - (b) Je connais _____ Acteur.
19. Complétez avec es pronoms:
- (a) Flore fait du sport avec Pierre et Antoine. Oui elle fait du tennis avec _____.
 - (b) Elle vient en vacances avec nous? Oui, elle vient avec _____.
20. Conjuguer le verbe Savoir au présent.
21. Traduisez en anglais:
- (a) Vous pouvez répéter?
 - (b) Je ne peux pas.
22. Donnez l'heure: 17h30/ 12h

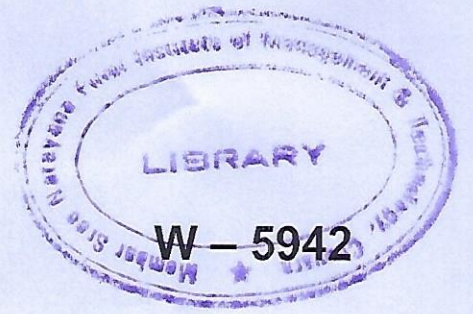
(5 x 2 = 10 Marks)

PART – C

III. Répondez a 5 questions

- 23. Conjuguer les verbes "être" et "Venir au présent.
- 24. Vous invitez votre ami pour la soirée au Saturne. Écrivez une invitation.
- 25. Conjuguez le verbe "aller" au passe compose.
- 26. Donnez las réponses:
 - (a) Est-ce que Tina est française? Non, elle _____.
 - (b) Est-ce qu'elle parle bien français? Non elle _____.
 - (c) Est-ce qu'elle apprend le français? Oui, _____.
 - (d) Est-ce qu'elle a des amis à Paris? Oui, _____.





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**Sixth Semester Five Year M.B.A. (Integrated) Degree Examination,
December 2025**

**IMGT-602 – ENVIRONMENTAL MANAGEMENT
(2022 Admission)**

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **all** questions. Each question carries **3** marks.

1. Explain sustainable development with an example.
2. Enumerate the objectives of Wildlife protection Act.
3. Elucidate Environmental Clearance procedure.
4. Discuss LCA and its purpose.
5. State the core elements of EMS.

(5 × 3 = 15 Marks)

SECTION – B

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

6. Give a brief note on SDG goals.
7. Briefly illustrate how environment impact on business.
8. Discuss EIA methodologies in brief.
9. Comment on the role of EA in industrial projects.
10. Highlight EMS standards and its certification procedures.
11. Describe the general steps in Environmental auditing.
12. "Sustainable Development is not just an environmental issue but a social and economic necessity." –Comment.

(5 × 5 = 25 Marks)

P.T.O.



SECTION – C

Compulsory. It carries **20** marks.

13. Implementing Environmental Management at BlueWave Textiles Pvt. Ltd.

BlueWave Textiles Pvt. Ltd., a garment manufacturing company based in Tiruppur, Tamil Nadu, has been a leading exporter of cotton apparel for over a decade. However, rapid industrial growth and high production volumes led to increased water usage, dye waste, and energy consumption. By 2022, the company faced mounting pressure from both international buyers and local regulators to demonstrate stronger environmental responsibility. In response, BlueWave decided to develop a formal Environmental Management System (EMS) aligned with ISO 14001 standards to improve sustainability and compliance.

The company's management began by conducting an internal environmental review, identifying three major areas of concern: excessive water consumption in dyeing processes, improper chemical storage, and high energy costs due to outdated machinery. A dedicated **Environmental Management Committee (EMC) was formed, consisting of department heads, engineers, and safety officers. Together, they set measurable goals including reducing water use by 30%, switching to ecofriendly dyes, and cutting electricity consumption by 20% within a year. BlueWave also invested in an Effluent Treatment Plant (ETP) and introduced a "zero liquid discharge" policy, ensuring that all wastewater was treated and reused.

