



(Pages : 4)

T – 5263

Reg. No. :

Name :

Seventh Semester Five Year MBA (Integrated)
Degree Examination, May 2024

DDCM : 701 FOREIGN LANGUAGE – FRENCH
(2015 Scheme)

Time : 3 Hours

Max. Marks : 60

PART – A

Answer the following questions **one** sentences.

1. Quel âge avez-vous?
2. Votre professeur, comment s'appelle-t-il /elle?
3. Qu'est-ce que vous faites le week end?
4. Est-ce que vous visitez Paris?
5. Vous parlez français?
6. Nommez deux mois en français.
7. Votre ami/amie, où habite-t-il/elle?
8. Quel acteur aimez-vous?
9. Est-ce que votre père travaille?
10. Quel jour de la semaine aimez-vous?

(10 × 1 = 10 Marks)

P.T.O.

PART – B

Answer any **five** questions.

11. Écrivez les nombres:

(a) 43

(b) 29

12. Complétez avec un, une, le, la, les, l'

(a) Peter est anglais. C'est _____ étudiant.

(b) C'est _____ ami de Marie.

13. Complétez avec du, de la, de l', des:

(a) Le café _____ place du Terre.

(b) L'appartement _____ amis.

14. Mettez au négatif:

(a) Je parle italien

(b) Il a une maison.

15. Mettez au singulier:

(a) des histoires intéressantes.

(b) les jolis noms

16. Complétez avec connaître, savoir:

(a) Je _____ anglais.

(b) Nous ne _____ pas la France.

17. Complétez avec le pronom sujet (tu ou vous):

(a) _____ allez à Delhi?

(b) _____ comprends hindi?



18. Utilisez aujourd'hui, hier:

- (a) _____, je vais au restaurant.
(b) _____, il a visité sa famille.

19. Complétez avec les démonstratifs:

- (a) _____ immeuble, c'est le magasin FNOC. (ce, cet)
(b) _____ église, c'est Saint —Thérèse (Ce, cette).

20. Utilisez la bonne conjugaison:

- (a) Nous _____ (se lever) à 7 heures.
(b) 19 heures, on _____ (prendre) le dîner.

(5 × 2 = 10 Marks)

PART – C

Answer any **five** questions.

21. Reliez:

- | | | |
|----------------------|---|----------------------|
| (a) Elle est belle | - | Elle est grande |
| (b) Il est grand | - | Une nouvelle voiture |
| (c) Un nouveau livre | - | Un mauvais café |
| (d) Un bon café | - | Il est beau |

22. Écrivez quatre activités au collège /à l' université..

23. Nommez quatre villes en France.

24. Complétez avec le verbe avoir au présent:

- (a) j' _____ une voiture.
(b) Vous _____ un smartphone?
(c) Ils _____ des tickets de métro.
(d) Tu _____ son numéro de téléphone?

25. Complétez:

(a) J'aime _____.

(b) Je voudrais _____.

(c) Je parle _____.

(d) Je fais _____.

26. Choisissez:

(a) En hiver, _____ (Il neige, il fait chaud)

(b) En été, _____ (Il fait chaud, il pleut)

(c) Au printemps, _____ (Il neige, il fait beau)

(d) En automne, _____ (Il fait chaud, il pleut)

27. Que mangez-vous pour le déjeuner? Nommez **quatre** choses.

28. Écrivez **quatre** phrases pour présenter Un artiste célèbre.

(5 × 4 = 20 Marks)

PART – D

Answer any **two** questions.

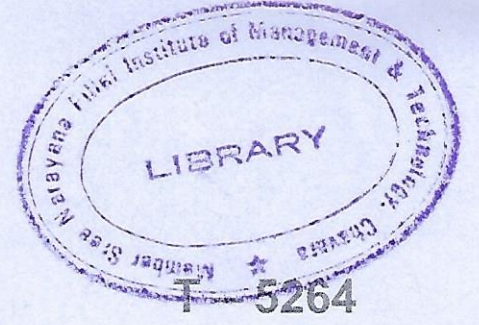
29. Parlez de votre pays.

30. Quelle fête aimez-vous ? Comment célébrez-vous cette fête?

31. Décrivez Un voyage avec votre famille.

32. Vous rencontrez un Français dans votre ville. Imaginez le dialogue.

(2 × 10 = 20 Marks)



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Reg. No. :

Name :

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

DDCM 702 – CREATIVITY AND INNOVATION

(2015 Scheme)

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Explain Mind Mapping.
2. Define innovation.
3. Write a note on process Creativity.
4. What is meant by convergent thinking?
5. Discuss about the thinking styles.
6. Explain any two methods of enhancing creative climate in an organisation.
7. Discuss various types of creativity.
8. Explain Attribute changing.

