

Reg. No. : .....

Name : .....

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.

**PART – B**

**(5 × 3 = 15 Marks)**

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

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

P.T.O.





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 Managers." 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 × 5 = 25 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.

(2 × 10 = 20 Marks)





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R – 7184

Reg. No. : .....

Name : .....

**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 × 3 = 15 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 × 5 = 25 Marks)

PART – C

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

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

(2 × 10 = 20 Marks)





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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.
3. 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 × 3 = 15 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 × 5 = 25 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.

(2 × 10 = 20 Marks)



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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.
3. Service Quality.
4. Service Market Segmentation.
5. Service delivery through intermediaries.
6. Service Blue Print.
7. Relationship marketing.
8. Data base marketing.

**(5 × 3 = 15 Marks)**

P.T.O.





PART – B

Answer any five 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 the 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 × 5 = 25 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 × 10 = 20 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

(5 × 3 = 15 Marks)

P.T.O.



## SECTION – B

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.
14. 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 × 5 = 25 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*.

(2 × 10 = 20 Marks)





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**R – 7188**

Reg. No. : .....

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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

**(5 × 3 = 15 Marks)**

P.T.O.





## SECTION – B

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 × 5 = 25 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*.

(2 × 10 = 20 Marks)





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Reg. No. : .....

Name : .....

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.
6. Explain the elements of perceptual process.
7. What is the relevance of organizational memory?
8. Explain sensitivity training

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Discuss the cognitive dissonance theory of attitude.
10. 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 × 5 = 25 Marks)

PART – C

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

17. 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.

(2 × 10 = 20 Marks)





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R- 7190

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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.

**(5 × 3 = 15 Marks)**

P.T.O.





SECTION – B

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 × 5 = 25 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 × 10 = 20 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.

**(5 × 3 = 15 Marks)**

P.T.O.





SECTION – B

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 × 5 = 25 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 × 10 = 20 Marks)