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# Ninth Semester 'Five Year M.B.A. (Integrated) Degree Examination, June 2023

# **DDCM 901: EVENTS MANAGEMENT**

Time: 3 Hours

Max. Marks: 60

#### PART - A

Answer any five questions. Each question carries 3 marks :

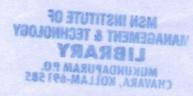
- 1. Discuss the basic concepts of Events Management.
- 2. List out the determinants of Events Management.
- 3. Why we should carryout environmental search during event planning?
- 4. What do you mean by screening process?
- 5. Mention the concept of ambience in managing events.
- 6. What is public finding?
- 7. State the concept of target market.
- 8. How far staffing is vital in the field of events.

 $(5 \times 3 = 15 \text{ Marks})$ 

#### PART - B

Answer any five questions. Each question carries 5 marks:

- 9. Elucidate the different categories of events.
- 10. Depict the characteristics of events.



- 11. Discuss the obstacles of financial planning while managing events.
- 12. Anticipate the scope of events market during the year 2021 and beyond.
- 13. Explain the objectives of Financial Management in the context of Event Management.
- 14. Illustrate the legalities and insurance issues regarding Events Management.
- 15. "Public Relation is assigned with HR professionals, not with Event Mangers." Check the validity of this statement.
- 16. How can we evaluate the output of an event? Mention some widely used instruments for the same.

 $(5 \times 5 = 25 \text{ Marks})$ 

# PART - C

Answer any two questions. Each question carries 10 marks :

- 17. Enumerate the process of planning with reference to Events Management with suitable examples.
- 18. Develop a marketing plan for a local event of your choice.
- 19. Design a plan of action for the running day of an International event by maintaining the social distance protocol during the current pandemic situation.

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# Ninth Semester Five Year M.B.A. (Integrated) Degree Examination, June 2023

**Elective: Finance** 

9F3: FINANCIAL DERIVATIVES

Time: 3 Hours Max. Marks: 60

#### PART - A

Answer any five questions. Each question carries 3 marks.

- 1. Figure out the criticism of derivative market.
- 2. What is swap?
- 3. Explain types of future contracts.
- 4. Define equity warrants.
- 5. Point out the salient features of forward-contact.
- 6. Explain index futures.
- 7. Differentiate futures and options.
- 8. What are zero coupon securities?

 $(5 \times 3 = 15 \text{ Marks})$ 

#### PART - B

Answer any five questions. Each question carries 5 marks.

- 9. Explain financial derivatives and its features.
- 10. Short note on currency derivatives.

P.T.O.



- 11. State Black-Scholes Model.
- 12. Discuss the classifications of option.
- 13. Explain equity options and equity warrants.
- 14. Enumerate the factors affecting option prices.
- 15. Discuss fixed rate and floating rate instruments.
- 16. Briefly explain option trading strategies.

 $(5 \times 5 = 25 \text{ Marks})$ 

#### PART - C

Answer any two questions. Each question carries 10 marks.

- 17. Elaborate Option pricing models.
- 18. Discuss hybrid securities by explaining it merits and demerits.
- 19. Define derivatives. Give a brief account of important types of derivatives.

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# Ninth Semester Five Year M.B.A (Integrated) Degree Examination, June 2023

**Elective: Finance** 

9F2: WORKING CAPITAL MANAGEMENT

Time: 3 Hours Max. Marks: 60

#### PART - A

Answer any five questions. Each question carries 3 marks.

- 1. Explain inventory management.
- 2. Identify how seasonal variation affect working capital requirement.
- Distinguish between temporary and permanent working capital.
- 4. Enumerate the relevance of receivable management.
- 5. Recall the importance of capital budgeting.
- 6. Explain concentration banking.
- 7. Explain letter of credit.
- 8. Identify the objectives of inventory management.

 $(5 \times 3 = 15 \text{ Marks})$ 

### PART - B

Answer any five questions. Each question carries 5 marks.

- 9. State circular flow concept.
- 10. Discuss various stock levels.

P.T.O.



- 11. Explain the effect of inadequate working capital in a business.
- 12. Discuss different capital budgeting techniques.
- 13. Compare and contrast JIT analysis and VED analysis.
- 14. Enumerate different kinds of working capital.
- 15. Give a brief note on ways to accelerate cash flows of a business.
- 16. Discuss few factors need to be considered while determining working capital of a firm.

 $(5 \times 5 = 25 \text{ Marks})$ 

# PART - C

Answer any two questions. Each question carries 10 marks.

- 17. Describe tools and techniques of inventory management.
- 18. Explain the approaches to estimate working capital requirements.
- 19. Discuss different sources of working capital.