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Discuss the significance of creativity.
10. Explain the individual techniques of creativity.
11. Distinguish between the Delphi method and Brainstorming.
12. Discuss the different techniques of creative problem solving.
13. Explain the service Creativity.
14. Discuss the process of innovation.
15. Explain in detail, the different sources of idea generation.
16. Write a short note on strategic creativity.

(5 × 5 = 25 Marks)

PART – C

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

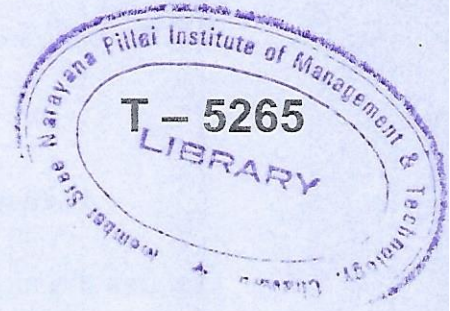
17. Explain the role of innovation in current scenario.
18. Illustrate a suitable example of the group techniques of creativity.
19. Product creativity is the competitive edge for many organizations. Explain.

(2 × 10 = 20 Marks)

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Reg. No. :

Name :



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

DDCM 703 BUSINESS ETHICS AND CORPORATE GOVERNANCE

(2015 Scheme)

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Explain the objectives and nature of Ethics.
2. What is significance of ethical leadership?
3. Write a note on ethics in recruitment and selection.
4. What is a social audit?
5. Define corporate governance.
6. Explain the duties of Corporate Board.
7. Comment on Ethical Audit.
8. What are the important issues of corporate governance?

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Discuss the significance of Business Ethics.
10. Elucidate whistle blowing in the current Scenario.
11. "Marketing ethics can be best understood in the light of its all marketing mix-product, price, place, promotion and people". Explain any two important issues in Marketing Ethics?
12. What are the major areas in which a firm should be socially responsible?
13. Explain the Carroll's Model of social Responsibility in dealing with ethical issues of HRM.
14. Write an essay on how to achieve good corporate governance.
15. Discuss the ethical guidelines to help HR professionals in dealing with ethical issues of HRM.
16. Explain in detail the factors causing un-ethical behavior in organizations.

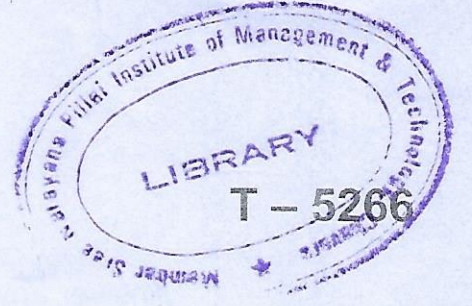
(5 × 5 = 25 Marks)

PART – C

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

17. Throw light on Ethical advertising and ethical issues in promotional strategies.
18. Comment on some socially responsible Indian companies and their activities.
19. "Ethical dilemmas are more complex in nature than ethical issues". Comment.

(2 × 10 = 20 Marks)



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Reg. No. :

Name :

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

DDCM 704 - MICRO FINANCE: PERSPECTIVES AND OPERATIONS

(2015 Scheme)

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. State the concept of MFIs.
2. List out any four micro finance services.
3. Write a note on NABARD.
4. Define financial statements.
5. What are the informal sources of financing in India?
6. Who are the beneficiaries of financial inclusion?
7. Write a note on Grameen Banking Model.
8. State any four advantages of SHG.

(5 × 13 = 15 Marks)

P.T.O.



PART – B

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

9. Explain the role of micro finance in the economic growth and transformation of a country.
10. Distinguish between MFI and Informal Institutions.
11. Explain the role of micro- credit in poverty eradication.
12. Discuss briefly any two creative micro finance models.
13. Write a note on SHG-Bank linkage programme.
14. Explain the need and importance of risk management in MFIS.
15. Explain briefly the methodology for Micro-finance delivery.
16. Examine briefly the components of Financial Statements.

(5 × 5 = 25 Marks)

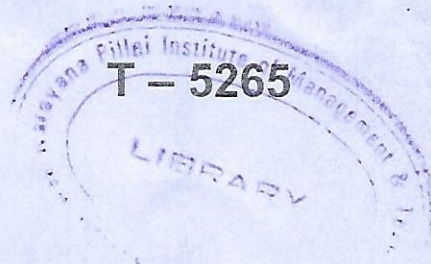
PART – C

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

17. Explain in detail the major lessons learned from the International experience with micro finance.
18. Write an essay on Impact assessment and Social assessment of MFIs.
19. What are the constraints in mainstreaming of Micro Finance Institutions? Discuss.

