



(Pages : 2)

MSN INSTITUTE OF  
MANAGEMENT & TECHNOLOGY  
LIBRARY  
MUKUNDAPURAM P.O.  
CHAVARA, KOLLAM-691585

F – 3326

Reg. No. : .....

Name : .....

**Second Semester Five Year M.B.A. (Integrated)/Integrated BM – MAM  
Degree Examination, January 2019  
DDCM 206 : LEGAL ASPECTS OF BUSINESS**

Time : 3 Hours

Max. Marks : 60

**PART – A**

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

1. What are the remedies available to an aggrieved party on the breach of contract ?
2. Explain the distinction between General crossing and Special crossing.
3. Illuminate the doctrine of Supervening Impossibility.
4. Explain the enforcement of secondary liability in case of a Negotiable Instrument.
5. What are the rights of consumers ?
6. Discuss the classification of Agents.
7. What are the works that qualify for protection of copyright ?
8. What do you understand by material alteration in cheques ?

**PART – B**

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

9. Explain the different means by which an Agency may be terminated.
10. Enumerate the key elements for formation of a Contract.
11. Elucidate the functions of the National Consumer Dispute Redressal Forum.
12. What do you understand by a Quasi Contract ? What are its features ?

P.T.O.





13. What are cyber crimes ? How do they affect businesses and other commercial establishments ?
14. What are the remedies for copyright infringement ?
15. What do you understand by discharge of Negotiable Instruments ?
16. State the objectives of Information Technology Act, 2000.

### PART – C

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

17. Explain the nature of a contract of Sale of goods. Enunciate the distinction between a sale and an agreement to sell.
18. How is Cyber Appellate Tribunal appointed ? What are its functions ?
19. Why was Consumer Protection Act, 1986 introduced ? State its salient features.

### PART – B



(Pages : 2)

MSN INSTITUTE OF  
MANAGEMENT & TECHNOLOGY  
LIBRARY  
MUKUNDAPURAM P.O.  
CHAVARA, KOLLAM-691 505

H – 2504

Reg. No. : .....

Name : .....

**Second Semester 'Five Year MBA (Integrated)' / 'Integrated BM – MAM'  
Degree Examination, September 2019**

**DDCM 204 — MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

**PART – A**

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

1. State the objectives of marketing plan.
2. Write the importance marketing.
3. What is Meta marketing?
4. What do you understand by product differentiation?
5. What are the goals of product mix?
6. What is meant by product life cycle?
7. List out the objectives of sales promotion.
8. What do you mean by direct marketing? Give an example.

**(5 × 3 = 15 Marks)**

P.T.O.





PART – B

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

9. Discuss the scope and importance of sales organization.
10. Explain the concept of marketing environment.
11. Describe life style of different classes of consumers.
12. Give a brief account of Indian consumer profile.
13. Explain the features of a good brand.
14. Discuss the duties and responsibilities of sales person.
15. Explain the importance of Indian rural market.
16. What are the essentials of modern marketing concept?

(5 × 5 = 25 Marks)

PART-C

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

17. Briefly explain the functions of marketing management.
18. Describe the functions of advertising.
19. Discuss the techniques of direct marketing.

(2 × 10 = 20 Marks)





(Pages : 2)

MSN INSTITUTE OF  
MANAGEMENT & TECHNOLOGY  
LIBRARY  
MUKUNDAPURAM P.O.  
CHAVARA, KOLLAM-691585  
**H – 2505**

Reg. No. : .....

Name : .....

**Second Semester 'Five Year M.B.A. (Integrated)' / 'Integrated BM – MAM'  
Degree Examination, September 2019**

**DDCM 205 MANAGERIAL ECONOMICS**

Time : 3 Hours

Max. Marks : 60

**PART – A**

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

1. What is capital management?
2. What risk analysis?
3. What is forecasting of demand?
4. What are business indicators?
5. What is resource allocation?
6. Explain whether the size of operation has impact on cost.
7. State the important features of perfect competitive market.
8. Indicate the objectives of pricing.

**PART – B**

**(5 × 3 = 15 Marks)**

Answer **any five** of the following. Each question carries **5** marks.

9. Discuss the scope of managerial economics.
10. Describe the process of forecasting demand for capital goods.
11. Explain the definition and formula for computation of elasticity of demand.

P.T.O.





12. Discuss the relationship between cost price and output.
13. Describe the production function elaborately.
14. Explain determinants of market structure.
15. Describe any two pricing methods with suitable examples.
16. Discuss the impact of pricing strategies on profit planning and cost control.

(5 × 5 = 25 Marks)

### PART – C

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

17. Describe the determinants of elasticity of demand.
18. Narrate the short term and long term cost functions with example.
19. Explain the suitable pricing policies for different stages of business cycle.

(2 × 10 = 20 Marks)





Date : 25.09.2019

Time : 9.30am - 12.30pm

(Pages : 2) MSN INSTITUTE OF  
MANAGEMENT & TECHNOLOGY  
LIBRARY  
MUKUNDAPURAM P.O.  
CHAVARA, KOLLAM-691585

H - 2503

Reg. No. : .....

