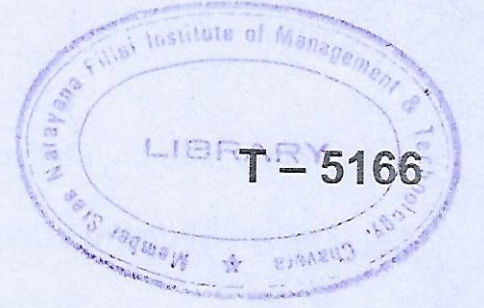


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Reg. No. : .....

Name : .....

**Ninth Semester Five Year M.B.A. (Integrated) Degree Examination,  
May 2024**

**DDCM 901 : EVENTS MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

**PART – A**

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

1. Define an Event.
2. List few varieties of events.
3. Discuss different types of events.
4. Explain scope and nature of events.
5. How to establish the aim of the event?
6. What are the characteristics of the best events?
7. How to plan effective events?
8. Explain social implications of events.

**(5 × 3 = 15 Marks)**

**PART – B**

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

9. Describe operational planning.
10. What is event budget?

P.T.O.





11. Write a note on funding for events.
12. Explain Structured Conferences.
13. Explain components of conference market.
14. What are the characteristics of conference and convention?
15. Write a note on volunteering in event.
16. How to manage an event on the day?

PART – C

(5 × 5 = 25 Marks)

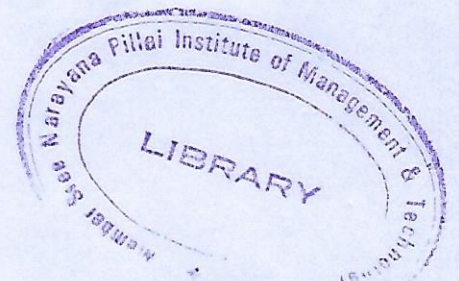
Answer any **two** questions. Each question carries **10** marks.

17. Elaborate on 'Detail Budgeting'.
18. Explain target group of event marketing.
19. Elaborate on sports events.

(2 × 10 = 20 Marks)







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**Ninth Semester Five Year M.B.A. (Integrated)  
Degree Examination, May 2024**

**ELECTIVE : HUMAN RESOURCE MANAGEMENT**

**9H5 : REWARD MANAGEMENT**

Time : 3 Hours .

Max. Marks : 60

**SECTION – A**

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

1. What is a supplementary prize?
2. What do you mean by salary?
3. What is pay structure?
4. What do you mean by incentives?
5. What is welfare legislation?
6. What is a tax planning?
7. What are the Pay commissions?
8. What do you mean by profit sharing?

**(5 × 3 = 15 Marks)**

P.T.O.





### SECTION – B

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

9. Explain the components of wages.
10. Discuss the market theories.
11. What are the bargaining theories?
12. Explain the concept of pay surveys.
13. Discuss in detail about the leadership skills.
14. Explain the types of incentives.
15. Explain in detail about the BPR.
16. Discuss the compensation management.

### SECTION – C

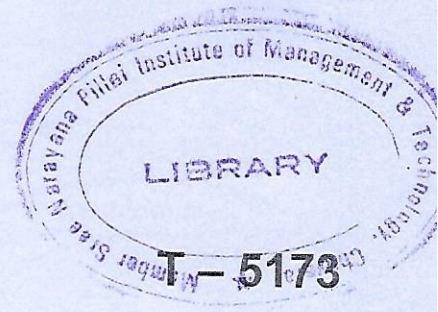
(5 × 5 = 25 Marks)

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

17. Discuss in detail about the nature, methods and importance of job evaluation.
18. Explain the role and importance of reward system in the corporate sector.
19. "Satisfied employees are the power of a successful organization". Justify your views.

(2 × 10 = 20 Marks)





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Reg. No. : .....

