

Reg. No. :

Name :

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

DDCM 601 : MANAGEMENT INFORMATION SYSTEMS

Time : 3 Hours

Max. Marks : 60

PART – A

Answer any **five** of the following. **Each** question carries **3** marks.

1. Define system.
2. What is DBA?
3. What is Data Dictionary?
4. Explain system conversion.
5. What are the modes of file access?
6. Define System Analysis.
7. Explain Marketing Information System.
8. Define HRIS.

(5 × 3 = 15 Marks)

PART – B

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

9. What are the factors of successful System implementation?
10. What are the components Data Base System?

P.T.O.



11. Explain Structured System Analysis.
12. Explain people involved in system development.
13. What are the components of DSS?
14. Explain Formal, Informal, Public and Private Information Systems.
15. State different types of information systems.
16. What are the elements of information quality?

(5 × 5 = 25 Marks)

PART – C

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

17. Explain the steps in System implementation.
18. Draw an Information System for a Marketing Manager and describe its inputs, outputs and processing elements.
19. Decision support systems (DSS) are used extensively across organizations to assist managers with making decisions. Decision making by managers involves the phases of intelligence, design, and choice, and DSS help mainly with the choice part as they support structured and unstructured types of decisions.
- (a) What is it that managers do when they make decisions?
- (b) Explain the different types of decisions.

(2 × 10 = 20 Marks)

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DDCM 602 : STRATEGIC MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What is a vision?
2. Explain the term 'Strategy' in business.
3. What do you mean by GE Matrix?
4. Describe Strategic Planning.
5. Write any three problems of organizational structure.
6. List out the difficulties of implementing strategy.
7. What is organizational climate?
8. Define KPI.

(5 × 3 = 15 Marks)

PART – B

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

9. What is the difference between Merger and Acquisition?
10. Explain the process of Strategic decision planning.

P.T.O.



11. What are the different types of business levels of strategies?
12. How did the organization analyze corporate capabilities?
13. Describe the steps in strategic planning?
14. What is Horizontal and Vertical diversification of strategic alternatives?
15. What do you mean by BAAN in packages?
16. Explain the nature and scope of corporate strategy.

(5 × 5 = 25 Marks)

PART -- C

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

17. Explain the business system with its elements.
18. What is implementation strategy? Explain its significance in business?
19. Describe Organization structure? What are its different types?

(2 × 10 = 20 Marks)



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**Sixth Semester 'Five Year M.B.A. (Integrated)'/ 'Integrated BM – MAM'
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DDCM 603 – EXPORT-IMPORT PROCEDURES

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What is marine insurance risk?
2. What is certificate of origin?
3. What do you mean by Export Credit?
4. What is barter trade?
5. What is revolving credit?
6. What is 'Turnkey Export Contracts'?
7. What is Balance of Payment?
8. What do you mean by ASIDE?

PART – B

(5 × 3 = 15 Marks)

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

9. Explain the procedure followed for grant of import licence.
10. Explain the various methods of payment by the importer.

P.T.O.



11. List out and explain the documents involving the importer.
12. What are the main modes of export packaging?
13. Explain in detail the export procedure being followed in Indian ports.
14. What is meant by removal of quantitative restriction on imports.
15. What is marine insurance? State different types of marine insurance.
16. Explain the method of financing exports.

(5 × 5 = 25 Marks)

PART – C

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

17. What is letter of credit? Discuss the operation of letter of credit. What purpose does a letter of credit serve?
18. Explain the role of central bank and commercial bank in the FOREX market and its export-import financing.
19. Explain special issues involved in export and import trade. State the standardised export documentation and packaging.

(2 × 10 = 20 Marks)



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DDCM 604 : HUMAN SKILLS

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Elaborate on the public speaking skills.
2. What is a news letter?
3. What are the basic etiquettes?
4. Explain the relevance of memory tests.
5. Elaborate on the process of communication.
6. Briefly explain on the various presentation tools.
7. Describe visual note taking.
8. Explain the roles of an event management company.

(5 × 3 = 15 Marks)

PART – B

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

9. Explain the various barriers to effective listening.
10. What are the features of a news paper editorial article?

P.T.O.



11. Elaborate on the social media etiquettes.
12. Explain the various methods to improve personal memory.
13. Describe the various leadership theories.
14. Explain the process of decision making in an organization.
15. Body language mirrors your personality -Justify the statement.
16. What are the major components of an effective resume?

(5 × 5 = 25 Marks)

PART – C

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

17. Draft a covering letter to M/s XYZ Ltd, applying for the post of Management Trainee with reference to the company advertisement in The Hindu news paper.
18. What are the major human skills required for the CEO of a company? Justify your answers bringing out the expected outcomes.
19. Outline the framework of a project proposal.

(2 × 10 = 20 Marks)



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