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Ninth Semester Five Year M.B.A. (Integrated) Degree Examination, June 2023

**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. Services Marketing.
- 2. SERVQUAL Model.
- Service Quality.
- 4. Service Market Segmentation.
- Service delivery through intermediaries.
- Service Blue Print.
- 7. Relationship marketing.
- 8. Data base marketing.



#### PART - B

Answer any live questions. Each question carries 5 marks.

- 9. Elaborate the term 'Gap Analysis' in service sectors.
- 10. Explain the term Service Marketing Triangle and its components.
- 11. Explain he service delivery process with an example.
- 12. Explain the techniques adopted in deciding price for a niche service.
- 13. Describe about need of effective customer satisfaction surveys.
- 14. Describe the various strategies for marketing services.
- 15. Discuss about service recovery.
- 16. Discuss the salient features of marketing a banking service.

 $(5 \times 5 = 25 \text{ Marks})$ 

# PART - C

Answer any two questions. Each question carries 10 marks.

- 17. Discuss about Service Marketing Mix in detail.
- 18. Explain the role of technology in services marketing.
- 19. Develop a customer satisfaction survey tool for an Ayurvedic Hospital.

 $(2 \times 10 = 20 \text{ Marks})$ 

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Ninth Semester Five Year M.B.A. (Integrated) Degree Examination, June 2023

**Elective: Marketing** 

9M3: RURAL MARKETING

Time: 3 Hours Max. Marks: 60

#### SECTION - A

Answer any five questions. Each question carries 3 marks.

- 1. Rural Marketing
- 2. Agro-chemical Markets
- 3. Rural Vs. Urban markets
- 4. Rural Media
- 5. Media Innovation
- 6. Rural Retail Outlets
- 7. E rural Marketing
- 8. Consumer Finance

Answer any five questions. Each question carries 5 marks.

- 9. Discuss about the various Agricultural Markets.
- 10. Write a detail note about Rural Credit Institutions.
- 11. Enumerate and explain the major Rural Development Programs.
- 12. Elaborate about 'land use pattern and land distribution' in rural marketing design.
- 13. Explain the rural distribution strategies in detail.
- List down and explain the important media vehicles specially fit for advertising and promotion in rural markets.
- 15. Elaborate on the rural pricing strategies for a niche rural product.
- 16. Discuss the role of Government and NGOs in rural marketing

 $(5 \times 5 = 25 \text{ Marks})$ 

### SECTION - C

Answer any two questions. Each question carries 10 marks.

- 17. Discuss the major features of 'Rural Marketing Mix'.
- 18. Explain the role of Market Research in establishing future rural markets.
- 19. Outline about the nature of Public Private Partnership Models.



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# Ninth Semester Five Year MBA (Integrated) Degree Examination, June 2023

**Elective : Human Resource Management** 

9H5: REWARD MANAGEMENT

Time: 3 Hours

Max. Marks: 60

#### SECTION - A

Answer any five questions. Each question carries 3 marks.

Write short notes on the following:

- 1. Subsistence Theory
- 2. Wage Differential
- 3. Computed Aided Job Evaluation
- 4. Shop Floor Level Rewards
- 5. Job Evaluation Methods
- 6. Wage Boards
- 7. Boardroom Pay
- 8. Types of incentives





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

- 9. Discuss about the various Behavioural Theories.
- 10. Write a note on Job Evaluation and Pay Surveys.
- 11. Explain the Performance Linked Compensation, in detail.
- 12. Elaborate about various types of allowances.
- 13. Write short notes on: (a) Downsizing and (b) Pay Commissions.
- 14. List down and explain the important steps followed in pay restructuring in Mergers and Acquisitions.
- 15. Elaborate on the nature and procedures of Statutory Wage Fixation.
- 16. Discuss the emerging issues in Compensation Management.

 $(5 \times 5 = 25 \text{ Marks})$ 

#### SECTION - C

Answer any two questions. Each question carries 10 marks.

- 17. Explain the nature of pay structure for start-up organizations.
- 18. Write elaborately about : (a) Human Capital Theories and (b) Bargaining Theories.
- 19. Outline about the following major employee welfare components *Gratuity, Commutation* and *Pension Plans*.

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Ninth Semester Five Year M.B.A (Integrated)
Degree Examination, June 2023

Elective: Human Resource Management

9H1: ORGANISATIONAL DYNAMICS

Time: 3 Hours Max. Marks: 60

PART - A

Answer any five questions. Each carries 3 marks.