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**Ninth Semester 'Five Year M.B.A. (Integrated)'  
Degree Examination, May 2024**

**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 self concept.
2. What is intelligence quotient?
3. Explain child ego state in transaction analysis.
4. What is norming stage in group formation?
5. Explain the concept of authority.
6. What are the components of attitude?
7. Explain spatial intelligence.
8. Explain non verbal communication.

**(5 × 3 = 15 Marks)**

P.T.O.





## PART – B

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

9. Explain the perceptual process.
10. Discuss the importance of different intelligences.
11. Elaborate on the practical applications of Johari window.
12. Explain various conflict resolution strategies.
13. Discuss the elements of organizational culture.
14. "Impression management is critical for personal success". Justify the statement.
15. Explain the group decision making process.
16. Explain the importance of feedback in interpersonal communication.

(5 × 5 = 25 Marks)

## PART – C

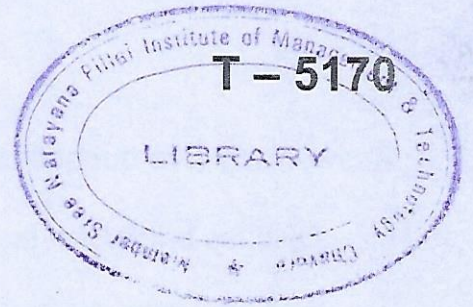
Answer any **two** questions. Each question carries **10** marks.

17. "Maintaining optimal stress in organization is essential for productivity enhancement". Discuss the statement.
18. "Good organizational climate leads to organizational effectiveness". Critically evaluate the statement.
19. Discuss the organizational applications of transaction analysis.

(2 × 10 = 20 Marks)



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**Ninth Semester Five Year M.B.A. (Integrated)  
Degree Examination, May 2024**

**Elective : Finance**

**9F2 : WORKING CAPITAL MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

**PART – A**

Write short notes on **any five** questions. Each question carries **3** marks.

1. Fixed working capital and Variable working Capital.
2. Customer advances.
3. VED analysis.
4. Perpetual Inventory System.
5. Optimum Level of Receivables.
6. Cash Management.
7. Cash inflows.
8. Public deposits.

**(5 × 3 = 15 Marks)**

P.T.O.





## PART – B

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

9. Discuss briefly the sources of long term working capital of a concern.
10. Explain briefly the steps involved in Working Capital Management in a business unit.
11. What is meant by Accounts Receivables Management? State its importance.
12. Write Short notes on
  - (a) Re-order level
  - (b) Economic order Quantity
13. What are the important dimensions of a firm's credit policy?
14. Why cash management is important in a business firm? Discuss.
15. What are Redeemable Preference Shares? State its advantages.
16. Explain briefly operating cycle approach of working capital management.

## PART – C

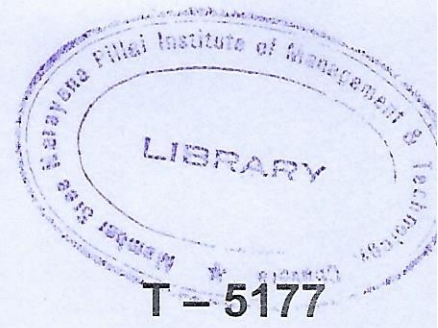
(5 × 5 = 25 Marks)

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

17. "The working capital of a manufacturing business unit depends on different factors". Elucidate.
18. Discuss briefly the models for determining optimum level of cash.
19. Explain the factors influencing the size of accounts receivables in a manufacturing concern.

(2 × 10 = 20 Marks)





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**Ninth Semester Five Year M.B.A. (Integrated)  
Degree Examination, May 2024**

**Elective : International Business**

**915 : INTERNATIONAL MARKETING**

Time : 3 Hours

Max. Marks : 60

**SECTION – A**

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

1. State the four broad types of orientation of a firm towards foreign marketing.
2. List out the factors the international organizations must take into consideration before scanning the environment.
3. Identify the common demographic variables to consider for global marketing purposes.
4. How does a global firm develop its unique market position?
5. List out the steps involved in international pricing procedure.
6. List out some of the major activities involved in international logistics.
7. Explain the kind of sales staff members engaged by global firms.
8. Mention the most important ethical concerns of the international marketing.