Within 18 months of implementation, the company achieved significant improvements. Water use was reduced by 35%, and the ETP enabled 90% water recycling. The switch to natural dyes decreased chemical waste, while energy-efficient machinery and solar panels lowered electricity costs by 25%. Beyond compliance, these efforts strengthened BlueWave's reputation among eco-conscious buyers, leading to new export contracts. The EMS not only enhanced operational efficiency but also fostered an organizational culture of sustainability – where environmental performance became a shared responsibility among employees at all levels.

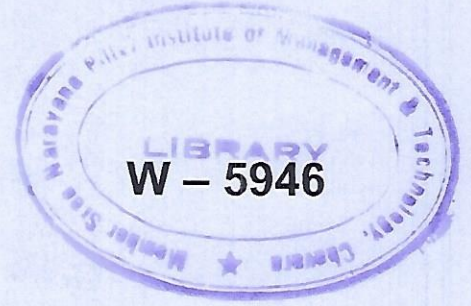
Questions :

- (a) What were the main environmental challenges faced by BlueWave Textiles before implementing the EMS?
- (b) How did the Environmental Management Committee contribute to achieving the company's sustainability goals?
- (c) Explain how adopting ISO 14001 standards can benefit a manufacturing company like BlueWave.
- (d) In what ways did the environmental management system create both environmental and business value?
- (e) Suggest two additional initiatives BlueWave could undertake to further improve its environmental performance.

(1 × 20 = 20 Marks)



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**Sixth Semester Five Year M.B.A. (Integrated) Degree Examination,
December 2025**

IMGT – 606 – INNOVATION MANAGEMENT

(2022 Admission)

Time : 3 Hours

Max. Marks : 60

PART – A

Answer **all** the questions. Each question carries **3** marks.

1. Explain different models of innovation.
2. Discuss the strategic issues involved in the design and development of new information system.
3. Elaborate six thinking hats.
4. Compare and contrast idea generation and idea implementation.
5. Explain innovation management.

(5 × 3 = 15 Marks)

PART – B

Answer any **five** question, each question carries **5** marks.

6. Discuss the importance of open innovation and its impact on competitiveness.
7. Analyze how Netflix or Amazon used business model innovation to disrupt their industries.
8. Explain creative methods and approaches used in innovation management.
9. To what extent does open innovation contribute to the effectiveness of an organization's overall innovation strategy?
10. Discuss the barriers of innovation in business.
11. Enumerate the strategic issues involved in Product innovation and designs.
12. Elucidate any 5 tools used in innovation management.

(5 × 5 = 25 Marks)

P.T.O.



PART – C

Compulsory (20 marks)

13. The Case of Nokia:

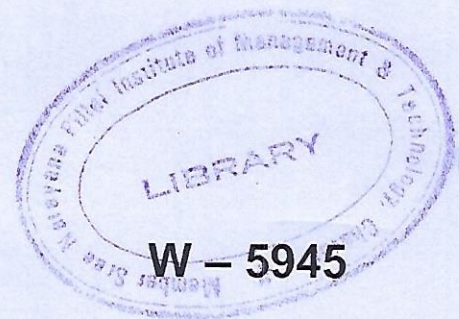
Nokia, once the world leader in mobile phone manufacturing, lost its dominant market position within a decade due to several internal and strategic barriers to innovation. Despite having strong technological expertise, Nokia failed to adapt to the rapidly changing smartphone era. The company's resistance to change, bureaucratic decision-making, and overconfidence in its Symbian operating system prevented it from adopting newer, more flexible technologies like Android. Additionally, poor leadership vision and a fear-based organizational culture discouraged creative ideas and open communication. As competitors such as Apple and Samsung embraced user-centered innovation and ecosystem-based business models, Nokia's inability to innovate in time led to a drastic decline in market share, ultimately resulting in the sale of its mobile division to Microsoft in 2014. The case highlights how internal barriers—rather than lack of technology—can cause innovation failure and loss of competitiveness.

Case-Based Questions:

- (i) What were the main internal barriers to innovation that led to Nokia's decline in the mobile phone industry?
- (ii) How did Nokia's organizational culture and leadership contribute to its failure to adapt to technological change?
- (iii) In what ways could Nokia have overcome its innovation barriers to maintain market competitiveness?
- (iv) What lessons can other organizations learn from Nokia's failure regarding innovation strategy and adaptability?
- (v) How did external market dynamics, such as the rise of Apple and Android, expose Nokia's weaknesses in innovation management?