- 1. Define occupational stress.
- 2. Explain emotional quotient.
- 3. Explain the different life position a person can hold according to transaction analysis.
- 4. What is group cohesiveness?
- 5. Explain organizational effectiveness.
- Explain the elements of perceptual process.
- 7. What is the relevance of organizational memory?
- 8. Explain sensitivity training



### PART - B

Answer any five questions. Each question carries 5 marks.

- 9. Discuss the cognitive dissonance theory of attitude.
- Elaborate on the various types of intelligence.
- 11. Outline the managerial application of Johari window.
- 12. Explain the different interpersonal styles.
- 13. Discuss the group decision making process
- 14. Explain various conflict resolution strategies.
- 15. Outline different types of power.
- 16. Discuss major emotions at workplace.

 $(5 \times 5 = 25 \text{ Marks})$ 

#### PART - C

Answer any two questions. Each question carries 10 marks.

- Different coping strategies for stress have its own advantage. Explain the statement emphasizing various stress coping strategies.
- 18. Explain the process of team development.
- 19. Discuss various components of organizational culture.

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# Ninth Semester Five Year M.B.A.(Integrated) Degree Examination, June 2023

**Elective: International Business** 

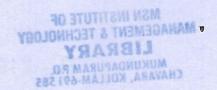
915: INTERNATIONAL MARKETING

Time: 3 Hours Max. Marks: 60

#### SECTION - A

Answer any five questions. Each question carries 3 marks.

- 1. Analyze the Impact of economic conditions on international marketing.
- 2. Give a brief note on consumer protection laws with special reference to international marketing.
- 3. List out the bases of Macro segmentation of markets.
- 4. Identify the reasons for product adaption in an international market.
- 5. Write notes on (a) Penetration pricing (b) Price skimming and (c) Premium pricing.
- 6. Describe the manner in which products can be distributed in foreign markets.
- 7. Elucidate the challenges faced in communication across countries in international marketing.
- 8. Explain the impact of internet in international business communications.



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

- 9. Discuss the benefits of international marketing.
- 10. List out the benefits of marketing information system in the global markets.
- 11. Discuss the ways and means to develop an effective market positioning strategy.
- 12. Enumerate the different stages of the lifecycle of a product in the international market along with the strategies to be adapted during those stages.
- 13. List out the 7Cs of International pricing strategy.
- 14. Explain the elements of international logistics.
- 15. How to plan a promotional campaign in international marketing?
- 16. Differentiate international and domestic market planning.

 $(5 \times 5 = 25 \text{ Marks})$ 

#### SECTION - C

Answer any two questions. Each question carries 10 marks.

- 17. "A number of cultural differences can cause marketers problems in attempting to market their products overseas" Justify with examples.
- 18. Summarize the bases of market segmentation in the global marketing scenario.
- 19. What are the widely used price quotations in international marketing.

 $(2 \times 10 = 20 \text{ Marks})$ 

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# Ninth Semester Five Year M.B.A. (Integrated) Degree Examination, June 2023

**Elective: International Business** 

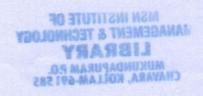
913: INTERNATIONAL LOGISTICS MANAGEMENT

Time: 3 Hours Max. Marks: 60

#### SECTION - A

Answer any five questions. Each question carries 3 marks.

- 1. Explain why Logistics has gained importance in the international marketing.
- 2. Identify the benefits of efficient internal transportation system.
- 3. State the main objectives of the UN Convention on shipping.
- 4. Classify the types of containers.
- 5. What is a CFS? What are the facilities provided by CFS?
- 6. Classify the most widely used intermodal transportation system based on its priority.
- 7. Mention any three categories of Air Transport Services.
- 8. Mention any six services that can be provided in warehousing.



Answer any five questions. Each question carries 5 marks.

- 9. What do you mean by Marketing Logistics? Discuss their functions.
- 10. Distinguish domestic and international supply chain management.
- 11. Describe the factors that determine the actual cost of transport operations in a shipping industry.
- 12. Describe the three organs constituted under the UN convention on shipping.
- 13. Identify the problems that have come in the way of making a deep penetration of containerization in India.
- 14. Describe the three core steps of inventory management in logistics.
- 15. Discuss in detail the types of storage functions in warehousing.
- 16. Describe the importance of warehousing

 $(5 \times 5 = 25 \text{ Marks})$ 

# SECTION - C

Answer any two questions. Each question carries 10 marks.

- 17. Describe the system elements of Marketing Logistics.
- 18. Describe the characteristics of shipping as a transportation medium.
- 19. Enumerate the types of warehouses.

 $(2 \times 10 = 20 \text{ Marks})$ 

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