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Reg. No. :

Name :

**First Semester 'FIVE YEAR MBA (INTEGRATED)' / 'INTEGRATED BM- MAM'
Degree Examination, February 2020**

DDCM 101 – ENGLISH LANGUAGE

Time : 3 Hours

Max. Marks : 60

PART – A

I. Answer **any five** of the following:

1. Transcribe the following words marking the stress.

- (a) Harmony
- (b) Careful
- (c) Individual
- (d) Again
- (e) Promotion
- (f) Severe
- (g) History
- (h) Organization
- (i) Juice
- (j) Hopeful
- (k) Misunderstand
- (l) Monday

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2. Mark the intonation in the following

- (a) She is writing
- (b) What do you want?
- (c) You are coming?
- (d) Could you please open the door?
- (e) Shut the window.
- (f) What a lovely sight!

3. Give the orthographical version of the following words

- (a) /'ɪnsʌlt/
- (b) /'trævələ/
- (c) /tɔːzəm'neɪʃn/
- (d) /ɪndr'keɪʃn/
- (e) /mɪs'ju:s/
- (f) /'sɑːkæzəm/
- (g) /əd'mɪt/
- (h) /əb'dʌkt/
- (i) /kəm'beɪn/
- (j) /kɒnfə'mæɪʃn/
- (k) /kən'dɪʃn/
- (l) /'mju:zɪk/



4. Syllabify the following words

- (a) Concentrate
- (b) Revenge
- (c) Murmur
- (d) Sentimental
- (e) Gigantic
- (f) Rumour
- (g) Momentum
- (h) Chivalrous
- (i) Determination
- (j) Sentence
- (k) Compartment
- (l) Humane

5. What are diphthongs? List out diphthongs of RP.

6. Define phoneme. Give two examples.

7. What is IPA?

8. Define morphology in the context of Linguistics.

(5 × 3 = 15 Marks)

PART – B

II. Answer any five of the following

1. Transcribe and give the syllable structure of the following words

- (a) Pet
- (b) Plant
- (c) Speak
- (d) Pluck



- (e) Spleen
 - (f) Strand
 - (g) Paved
 - (h) Desk
 - (i) Snaps
 - (j) shelf
2. Distinguish between homonyms and synonyms. Give examples.
 3. Distinguish between form class or content words and function class words.
 4. What are the distinctive features of American English or AmE?
 5. Write a short paragraph on the contexts in which rising tone is usually used. Give examples.
 6. Distinguish between free morphemes and bound morphemes. Give examples.
 7. Write a short paragraph on uses of modal auxiliaries in English. Illustrate with examples.
 8. Briefly describe the structure of a noun phrase.

(5 × 5 = 25 Marks)

PART – C

III. Answer **any two** of the following

1. Describe the vowel sounds in English RP.
2. Write a brief essay on the functional roles of English in India, giving special attention to the varieties of English in Indian sub continent.
3. Attempt an essay on pitch and intonation of English.

(2 × 10 = 20 Marks)



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Name :

First Semester 'Five Year M.B.A.(Integrated)'/ 'INTEGRATED BM - MAM'
Degree Examination, February 2020

DDCM 105: FINANCIAL ACCOUNTING

Time : 3 Hours

Max. Marks : 60

PART - A

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

1. What is meant by Financial Accounting?
2. Define a ledger.
3. Write a note on Fictitious assets.
4. What is mean by current ratio?
5. What is the meaning of schedule of changes in working capital?
6. What is meant by cost centre?
7. Give a note on process costing.
8. What is a P/V ratio?

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Distinguish between Book keeping and Accountancy.
10. What are the limitations of financial Statements?
11. Current ratio = 2.6:1, Liquid ratio 1.5:1, current liabilities = Rs.40,000, calculate
 - (a) Current asset
 - (b) Liquid asset
 - (c) Inventory
12. What is meant by Solvency Ratio?
13. What are the advantages of cost accounting?
14. What are the practical problems in the installation of costing system.
15. Explain the term budgetary control and what are its advantages?
16. From the following information, calculate
 - (a) Break – Even Point
 - (b) Sales required to earn a profit of Rs.10,000

Sales	Rs.30,000
Variable expenses	Rs.14,000
Fixed expenses	Rs.13,000

(5 × 5 = 25 Marks)

PART – C

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

17. Explain the various elements of cost sheet.
18. Explain the various classification of cost.
19. Following is the profit and loss account of Raja Ltd.

