

Reg. No. :

Name :

**Tenth Semester 'Five Year MBA (Integrated)' / 'Integrated BM – MAM'
Degree Examination, November 2020**

DDCM 1001 – PUBLIC RELATIONS MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART – A

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

Write short notes on:

1. Objectives of PR in public sector.
2. PR process.
3. Media for internal communication.
4. IPRA.
5. Organizing press visits.
6. Planning of special events.
7. Speech writing for corporate executives.
8. Community PR.

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. List the objectives of PR in private sector.
10. Discuss the role of writing in PR.
11. How PR is important in crisis and disaster management?
12. Explain the process of PR program evaluation.
13. How PR is vital in generating awareness about social evils?
14. Differentiate PR and advertising.
15. Explain the role of PR in winning public opinion.
16. List down the major duties of professional bodies like PRSI in PR management.

PART – C

(5 × 5 = 25 Marks)

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

17. Discuss the future scope of PR in Indian context.
18. How special events/unexpected events are planned and organized?
19. Write short notes on
 - (a) Feature writing
 - (b) Rejoinder writing
 - (c) PR professional.

(2 × 10 = 20 Marks)

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**Tenth Semester 'Five Year M.B.A. (Integrated)'/Integrated BM – MAM'
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Elective : Finance

10F3 : STRATEGIC FINANCIAL MANAGEMENT

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Expand and explain SFM.
2. Why companies go for restructuring?
3. How takeover is different from acquisition?
4. Explain lease financing and also mention different types.
5. What is meant by amalgamation?
6. What is meant by buyback of shares?
7. Explain VC.
8. Mention different types of debenture.

(5 × 3 = 15 Marks)

P.T.O.

PART – B

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

9. Discuss about the constraints in SFM.
10. Explain NPV and PI.
11. Write a short note on pros and cons of sensitivity analysis.
12. Describe process in merger.
13. Discuss different strategies for corporate expansion.
14. Illustrate the merits of lease financing.
15. Explain types of merger.
16. Briefly describe different methods of financing.

(5 × 5 = 25 Marks)

PART – C

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

17. Explain different types of corporate restructuring.
18. X Co. Ltd agrees to acquire, as a going concern, the business of Y Co Ltd. on the basis of vendor's balance sheet at 31st March, 2012 which is as follows:

Liabilities	Amount	Assets	Amount
Authorised capital – 25,000 shares of Rs.50 each	12,50,000	Freehold property	2,50,000
		Plant and machinery	50,000



Liabilities	Amount	Assets	Amount
Issued capital 20,000		Stock	3,00,000
shares of Rs. 50 each called up capital	10,00,000		
		6 % Govt. Papers	10,000
		Debtors	2,30,000
2000 shares of Rs. 50 each, Rs. 30 called up	6,00,000	Less:	
		Provision 10,000	2,20,000
Reserve fund	1,25,000	Cash at bank	30,000
Creditors	75,000		
Surplus a/c	<u>60,000</u>		
	<u>8,60,000</u>		<u>8,60,000</u>

X Co Ltd took over all the assets and liabilities of the vendor company, subject to the retention of Rs. 15,000 cash to provide for cost of liquidation, income-tax etc. and to satisfy any dissenting shareholders.

The consideration for the sale is the allotment to the shareholders in the vendor company of one share Rs. 100 (Rs. 50 paid up) in the X Co's shares, which are Rs. 50 paid up, at the date of sale is Rs. 70 each, The liquidators of the vendor company has paid out of Rs.15,000 retained; cost of liquidation amounting to Rs. 2,500, income tax Rs. 7,500 and dissenting shareholders of 100 shares at Rs. 32.50 per share i.e. Rs. 3,250.

The sale and purchase were carried through on terms of the agreement.

Prepare necessary ledger accounts in the books of Y Co Ltd and journal entries in the books of X Co Ltd taking amalgamation in the nature of purchase.

19. A company has an investment opportunity costing Rs. 40,000 with the following expected net cash flow after taxes and before depreciation.

Year	Net Cash flow (Rs.)
1	7,000
2	7,000
3	7,000
4	7,000
5	7,000
6	8,000
7	10,000
8	15,000
9	10,000
10	4,000

Use 10% cost of capital, determine the following :

- (a) Pay - back period
- (b) Net present value
- (c) Profitability index

Year	1	2	3	4	5	6	7	8	9	10
PV @ 10%	0.909	0.826	0.751	0.683	0.621	0.564	0.513	0.467	0.427	0.386

(2 × 10 = 20 Marks)

(Pages : 2)

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Tenth Semester 'Five Year M.B.A. (Integrated)'/ 'Integrated BM – MAM'
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Elective – HUMAN RESOURCE MANAGEMENT

10H2 – HUMAN RESOURCE INFORMATION SYSTEMS

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Define HRIS and list its features.
2. What is meant by customized software? List the advantages of it.
3. List out various modules of HRIS.
4. Give two methods for the prevention of Human Resources Wastage.
5. Explain responsibility accounting.
6. Define Management Control.
7. Explain the features of HRD score card.
8. Explain role of IT in HRM.

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Discuss how HRIS manage data from its various domain.
10. Distinguish the features of ERP packages - SAP and Oracle Financials.
11. Explain the scope of training programmes in HRIS.
12. Explain the investment approaches in HR Accounting.
13. Explain the concept of mentoring and development of social capital.
14. Discuss the various audit techniques in HR Accounting.
15. Explain the Placement module in HR Process.
16. Explain the reason for measuring HR Costs.

(5 × 5 = 25 Marks)

PART – C

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

17. Discuss in detail the various modules in HR Management Process.
18. Discuss the relevance of treating human resources as social capital by substantiating the role of mentoring.
19. Explain the objectives and methods of Human Resources Accounting.

(2 × 10 = 20 Marks)

(Pages : 2)

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

Elective : Marketing

10M1 : INTEGRATED MARKETING COMMUNICATION

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Explain fragmented marketing communication.
2. What are the objectives of integrated marketing communication?
3. Describe the planning process for advertising campaign.
4. What are the elements of print advertisements?
5. Elaborate on the roles of an advertising agency.
6. Write a short note of transit advertisement.
7. Explain the virtual customer communities.
8. What is 'below – the – line advertising strategy?

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Explain the benefits of DAGMAR approach in advertising.
10. What are the ethical considerations in advertising?
11. Elaborate on the structure of an advertising agency.
12. Explain how merchandising helps in sales promotion.
13. Describe the advantages of social media campaign.
14. Explain the process of direct marketing through internet.
15. Describe the importance of data analytics in advertising.
16. Elaborate on the different types of advertising agencies.

(5 × 5 = 25 Marks)

PART – C

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

17. Explain different types of advertising with examples.
18. Write the script for a television commercial.
19. Explain how advertising efficiency plays an important role in organizational success.

(2 × 10 = 20 Marks)