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Reg. No. : .....

Name : .....

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

**DDCM 401 : ENTREPRENEURSHIP**

Time : 3 Hours

Max. Marks : 60

**PART – A**

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

1. Who is an entrepreneur?
2. State the concept of innovation in business.
3. Define MSMEs.
4. What is meant by seed capital?
5. Distinguish between merger and demerger.
6. What is a copyright?
7. List the stages of life cycle of an entrepreneurial venture.
8. Write short note on protection of intellectual property.

**(5 × 3 = 15 Marks)**

**PART – B**

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

9. What are the steps involved in the preparation of business plan?
10. Discuss the causes for small business failure.

P.T.O.





11. State and explain the fundamentals of a good feasibility plan.
12. Explain briefly the sources of marketing research information.
13. Write short notes on.
  - (a) New venture financing
  - (b) Alternate methods of financing
14. Discuss the importance of trade mark in business.
15. Examine the different methods of valuing a business.
16. Discuss the role of Government agencies in financing the project.

(5 × 5 = 25 Marks)

#### PART – C

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

17. Discuss in detail the various types of entrepreneurs.
18. Explain the steps involved in the feasibility planning for new ventures.
19. Examine the various steps involved for obtaining a patent.

(2 × 10 = 20 Marks)





S4 IMBA Thursday

13/10/2022.

9.30 AM - 12.30 PM

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

**DDCM 404 : OPERATIONS MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

**PART- A**

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

1. What do you mean by the production process?
2. What do you mean by plant location?
3. Define SA 8000.
4. What are quality circles?
5. What do you mean by job cards?
6. Define forecasting.
7. What are inventory records?
8. Define project management.

(5 × 3 = 15 Marks)

**PART - B**

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

9. What are the 5P's of operations management?
10. Discuss the issues related with productivity.
11. Elucidate the process of vendor selection.

P.T.O.



12. Describe the role of production planning and control in a manufacturing unit.
13. Explain the functions of master and detailed schedules.
14. How far do you think computerization is effective in the case of inventory management?
15. Elucidate on the lessons from Chinese manufacturing.
16. Discuss the role of transportation model in modern manufacturing.

**(5 × 5 = 25 Marks)**

### PART – C

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

17. Illustrate the role of Statistical Quality Control in the modern organizational setup.
18. Enumerate the various tools in production and operations management.
19. "Supply chain management is not that much necessary for operations management". Do you support this statement? Give valid reasons for your response.

**(2 × 10 = 20 Marks)**





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

**DDCM 403 : COMMERCIAL LAW**

Time : 3 Hours

Max. Marks : 60

**PART – A**

Answer **any five** questions, **each** questions carries **3** marks.

1. Explain the term 'Administrative Law'.
2. What is void contract?
3. What do you mean by discharge of contract?
4. What is statutory company? Give any two examples.
5. What is prospectus?
6. Who is called the first directors of a company?
7. What do you mean by Right to Information Act?
8. Mention any three objectives of Factories Act.

**(5 × 3 = 15 Marks)**

**PART – B**

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

9. What are the principles of natural Justice?
10. State the rights and liabilities of partnership.

P.T.O.



11. What are the process of communication.
12. Mention the importance of memorandum of Association.
13. Bring out the steps for voluntary winding up of companies.
14. What are the differences between direct and indirect tax?
15. List out the practical implication of VAT.
16. Explain void, voidable, unenforceable and illegal contracts.

(5 × 5 = 25 Marks)

### PART – C

Answer **any two** questions, **each** question carries **10** marks.

17. Explain the essential elements of valid contract.
18. State the essential features of wages act.
19. Briefly explain the powers and duties of company directors.

(2 × 10 = 20 Marks)





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**Fourth Semester 'Five Year M.B.A. (Integrated)' Degree Examination,  
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**DDCM 405 : PRINCIPLES OF INSURANCE**

Time : 3 Hours

Max. Marks : 60

**PART – A**

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

1. Define contract.
2. What do you mean by General Insurance?
3. What is called as lapsed policy?
4. What do you mean by insurance claim?
5. Explain any one type of insurance pricing.
6. What do you mean by catastrophe reinsurance?
7. Define Franchise.
8. Explain the significance of mortality tables.

(5 × 3 = 15 Marks)

**PART – B**

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

9. Compare and contrast life and General insurance.
10. Explain the methods of reviving the lapsed policies.

P.T.O.



11. Explain the claims notification procedure.
12. Explain the fundamentals of insurance pricing.
13. Explain the purposes of reinsurance.
14. Write a note on proportional and non proportional reinsurance.
15. Explain about excess rating and deductible rating.
16. Describe the intricacies in claim handling.

(5 × 5 = 25 Marks)

### PART – C

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

17. Elaborate on insurance products and its classes.
18. Explain the theories associated with retention of an insurance.
19. "Intermediary influence in buying insurance is a necessary intrusion" – Comment on this statement.

(2 × 10 = 20 Marks)





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**Fourth Semester 'Five Year M.B.A. (Integrated)' Degree Examination,  
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**DDCM 402 : MICRO ECONOMICS**

Time : 3 Hours

Max. Marks : 60

**PART – A**

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

1. Define micro economics.
2. What do you mean by opportunity cost?
3. What is the concept of demand?
4. Define production function.
5. What is elasticity of substitution?
6. Define cost.
7. What do you mean by price discrimination?
8. What is zero sum game?

**(5 × 3 = 15 Marks)**

**PART – B**

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

9. Distinguish between micro and macro economics.
10. Elucidate the recent developments in demand theory.
11. Illustrate the role of linear expenditure system in economics.

P.T.O.



12. Discuss the law of variable proportions.
13. "The technical progress for any firm is always related to its production function." Do you agree with this statement? Give reasons for your response in this regard.
14. How far modern theory of cost is differing from its traditional theory?
15. Discuss the various types of pricing.
16. Explicate the behavioral theory of firm.

(5 × 5 = 25 Marks)

PART – C

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

17. Narrate the role played by the various elasticity of demand with an economic perspective.
18. Identify the relationship of Cobb Douglas production function to CES production function.
19. Explain how to determine the correct market structure in the case of a live market condition.

(2 × 10 = 20 Marks)