**(5 × 3 = 15 Marks)**

P.T.O.





## SECTION – B

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

9. Identify the basic characteristics of international marketing.
10. Identify the legal factors that influence international trade.
11. Discuss the various market entry strategies of a global firm along with its advantages and disadvantages.
12. List out the advantages and disadvantages of product standardization.
13. List out the factors that affect the pricing decisions in the international market.
14. What do you think are the advantages and disadvantages of using an overseas agent?
15. Discuss the promotional tools and strategies used generally in international.
16. Write a note on the emerging trends in the global markets.

## SECTION – C

(5 × 5 = 25 Marks)

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

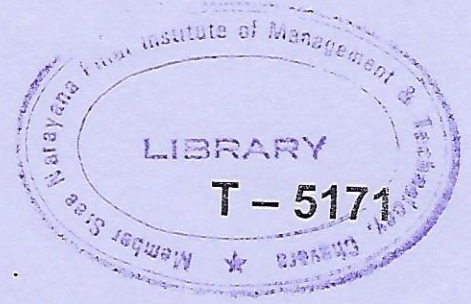
17. Compile the factors that have broadened the capacity of international marketing.
18. Describe the steps involved in the international market selection process.
19. Write a detailed note on the ecological factors that influence international business.

(2 × 10 = 20 Marks)



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**Ninth Semester Five Year M.B.A. (Integrated) Degree Examination,  
May 2024**

**Elective : Finance**

**9 F 3 : FINANCIAL DERIVATIVES**

( ) Time : 3 Hours

Max. Marks : 60

**PART – A**

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

1. What is financial derivative?
2. Differentiate index futures and index options.
3. Explain equity options.
4. Define future.
5. State any three features of derivatives
6. Explain swaptions.
7. State any three features of swap.
8. Describe the significance of derivative securities in the modern economic environment.

**(5 × 3 = 15 Marks)**

P.T.O.





## PART – B

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

9. State the binomial option model and explain its assumptions and limitations.
10. State the characteristics of future contracts.
11. Compare and contrast margin management spread lock strategy and gap management strategy.
12. Explain the role of derivatives markets.
13. Briefly explain various types of future contracts.
14. Differentiate futures and forwards.
15. Discuss asset liability management.
16. Briefly explain hybrid securities with examples.

(5 × 5 = 25 Marks)

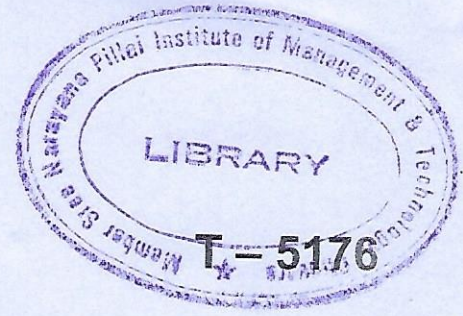
## PART – C

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

17. Describe the risk associated with junk bonds.
18. Elaborate Option pricing principles and trading strategies.
19. Write a detailed note on derivative market.

(2 × 10 = 20 Marks)





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**Ninth Semester Five Year M.B.A. (Integrated)  
Degree Examination, May 2024**

**Elective : International Business**

**9I3 : INTERNATIONAL LOGISTICS MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

**SECTION – A**

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

1. Identify the elements of International Supply chain management.
2. Mention the core activities related to internal transportation.
3. Explain the different types of chartering
4. Identify the bases on which the optimum freight rate is determined
5. List the key documents needed for taking the containers out of the ICD for delivery to the consignees.
6. What is CONCOR? What are its functions?
7. State the significance of Air Transport.
8. Classify the warehousing costs.

**(5 × 3 = 15 Marks)**

P.T.O.





