

Reg. No. :

Name :

**Ninth Semester 'Five Year M.B.A. (Integrated)' / 'Integrated B.M. – MAM'
Degree Examination, May 2021**

DDCM 901 – EVENTS MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Narrate the concept of events.
2. What are the objectives of event planning?
3. How can we progress an event idea?
4. Discuss the role of environmental research in event management.
5. How far public funding can be fruitful for events?
6. Identify the major factors to be highlighted while doing marketing for repeated events.
7. What are the risks involved in managing events?
8. Mention the role of volunteers in an event.

(5 × 3 = 15 Marks)

PART – B

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

9. Enumerate the scope of events market in India.
10. Depict the structure of event services with respect to public sector.
11. Discuss the economic implications of event management.
12. Narrate the process of demand and operational planning.
13. Explain the modes in which an event can be made attractive with its ambience.
14. State the legalities and insurance aspects of events.
15. Discuss the factors influencing the staffing of events.
16. How an event can be evaluated after the close down?

(5 × 5 = 25 Marks)

PART – C

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

17. Explain the role of companies in developing events as a business in the modern market.
18. Design a budget proposal for an international event of your choice.
19. Identify the challenges faced by the modern event managers from the e-media while managing live events. Suggest remedial measures for overcoming the same.

(2 × 10 = 20 Marks)

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Degree Examination, May 2021

Elective : Human Resource Management

9H2 : ORGANISATION CHANGE AND DEVELOPMENT

Time : 3 Hours

Max. Marks : 60

PART – A

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

Write short notes on the following :

1. OC
2. Situational analysis
3. Change cycles
4. resistance to change
5. OD
6. Group Dynamics
7. T-Groups
8. Team building

(5 × 3 = 15 Marks)

P.T.O.

PART – B

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

9. Discuss the factors affecting change.
10. Elaborate the impact of change on organisation structure.
11. State the features of BPR.
12. Explain the historical development of OD.
13. Discuss the impact of OD on behavior and productivity.
14. Outline the major OD intervention strategies.
15. Explain the various intra-group and inter-group conflicts due to OD.
16. Discuss the salient features of Transactional Analysis.

(5 × 5 = 25 Marks)

PART – C

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

17. Discuss the concept 'OC' as a strategic management tool.
18. Explain the impact of disciplinary measures on behavior modification.
19. Elaborate the different Team Intervention Strategies with example(s).

(2 × 10 = 20 Marks)

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Elective — Human Resource Management

9H1 : ORGANISATIONAL DYNAMICS

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What do you mean by Human Behaviour?
2. Define Attitude.
3. List out the different types of memories.
4. State the concept of Emotional Quotient.
5. What is Johari Window?
6. Define Group.
7. Mention the concept of Constructive Conflicts.
8. What do you mean by Organizational Climate?

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Explain the process of Perception in detail.
10. Discuss the role of impression Management in Organizational Behaviour.
11. "Intelligence of a person is always based on his memory". Do you agree with it? Give valid reasons for your opinion.
12. Elucidate the importance of interpersonal communications in modern organizations.
13. Sum up the pros and cons of Group Cohesiveness.
14. Discuss the importance of Team Development with respect to contemporary organization.
15. Distinguish between Power and Authority.
16. Enumerate the various factors affecting Organizational Culture.

(5 × 5 = 25 Marks)

PART – C

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

17. "Impression Management is nothing but an extended form of Self Management". Critically evaluate the truthfulness of this statement with suitable examples.
18. Depict the various types of conflicts existing in organizations and suggest remedial measures for them.
19. Narrate the various sources of Power.

(2 × 10 = 20 Marks)

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Reg. No. :

Name :

**Ninth Semester 'Five Year M.B.A. (Integrated)'/ 'Integrated BM-MAM'
Degree Examination, May 2021**

Elective : Finance

9F2 : WORKING CAPITAL MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What is meant by working capital management?
2. What is inventory management?
3. Explain cash management.
4. What is Reorder level?
5. How credit policy affect working capital requirement?
6. What do you mean by stochastic model?
7. Calculate operating cycle of a company from the following :

	Rs.
Raw materials consumption per annum	84,200
Annual cost of production	1,42,500
Annual cost of goods sold	1,53,000
Annual sales	1,95,000

 .T.O.