(1 × 20 = 20 Marks)





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Reg. No. :

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**Sixth Semester Five year M.B.A. (Integrated) Degree Examination,
December 2025**

IMGT 605 – GOODS AND SERVICES TAX (GST)

(2022 Admission)

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Indirect Tax
2. Input Tax Credit
3. Zero Rated Supply
4. HSN Code and SAC Code.
5. Composite Supply
6. Tax Deduction at Source
7. Tax Invoice.

(5 × 3 = 15 Marks)

PART – B

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

8. Discuss the various types of indirect taxes that existed in India before the introduction of GST.
9. What are the key components of GST? Discuss how CGST, SGST and IGST are levied and collected.
10. Explain the importance of registration under GST and its benefits to taxpayers.
11. Discuss the authority and process for granting exemptions under the GST Act.
12. State the conditions that must be fulfilled for availing ITC as per Section 16 of the CGST Act.
13. Differentiate between eligible ITC and blocked ITC with examples.
14. What is a Payment Voucher? When is it issued under the GST law?

(5 × 5 = 25 Marks)

P.T.O.



PART – C

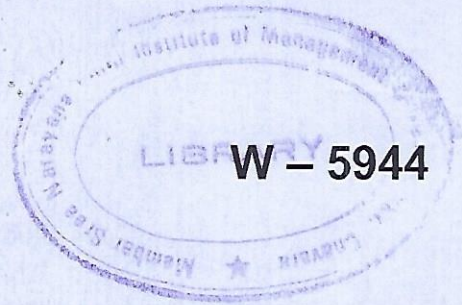
Answer **any two** questions. Each carries 10 marks.

15. Explain in detail the various documents prescribed under the GST law for different types of supplies.
16. Discuss the powers and functions of the GST Council as per Article 279A of the Constitution.
17. Explain the procedure for Registration under GST Act.

(2 × 10 = 20 Marks)



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**Sixth Semester Five Year M.B.A. (Integrated) Degree Examination,
December 2025**

**IMGT 604 – MARKETING MANAGEMENT
(2022 Admission)**

Time : 3 Hours

Max. Marks : 60

PART – A

Answer **all** questions. Each question carries **3** marks.

Write short notes on

1. Customer lifetime value.
2. Buying motives.
3. Market Positioning.
4. Skimming Pricing and Penetration Pricing.
5. Green Marketing.

(5 × 3 = 15 Marks)

PART – B

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

6. Distinguish between Domestic marketing and International marketing.
7. Explain the steps involved in buying process.
8. Discuss the significance of Market Segmentation.
9. Explain the concept of the Product Life Cycle (PLC). How does the marketing mix strategy (4Ps) need to be adjusted at each stage of the PLC for consumer products?
10. Explain the factors influencing pricing decisions.
11. Write an explanatory notes on
 - (a) Social Marketing and
 - (b) Retro Marketing.
12. Examine briefly the emerging trends in Retail Marketing.

(5 × 5 = 25 Marks)

P.T.O.



PART – C

(Case Study Questions. It carries 20 marks.)

13. Read the following case carefully and answer the questions given at the end.

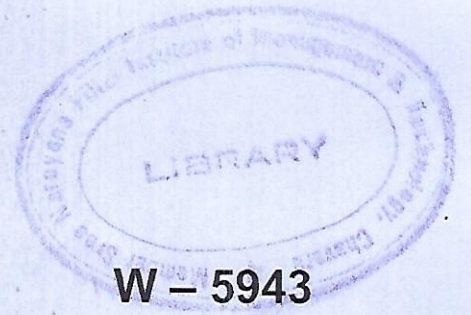
Desi Spice Foods is a well-established Indian food brand known for its range of spices and ready-to-cook products. Founded two decades ago, the brand gained popularity for its authentic flavors and quality. However, in recent years, Desi Spice has faced intense competition from both local and international brands that offer similar products, often with more modern packaging and aggressive marketing strategies. As a result, Desi Spice's market share has declined, particularly among younger consumers who are increasingly seeking convenience and innovation.