## SECTION – B

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

9. Identify the objectives of Marketing Logistics.
10. Discuss the criteria involved in fixing freight rates.
11. Describe the various types of containers used in the shipping industry.
12. Enumerate the benefits of containerization.
13. Enumerate the specific activities entailed in freight forwarding.
14. Identify the advantages of logistics Inventory Management.
15. List out and explain the major steps involved in inventory management.
16. Classify the functions of Warehousing.

## SECTION – C

(5 × 5 = 25 Marks)

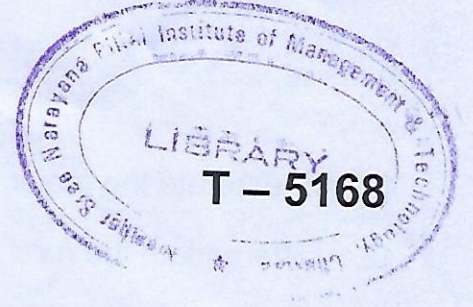
Answer any **two** questions. Each question carries **10** marks.

17. Write a brief note on charter party principles.
18. Summarize the causes of competition among shipping industry.
19. Explain the role of different cost approach in logistics.

(2 × 10 = 20 Marks)



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**Ninth Semester Five Year M.B.A. (Integrated) Degree Examination,  
May 2024**

**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 Markets
2. Rural Marketing
3. Rural Credit Institutions
4. Components of Rural Markets
5. Rural Promotional Strategy
6. Media Typology
7. PPP
8. Market Research

**(5 × 3 = 15 Marks)**

**PART – B**

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

9. Discuss the nature of Indian Agro-chemical Market.
10. Elaborate the term 'Rural Marketing Mix'.

P.T.O.





11. Enumerate the major challenges in Rural Communication.
12. Differentiate the rural and urban markets.
13. Discuss about the influence of consumer behavior on communication.
14. Explain the importance of Two-Step flow of Communication.
15. Outline about the nature of Target Audience in rural markets.
16. Write a detailed note on the future of Indian Rural Marketing strategies.

(5 × 5 = 25 Marks)

#### PART – C

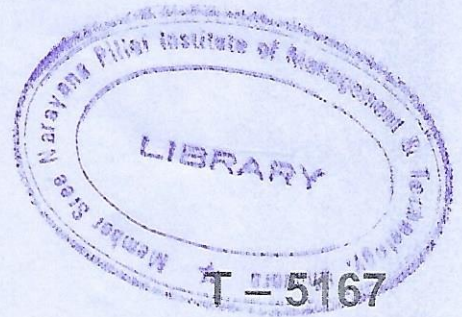
Answer **any two** questions. **Each** question carries **10** marks.

17. Explain the role of Government and NGOs in rural marketing.
18. Discuss the rural promotion strategies in detail.
19. Enumerate the role of consumer finance in rural marketing.

(2 × 10 = 20 Marks)







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**Ninth Semester Five Year M.B.A. (Integrated) Degree Examination,  
May 2024**

**ELECTIVE : MARKETING**

**9M1 : SERVICES MARKETING**

Time : 3 Hours

Max. Marks : 60

**PART – A**

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

1. Define Services with an example.
2. What is 'Heterogeneity' in service marketing?
3. Explain Service Strategy.
4. Explain service distribution through intermediaries.
5. State the significance of service blue printing.
6. Positioning strategies - explain.
7. Explain customer retention strategy in service marketing.
8. How customers respond to Service Failure?

**(5 × 3 = 15 Marks)**

P.T.O.





## PART – B

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

9. Explain service classification based on business orientation of service provider.
10. What is service marketing triangle?
11. Discuss communication strategies for services.
12. Identify Failure Gaps in Service Quality.
13. Explain the impact of information technology in service delivery.
14. How important is it to understanding consumer behavior in the marketing of services?
15. What are the steps for choosing target market segmentation?
16. Write a note on relationship marketing.

(5 × 5 = 25 Marks)

## PART – C

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

17. Elaborate the element of marketing communication mix - 'Advertising'.
18. Classify services market segmentation.
19. Write a detail note on 'Marketing of Banking Services'.

(2 × 10 = 20 Marks)