

Date: 03/12/2020

Time: 9.30am - 12.30pm

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MUKUNDAPURAM P.O.
CHAVARA, KOLLAM-691585

K - 4636

Reg. No. :

Name :

Second Semester 'Five Year M.B.A. (Integrated)'/ 'Integrated BM - MAM'
Degree Examination, November 2020

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 is acceptance?
2. State any three kinds of Damages.
3. What is warranty?
4. What is transfer of property under sales contract?
5. What is Promissory note?
6. What is meant by crossing of cheque?
7. Who is a consumer?
8. State any three types of IPRs.

PART - B

(5 × 3 = 15 Marks)

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

9. What are the legal rules regarding offer?
10. Explain briefly the various types of damages under breach of contract.

P.T.O.



11. Explain the different kinds of negotiable instrument.
12. Explain the different types of crossing a cheque.
13. State the duties of the Principal.
14. What are the rights of an agent?
15. Write short notes on IPRs.
16. Differentiate between an offer and Contract.

(5 × 5 = 25 Marks)

PART – C

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

17. Explain the classifications of various types of goods.
18. Explain in what ways agency can be terminated.
19. Elaborately discuss the need and significance of Cyber laws.

(2 × 10 = 20 Marks)



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Name :

**Second Semester 'Five Year M.B.A. (Integrated)'/ 'Integrated BM – MAM'
Degree Examination, November 2020**

DDCM 205 – MANAGERIAL ECONOMICS

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Define 'Managerial Economics'.
2. Whether managerial economics is Positive or Normative?
3. Define the term demand.
4. What are the uses of production function in decision making?
5. Write a short note on ISO – Quant Curve.
6. What are the two important techniques of cost control?
7. Write a note on Discriminating monopoly.
8. What is profit planning?

PART – B

(5 × 3 = 15 Marks)

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

9. Discuss the nature and scope of managerial economics.
10. Explain the fundamental concepts that aid decision - making.

P.T.O.



11. Explain the term 'Demand Function'.
12. What are the advantages of marginal cost pricing?
13. What are the assumptions of Break - Even analysis?
14. What are the different types of oligopoly?
15. Discuss the classification of markets.
16. Explain the effects of inflation.

(5 × 5 = 25 Marks)

PART – C

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

17. Explain the fundamental concepts that aid decision-making.
18. Discuss the various methods of pricing.
19. Describe the various types of inflation.

(2 × 10 = 20 Marks)



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**Second Semester 'Five Year M.B.A. (Integrated)'/ 'Integrated BM-MAM'
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DDCM 204 : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Highlight the importance of marketing.
2. Who are called intermediary?
3. Define the term marketing research.
4. What is Concentrated Marketing?
5. What is meant by product planning?
6. Point out the objectives of advertising.
7. Write a note on promotional mix.
8. What is Retro Marketing?

(5 × 3 = 15 Marks)

PART – B

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

9. Discuss the various approaches to marketing.
10. Write down the salient features of modern marketing concept.

P.T.O.



11. What are the objectives of marketing Research?
12. Explain the essential components of marketing Mix.
13. Explain the various categories of new product.
14. Write down the causes for the growth in sales promotional activities.
15. Explain the functions of Branding.
16. Distinguish between advertising and salesmanship.

(5 × 5 = 25 Marks)

PART – C

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

17. Trace out the evolution of marketing concept.
18. Explain the scope of marketing Research.
19. Describes the functions of advertising.

(2 × 10 = 20 Marks)



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Name :

**Second Semester Five Year M.B.A. (Integrated)/'Integrated BM-MAM'
Degree Examination, November 2020**

DDCM 203 : COMPUTER APPLICATIONS

Time : 3 Hours

Max. Marks : 60

PART - A

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

1. What is a computer?
2. Define LAN.
3. How information is different from data?
4. What is formatting?
5. List the uses of mail merge.
6. What do you mean by spread sheet?
7. What is a dataset?
8. How power point helps in presentation?

PART - B

(5 × 3 = 15 Marks)

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

9. Explain the various input devices with examples.
10. Discuss the different types of storage devices.

P.T.O.



11. Write notes on WAN.
12. Describe the disadvantages in internet browsing.
13. Examine the commands for sorting of text and tables.
14. How excel helps in marketing functions? Explain with examples.
15. Evaluate the do's in powerpoint presentation.
16. Why formatting is important in maintaining systems?

PART – C

(5 × 5 = 25 Marks)

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

17. Explain the concept of world wide web and list down latest development in it.
18. Write an essay on preparation of powerpoint presentation.
19. Elaborately discuss about the use of computers in various fields of management.

(2 × 10 = 20 Marks)



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Reg. No. :

Name :

**Second Semester 'Five Year M.B.A. (Integrated)'/Integrated BM-MAM'
Degree Examination, November 2020**

DDCM 202 : ENVIRONMENTAL MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART - A

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

1. Define environmental management.
2. What is climate Change?
3. What is alternate source of energy?
4. What is technological dimensions?
5. What is solid waste management?
6. What is legal frame work?
7. What is environmental awareness?
8. What is ecology?

(5 × 3 = 15 Marks)

PART - B

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

9. State the components of ecosystems and explain.
10. What is deforestation? Explain its impact on environment.

P.T.O.



11. Explain various methods of controlling Air Pollution.
12. Explain the impacts of population growth on environment issue.
13. How would environmental awareness help to protect our Environment?
14. Discuss briefly the role of information technology in Environment and human health.
15. Give flow chart on Energy flow in an Ecosystem.
16. Explain various methods of controlling water pollution.

(5 × 5 = 25 Marks)

PART – C

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

17. Describe the types, characteristic features, structure and function of participatory environmental management.
18. Discuss the following
 - (a) Environmental Audit
 - (b) Hazardous waste
 - (c) Hospital waste management
 - (d) Marine Resource Management
19. What are the connections between the Environment and Human Health?

(2 × 10 = 20 Marks)

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**Second Semester 'Five Year M.B.A. (Integrated)'/Integrated BM-MAM'
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DDCM 201 : BUSINESS COMMUNICATION

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What is interpersonal communication?
2. Define semantic barrier in communication.
3. How resume can be defined?
4. Write a short notes on 'Circulars'.
5. How is group discussion different from debate?
6. Differentiate Memo and Circular.
7. What is listening?
8. List the names of different types of interviews.

PART – B

(5 × 3 = 15 Marks)

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

9. Explain the process of communication.
10. Mention the principles of effective writing.

P.T.O.



11. What is an order? Explain the execution and cancellation of orders.
12. Discuss about persuasive communication.
13. Briefly write about the do's and don'ts in group discussion.
14. Analyse the use of AVAs in the communication process.
15. Comment on the essentials of a good business teller.
16. Write notes on non-verbal communication.

PART – C

(5 × 5 = 25 Marks)

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

17. Write an essay on Barriers to communication.
18. Elaborately describe the stages involved in report writing.
19. Discuss in detail about the steps in making an effective presentation.

(2 × 10 = 20 Marks)