	Rs.		Rs.
To Opening stock	50,000	By Sales	2,50,000
To Purchases	1,25,000	By Closing stock	25,000
To Manufacturing expenses	12,500		
To Office expenses	15,000		
To Selling expenses	12,000		
To Preliminary expenses	3,000		
To Net Profit	57,500		
	<u>2,75,000</u>		<u>2,75,000</u>

Calculate

- (a) Net Profit Ratio
- (b) Operating Ratio
- (c) Office Expenses Ratio
- (d) Selling Expenses Ratio

(2 × 10 = 20 Marks)



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Reg. No. :

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**First Semester 'Five year M.B.A.(Integrated)'/ 'Integrated BM – MAM'
Degree Examination, February 2020**

DDCM 103: MANAGEMENT PRINCIPLES

Time : 3 Hours

Max. Marks : 60

PART– A

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

1. Explain the roles of middle level managers.
2. What are the different types of plans?
3. Explain the benefits of departmentalization?
4. What is on the job training?
5. Define responsibility in organizational context.
6. Define Organizing.
7. What is contingency approach to management?
8. Explain the importance of controlling for an organization.

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Management is both art as well as science. Justify.
10. What are the problems involved in decision making?
11. Explain various communication barriers.
12. What are the advantages of decentralization?
13. Differentiate selection and recruitment.
14. Explain trait theory of leadership.
15. Explain co-operation in Management.
16. Authority and responsibility are two sides of a coin. Elaborate.

(5 × 5 = 25 Marks)

PART – C

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

17. Explain various functions of Management and its importance.
18. Explain any two motivation theories.
19. Elaborate the social responsibility of managers in today's business environment.

(2 × 10 = 20 Marks)



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First Semester 'Five Year MBA (Integrated)' / 'Integrated BM' - MAM'
Degree Examination, February 2020

DDCM 104 ORGANISATIONAL BEHAVIOUR

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Write the scope of OB.
2. Give a brief note on the factors influencing motivation.
3. What are the steps for decision making?
4. List the causes of conflicts.
5. Enumerate the need for organisation development.
6. What are values? Give its importance.
7. Write a short note on membership group with examples.
8. Explain in brief about 'the term work stress'.

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Give a note on 'trait theory of personality'.
10. Explain 'Two factor theory' with suitable example.
11. Enumerate the process of communication.
12. How does the politics affect the work environment?
13. Elucidate the different types of organization structure.
14. Enumerate the challenges group decision making.
15. Classify and explain 'the term power'.
16. What are the advantages of knowing Transactional Analysis in corporate perspectives?

(5 × 5 = 25 Marks)

PART – C

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

17. Explain in detail the various contributing disciplines to OB.
18. The success of an organization depends largely on the leader-Discuss.
19. Give an elaborate note on the resistance to change and strategies to manage the resistance.

(2 × 10 = 20 Marks)

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**First Semester 'Five Year M.B.A. (Integrated)'/ 'Integrated BM – MAM'
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DDCM 106 — BUSINESS MATHEMATICS

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Give the Mathematical and Statistical definition of Probability.
2. How many words can be formed out of the letters of EXAMINATION taken 4 at a time?
3. Explain the term 'Annuities' giving an example.
4. If $P(A) = \frac{5}{12}$, $P(B) = \frac{7}{12}$, $P(A \cap B) = \frac{1}{4}$. Find $P(A/B)$.
5. Integrate $\sqrt{x^2 + 4x + 8}$.
6. If A is a square matrix such that $A^2 = A$ then find $(I + A)^2 - 2A$.
7. An urn contains 8 white balls and 6 black balls. Two balls are drawn from the urn one after another without replacement. What is the probability that both drawn balls are white?
8. If $A = \begin{bmatrix} 2 & 5 \\ 3 & 2 \end{bmatrix}$ find $A^2 + 2A - I$.

