

Library
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27th Jan '22

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M – 5973

Reg. No. :

Name :

Second Semester 'Five Year M.B.A. (Integrated)' / 'Integrated BM – MAM'
Degree Examination, January 2022

DDCM 206 — LEGAL ASPECTS OF BUSINESS

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Define 'offer'.
2. What is Quasi contract?
3. Who is an unpaid seller of goods?
4. What is Sale of Goods?
5. What is mean by negotiable instrument?
6. What is cheque?
7. Who is an agent?
8. What is patent?

(5 × 3 = 15 Marks)

PART – B

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

9. Explain the terms offer and acceptance.
10. Write short notes on valid contract.

P.T.O.



11. What are the rights of an unpaid seller?
12. What are the types of cheques?
13. In what ways an agency can be created?
14. What are the types of agents?
15. What are the salient features of the Consumer Protection Act 1986?
16. Write short notes on Discharge of negotiable instrument.

(5 × 5 = 25 Marks)

SECTION – C

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

17. Discuss the remedies available to an aggrieved party for a breach of contract.
18. What are the provisions stated in respect of the parties to a negotiable instrument?
19. What are the basic rights of consumers?

(2 × 10 = 20 Marks)



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M – 5972

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Second Semester 'Five Year M.B.A. (Integrated)' / 'Integrated BM – MAM'
Degree Examination, January 2022

DDCM 205 — MANAGERIAL ECONOMICS

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What is meant by descriptive approach?
2. Define 'unit contribution'.
3. Why a gap exists between theory of the firm and managerial economics?
4. Give short note on short run forecast.
5. What is demand schedule?
6. Explain how taste and preferences of consumer determines demand.
7. List out the determinants of cost.
8. Enumerate the objectives of price discrimination.

(5 × 3 = 15 Marks)

PART – B

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

9. Differentiate micro and macro economic conditions.
10. Elaborate incremental principle with example.

P.T.O.



11. Write demand function and explain the exceptions of law of demand.
12. What are the steps involved in demand forecasting method?
13. What is mean by return to scale? What are the types of return to scale?
14. How to estimate the cost-output relationship? Elaborate.
15. Narrate the characteristics of perfect competition market structure.
16. Classify and explain competitive pricing practices.

(5 × 5 = 25 Marks)

PART – C

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

17. How managerial economics is related with other disciplines? Describe.
18. Define price elasticity. Explain in detail about types of price elasticity of demand.
19. Explain the production function with two variable input factors.

(2 × 10 = 20 Marks)



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P – 5579

Reg. No. :

Name :

Second Semester 'Five Year M.B.A. (Integrated)' Degree Examination,
September 2022

DDCM 204 : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Define "marketing".
2. What do you mean by marketing orientation?
3. Define "Differentiation".
4. What do you mean by intermarket segmentation?
5. Write any three advantages of branding.
6. What is mean by product line?
7. Brief out the role of publicity in marketing.
8. What is meant by Demarketing?

(5 × 3 = 15 Marks)

PART – B

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

9. Discuss briefly about Internal and External Marketing.
10. Explain why marketing department has to co-ordinate with other functional departments in a successful organization.

P.T.O.



11. What are the key drivers for building brand equity?
12. On what basis product is differentiated?
13. Differentiate between wholesaling and retailing.
14. Why advertising is important in the context of marketing?
15. How do we build and measure customer satisfaction?
16. Briefly explain social responsibility of marketing.

(5 × 5 = 25 Marks)

PART – C

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

17. Discuss the elements which constitute in marketing environment. Explain with examples.
18. Elaborate factors influencing consumer behaviour.
19. What are the steps involved in setting the price for a product? Explain.

(2 × 10 = 20 Marks)



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M – 5968

Reg. No. :

Name :

**Second Semester 'Five Year M.B.A. (integrated)'/ 'Integrated BM – MAM'
Degree Examination, January 2022.**

DDCM 201 – BUSINESS COMMUNICATION

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What are the elements of communication?
2. What do you mean by resume?
3. Define offers.
4. How do you define memo?
5. List the elements to be present in the minutes of a meeting.
6. What is an extempore speech?
7. What are the types of Visual Aids?
8. How to make Listening effective?

(5 × 3 = 15 Marks)

PART – B

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

9. Write notes on interpersonal communication.
10. Mention the principles of effective writing.
11. Discuss the types of reports.

P.T.O.



12. Explain the process of interview.
13. Distinguish conference and seminars.
14. Describe the 'CARESS' formula in listening.
15. What is teleconferencing? Explain.
16. Briefly write about the semantic barriers in communication.

(5 × 5 = 25 Marks)

PART – C

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

17. Write an essay on body language.
18. Elaborately discuss the steps involved in report writing.
19. Discuss in detail about business letters.

(2 × 10 = 20 Marks)



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M – 5969

Reg. No. :

Name :

**Second Semester 'Five Year M.B.A. (integrated)'/ 'Integrated BM – MAM'
Degree Examination, January 2022.**

DDCM 202 – ENVIRONMENTAL MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What is a bio-reserve? Give two examples.
2. Write a note on food chain.
3. What is meant by carbon cycle?
4. List out the four spheres in the earth's environment.
5. Define the term "Pollution".
6. Write a note on Industrial waste.
7. What is sustainable agriculture?
8. What is meant by Environmental legislation?

(5 × 3 = 15 Marks)

PART – B

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

9. Explain the scope and importance of environmental studies.
10. Give a brief account on modern agriculture.
11. Discuss non-renewable energy sources with examples.

P.T.O.



12. What is the role of producers in an eco system?
13. Write an account on the causes and effects of air pollution.
14. Explain the harmful effects of climate change.
15. Write a short notes on municipal waste management.
16. What are the features of the wild life (protection) Act 1972?

(5 × 5 = 25 Marks)

PART – C

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

17. Describe soil erosion and conservation methods.
18. What is genetic diversity? Explain.
19. Explain in detail the Environmental issues faced globally.

(2 × 10 = 20 Marks)

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P – 5578

Reg. No. :

Name :

**Second Semester Five Year M.B.A. (Integrated) Degree Examination,
September 2022**

DDCM 203 : COMPUTER APPLICATIONS

Time : 3 Hours

Max. Marks : 60

SECTION – A

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

1. What does Netiquette concern to?
2. What is topology?
3. Define EDI.
4. Abbreviate EFT.
5. Abbreviate DNS in internet.
6. What is Microsoft Access used for?
7. What is digital signature?
8. Brief Advocacy webpage with example.

(5 × 3 = 15 Marks)

SECTION – B

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

9. List the steps in adding and removing icons from desktop.
10. What are the uses of Anti-virus software?

P.T.O.



11. For a missed entry, how do you insert a column and row in Excel.
12. What are the uses of Email?
13. Elaborate on the advantages of smart cards.
14. What are the types of internet security?
15. Brief on the importance of cyber law.
16. Elucidate different chart types in Microsoft Power point.

(5 × 5 = 25 Marks)

SECTION – C

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

17. Illustrate how a five slide presentation can be created on 'Make in India' using appropriate tools.
18. Explain in detail most common computer viruses.
19. Elaborate on the types of wireless networks.

(2 × 10 = 20 Marks)