Name : .....

Second Semester 'Five Year M.B.A (Integrated)' / 'Integrated BM - MAM'  
Degree Examination, September 2019

**DDCM 203 COMPUTER APPLICATIONS**

Time : 3 Hours

Max. Marks : 60

PART - A

Answer **any five** of the following :

1. Applications of internet
2. RAM and ROM
3. External storage devices
4. E - learning
5. Plagiarism
6. USB
7. STAR Topology
8. Data backup and recovery.

PART - B

(5 × 3 = 15 Marks)

Answer **any five** of the following :

9. Differentiate between system software and application software.
10. Illustrate the major Input and Output devices.

P.T.O.





11. Explain functions of operating systems.
12. Explicate concept of WWW. and internet browsing.
13. Explain Malwares, virus and ransomwares.
14. Describe different formatting functions in MS – Excel.
15. Explain the various chart features in MS – Excel.
16. Write down the specifications of a desktop computer system worth of Rs. 25,000.

**(5 × 5 = 25 Marks)**

### **PART – C**

Answer **any two** of the following :

17. Explain the applications of MS – Word with examples.
18. Explain, how MS – Excel helps in Marketing and Financial areas to perform better.
19. “MS – Powerpoint offers the tools to create a basic presentation and to enhance and customize to meet managerial goals”. Check the reliability of this statement.

**(2 × 10 = 20 Marks)**







Reg. No. : .....

Name : .....

**Second Semester Five Year M.B.A (Integrated) /  
Integrated BM – MAM Degree Examination, January 2019  
DDCM 202 : ENVIRONMENTAL MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

**PART – A**

Answer **any five** questions. Each question carries **three** marks. **(5×3=15 Marks)**

1. What are all the factors of environmental management ?
2. Brief about alternate Sources of Energy.
3. Write about Socio Cultural dimensions.
4. Describe some of main barriers in Water Resource Management.
5. Environmental audit – Explain.
6. Briefly write about air quality management.
7. Write the outline frame work about Environment Management Institutions.
8. Write short note on environmental awareness.

**PART – B**

Answer **any five** questions. Each question carries **five** marks **(5×5=25 Marks)**

9. Explain “Environmental Management System” practices in any chemical Companies in India.
10. Explain in detail the different sources of Alternate Sources of Energy.
11. Describe ethical and moral dimensions in recent trends.



F - 3322

MSM INSTITUTE OF  
MANAGEMENT & TECHNOLOGY  
LIBRARY  
MUKUNDAPURAM P.O.  
CHAVARA, KOLLAM-691 582



12. Describe the coastal and marine resource management.
13. Give a brief explanation of Development Management.
14. Brief the importance of Water Resource Management.
15. Explain in detail about Marine Resource Management.
16. Explain the role of Civil Society in Environmental Management.

### PART - C

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

(2×10=20 Marks)

17. Write short notes about the following :

- a) Ethosphere
- b) Atmosphere
- c) Hydrosphere
- d) Stratosphere.

18. What is environmental audit ? Explain the purpose of environmental audit.
19. Explain the role of government in environmental awareness.

### PART - B

(5×5=25 Marks)

Answer any five questions. Each question carries five marks

9. Explain "Environmental Management System" practices in any chemical Companies in India.
10. Explain in detail the different sources of Alternate Sources of Energy.
11. Describe ethical and moral dimensions in recent trends.

P.T.O.



(Pages : 2)

MSN INSTITUTE OF  
MANAGEMENT & TECHNOLOGY  
LIBRARY  
MUKUNDAPURAM P.O.  
CHAVARA, KOLLAM-691585

H-2501

Reg. No. : .....

Name : .....

**Second Semester 'Five Year M.B.A (Integrated)' / 'Integrated  
BM – MAM' Degree Examination, September 2019**

**DDCM 201 : BUSINESS COMMUNICATION**

Time : 3 Hours

Max. Marks : 60

**PART – A**

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

1. State the advantages of written communication.
2. Describe the deductive logic.
3. What do you understand by references?
4. What is solicited enquiry?
5. Explain any three kinds of internal communication.
6. Indicate any three interviewing skills.
7. State the need for conversation control.
8. Brief any two methods of digital communication.

**(5 × 3 = 15 Marks)**

P.T.O.





## PART – B

Answer any **five** of the following. Each question carries **5** marks.

9. Discuss the nature and uses of visual communication.
10. Explain the barriers to effective communication.
11. Compare verbal and written communications.
12. Explain the principles of writing complaint letter.
13. Discuss the steps in preparing reports.
14. Narrate the process and purposes of group discussion.
15. Explain various negotiation skills to be possessed by a person.
16. Describe the principles of effective listening.

(5 × 5 = 25 Marks)

## PART – C

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

17. Explain the process and principles of effective communications.
18. Draft an appointment order for the post of travelling salesman.
19. Describe the comparative merits of e-mail and fax.

(2 × 10 = 20 Marks)