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Find the Integral of $\frac{2x+3}{4x^2-9}$.

10. Find the value of $\begin{vmatrix} 1 & x & yz \\ 1 & y & zx \\ 1 & z & xy \end{vmatrix}$.

11. A man invests Rs. 1,000 at the end of 2010, Rs. 2,000 at the end of 2011, Rs. 3,000 at the end of 2012, Rs. 4,000 at the end of 2013, Rs. 5,000 at the end of 2014. If all interest accumulates, at 5 percent per annum, what do his investment amount at the end of 2015?

12. If A and B are matrices, $A = \begin{pmatrix} 1 & 2 & 3 \\ 4 & 5 & 6 \end{pmatrix}$ and $B = \begin{pmatrix} 0 & 1 & 2 \\ 3 & 4 & 5 \end{pmatrix}$ and $C = \begin{pmatrix} -1 & 0 & 1 \\ 1 & 2 & 3 \end{pmatrix}$ verify $(A+B)+C = A+(B+C)$.

13. Find the adjoint of the matrix $\begin{bmatrix} 0 & 1 & 2 \\ 0 & 1 & 1 \\ 1 & 0 & 2 \end{bmatrix}$.

14. Calculate present value of annuity of Rs. 5,000 per annum for 12 years, the interest being 4% percent per annum compounded annually.

15. A black and red dice is rolled

- (a) Find the conditional probability of obtaining a sum greater than 9, given that the black die resulted in a 5.
- (b) Find the conditional probability of obtaining a sum 8 given that the red die resulted in a number less than 4.

16. Discuss the concept of Discounting giving a suitable application.

(5 × 5 = 25 Marks)



PART – C

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

17. Solve the system of equations

$$2x - 5y + 7z = 6$$

$$x - 3y + 4z = 3 \quad \text{if the system is consistent.}$$

$$3x - 8y + 11z = 11$$

18. In a toy manufacturing company, three machines namely A , B and C are employed to manufacture toys. Machines A , B and C manufacture 20%, 30% and 50% of the total toys, respectively. A quality control officer examined the machines and found that A , B and C produce 2%, 3% and 5% defectives of the total output. A toy is selected at random and is found to be defective. What is the probability that this toy came from machine B ?
19. (a) Discuss the utility of Venn Diagrams.
- (b) Explain
- (i) Marginal Probability
 - (ii) Union Probability
 - (iii) Joint Probability
 - (iv) Conditional Probability using Venn Diagrams.

(2 × 10 = 20 Marks)



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DDCM 102 BUSINESS ENVIRONMENT

Time : 3 Hours

Max. Marks 60

PART – A

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

1. What do you mean by the term SWOT? Explain its uses.
2. Give the advantages and dis-advantages of globalization.
3. Give the need for allowing MNC's in India.
4. Differentiate Strategy and Tactics.
5. Write a brief note on Corporate Social responsibility.
6. Give a note on the different components of external environment.
7. Define Business policy. Give its components.
8. Write a brief note on Corporate Social Policy.

(5 × 3 = 15 Marks)

PART – B

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

9. Write a short note on the impact of political environment in business.
10. Give a brief note on Foreign Investment policy of India

P.T.O.



11. Explain the concept of competitive strength with example.
12. What are the challenges in the implementation of strategy? Explain.
13. Explain the ethical issues that are faced by modern day business.
14. Examine the components of internal environment in business.
15. Briefly explain policy and procedure and its necessity in business.
16. Explain the relationship between business and society.

(5 × 5 = 25 Marks)

PART – C

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

17. Describe the impact of economic reforms in India.
18. Explain the process of strategy formulation and implementation at different levels of business.
19. Ethics - a sustainable strategy for business: Discuss.

(2 × 10 = 20 Marks)