	Rs.
Average value of current assets maintained:	
Raw materials	12,400
Work in progress	7,200
Finished goods	12,200
Debtors	26,000

8. What is receivable management?

(5 × 3 = 15 Marks)

PART – B

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

9. Explain different types of working capital.
10. What is the advantage of adequate working capital?
11. Calculate EOQ from the following :
- Consumption of materials per annum = 6000 units
- Ordering cost = Rs. 15 per order
- Cost per unit = Rs. 2.5
12. Explain different stock levels.
13. Explain concentration banking.
14. What do you understand by operating cycle concepts of working capital?
15. Discuss the features of capital budgeting.
16. Briefly explain different short term sources of working capital.

(5 × 5 = 25 Marks)

PART – C

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

17. Explain the approaches to estimate working capital requirements.
18. Describe different sources of finance.
19. How do you optimise various costs to calculate EOQ?

(2 × 10 = 20 Marks)

(Pages : 2)

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**Ninth Semester 'Five Year M.B.A. (Integrated)'/ 'Integrated BM-MAM'
Degree Examination, May 2021**

Elective : Finance

9F5 : BANK MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What do you mean by NEFT?
2. What is BASEL committee?
3. What do you mean by CAMELS Rating?
4. What are NOSTRO and VOSTRO accounts?
5. What do you mean by core banking?
6. What is REPO Rate?
7. Brief the differences between Debit card and credit card.
8. Brief the concept of priority sector lending.

(5 × 3 = 15 Marks)

 T.O.

PART – B

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

9. Explain various types of accounts.
10. Explain the Indian Banking system.
11. Explain the factors banks consider when they issue corporate loans?
12. Explain ROE model.
13. Explain NPA. What are the problems banks face due to higher NPA?
14. What do you mean by bank for International settlement?
15. Explain how balanced score card is used evaluating bank performance.
16. What do you mean by electronic fund transfer? How do the banks do that?

PART – C

(5 × 5 = 25 Marks)

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

17. Explain the role of RBI in Indian banking sector.
18. Explain the concept of asset liability management. How can ALM help banks to improve the performance?
19. Explain various types of customers for a commercial bank.

(2 × 10 = 20 Marks)

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**Ninth Semester 'Five Year M.B.A. (Integrated)'/ 'Integrated BM – MAM'
Degree Examination, May 2021**

Elective Marketing

9M3 : RURAL MARKETING

Time : 3 Hours

Max. Marks : 60

PART – A

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

Write short notes on the following.

1. Agricultural Marketing
2. Types of Agricultural Markets
3. Rural Marketing
4. Rural Credit Institutions
5. Rural Media
6. Rural Pricing Strategy
7. PPP
8. Brand Management.

(5 × 3 = 15 Marks)

 .T.O.

PART -- B

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

9. Discuss the challenges in Agricultural Marketing.
10. Elaborate the term 'Rural Marketing Mix.
11. Enumerate Rural Distribution strategies.
12. Differentiate the rural and urban markets.
13. Discuss about the Rural Retail Outlets.
14. Explain the importance of Two-Step Flow of Communication.
15. Outline about the nature of Target Audience in rural markets.
16. Discuss the rural promotion strategies in detail.

(5 × 5 = 25 Marks)

PART – C

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

17. Discuss the importance of Market Research in rural marketing.
18. Explain the role of Government and NGOs in rural marketing.
19. Enumerate the salient features of E-Rural marketing.

(2 × 10 = 20 Marks)

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Degree Examination, MAY 2021**

Elective : Marketing

9M1 : SERVICES MARKETING

Time : 3 Hours

Max. Marks : 60

PART – A

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

Write short notes on the following:

1. Service sector
2. 7 P's of Services Marketing
3. Promotional Mix
4. Tangibility spectrum
5. Servicescape
6. Gap Analysis
7. Data base marketing
8. Service recovery

(5 × 3 = 15 Marks)

 .T.O.

PART – B

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

9. Discuss about Service Marketing Mix.
10. Elaborate the term 'Service Blue Print'.
11. Enumerate the three stage models of service consumption.
12. Explain the role of employees in effective service marketing.
13. Discuss the retention strategies applicable to services marketing.
14. Outline about Relationship marketing.
15. Discuss the role of service sector to a nation's economy.
16. Discuss the salient features of marketing a business school.

PART – C

(5 × 5 = 25 Marks)

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

17. Discuss the concept 'Service Marketing Triangle' and its components.
18. Explain the role of technology in services marketing.
19. Enumerate the different customer satisfaction surveys and its key components.

(2 × 10 = 20 Marks)