The management team has decided to undertake a brand revitalization initiative aimed at attracting a new generation of customers while retaining its loyal customer base. They recognize the need to modernize the brand's image and messaging while staying true to its roots. To achieve this, the management is considering several strategies, including a redesign of packaging, an overhaul of the brand's digital presence, and the introduction of new product lines that cater to evolving consumer preferences. However, there are concerns about how to execute these changes without alienating existing customers who value the brand's traditional appeal.

Questions:

- (a) Conduct a brand audit of Desi Spice Foods. What are the brand's strengths and weaknesses in the current market? How do consumer perceptions of Desi Spice compare with those of its competitors? 8
- (b) Propose a comprehensive brand revitalization strategy that includes recommendations for product innovation, marketing communications, and packaging redesign. How can Desi Spice effectively target younger consumers while maintaining its traditional values? 7
- (c) Discuss the role of digital marketing in the brand revitalization process. What specific digital channels and strategies should Desi Spice leverage to engage with its audience and enhance brand visibility? 5

(1 × 20 = 20 Marks)



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**Sixth Semester Five Year M.B.A. (Integrated) Degree Examination,
December 2025**

IMGT 603 – HUMAN RESOURCE MANAGEMENT

(2022 Admission)

Time : 3 Hours

Max. Marks : 60

PART – A

Answer **all** questions. Each question carries **3** marks.

Write short notes on

1. HR Audit
2. Job Description vs Job Specification
3. HR Training vs HR Development
4. Wage vs Salary
5. Collective Bargaining

(5 × 3 = 15 Marks)

PART – B

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

6. Distinguish between Human Resource Management and Personnel Management.
7. Define HR Planning. Explain briefly the factors affecting HRP.
8. Discuss briefly the methods used for performance appraisal of employees in an organization.
9. Explain the factors to be considered while determining wages to employees.
10. Define Participative Management. Examine its relevance in field of HR Management.
11. Write an explanatory notes on Employee Separation Methods.
12. Examine briefly the emerging trends in HR Management.

(5 × 5 = 25 Marks)

P.T.O.



PART – C

(Case Study Questions. It carries 20 marks.)

13. Read the following case carefully and answer the questions given at the end.

Apex Manufacturing Co. is a mid-sized manufacturing firm in India that specializes in producing automotive components. Over the last few years, the company has faced challenges due to increased competition and technological advancements in the manufacturing sector. As a result, management has identified a pressing need to enhance the skills of its workforce to maintain competitiveness and improve operational efficiency.

Currently, Apex's training programs are primarily focused on safety protocols and compliance training, with minimal emphasis on skill development related to new manufacturing technologies, lean production practices, and leadership training. Employee turnover has been high, particularly among younger employees who seek more opportunities for growth and development. Recognizing the need for a robust training and development strategy, Apex Manufacturing Co. has decided to conduct a thorough review of its existing training programs and explore new initiatives; The management aims to create a culture of continuous learning that not only addresses current skill gaps but also prepares employees for future challenges.

Questions:

- (a) Evaluate the strengths and weaknesses of Apex Manufacturing Co.'s current training and development practices. How do these practices affect employee retention and overall organizational performance? 5
- (b) Propose a new training and development strategy that addresses the skill gaps identified within the workforce. What innovative training methods (e.g., on-the-job training, e-learning, workshops) should be incorporated, and how would you ensure their effectiveness? 5
- (c) Discuss strategies that Apex can implement to engage employees in their training and development journey. How can the company motivate employees to take advantage of these programs and apply their new skills effectively in the workplace? 5
- (d) Identify key metrics and evaluation methods that Apex Manufacturing Co. should use to assess the effectiveness of its training and development initiatives. How can these metrics be linked to overall business performance and employee satisfaction? 5

(1 × 20 = 20 Marks)