(2 × 10 = 20 Marks)

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Reg. No. :

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

**DDCM 703 BUSINESS ETHICS AND CORPORATE GOVERNANCE
(2015 Scheme)**

Time : 3 Hours

Max. Marks : 60

PART – A

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

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7. Comment on Ethical Audit.
8. What are the important issues of corporate governance?

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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10. Elucidate whistle blowing in the current Scenario.
11. "Marketing ethics can be best understood in the light of its all marketing mix-product, price, place, promotion and people". Explain any two important issues in Marketing Ethics?
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16. Explain in detail the factors causing un-ethical behavior in organizations.

(5 × 5 = 25 Marks)

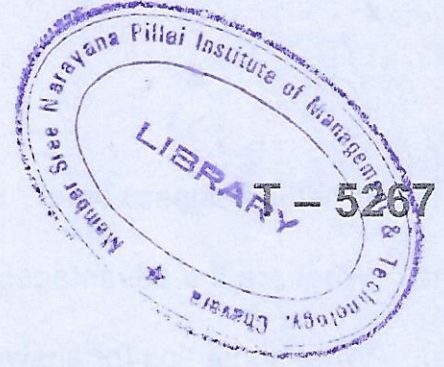
PART – C

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

17. Throw light on Ethical advertising and ethical issues in promotional strategies.
18. Comment on some socially responsible Indian companies and their activities.
19. "Ethical dilemmas are more complex in nature than ethical issues". Comment.

(2 × 10 = 20 Marks)

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Reg. No. :

Name :

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

DDCM 705 EFFECTIVE COMMUNICATION SKILLS

(2015 Scheme)

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What is Listening Skills?
2. What is Academic Listening?
3. Explain the Importance of Telephone manners?
4. Explain Teleconference and its types
5. What is Email Writing and its types?
6. What is Case writing and types of case studies
7. What is Soft Skills and how it works?
8. What do employers evaluate in a behavioral interview?

(5 × 3 = 15 Marks)

PART – B

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

9. What is reflective thinking and how to develop it?
10. What is job application, how to apply for a job?

P.T.O.



11. What is business letter? Explain the parts in business letter.
12. What are the advantages and disadvantages of SMS?
13. Write some tips for answering and handling calls professionally.
14. Write the tips to improve telephone communication skills.
15. What is the purpose of listening?
16. How do you listen to a Presentation?

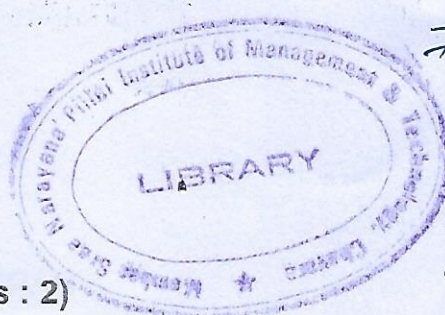
(5 × 5 = 25 Marks)

PART – C

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

17. Explain the elements of telephone etiquette.
18. Explain different types of listening.
19. Explain process and product documentation.

(2 × 10 = 20 Marks)



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(Pages : 2)

T - 5268

Reg. No. :

Name :

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

DDCM 706 - MANAGEMENT OF CO-OPERATIVES

(2015 Scheme)

Time : 3 Hours

Max. Marks : 60

PART - A

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

1. What is meant by Management?
2. Distinguish between Chain of command and unity of direction.
3. What is meant by planning premises?
4. Define leadership.
5. What is meant by the principle of autonomy in co-operatives?
6. What is meant by Business Development Plan?
7. What are the features of planning function?
8. Mention the qualities required for a leader.

(5 × 3 = 15 Marks)

P.T.O.



PART – B

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

9. Explain briefly the process of management.
10. Discuss briefly the different types of planning.
11. Explain the modern theory of organization.
12. Explain briefly the managerial skills required for cooperative organizations.
13. Discuss briefly steps involved in the process of planning of cooperatives.
14. Write a note on any two leadership styles followed in cooperatives.
15. Discuss briefly the managerial roles in cooperatives.
16. Examine briefly the nature of management leadership.

(5 × 5 = 25 Marks)

PART – C

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

17. Explain in detail the important Principles of Co-operative Management.
18. Discuss the problems of cooperative organisations in India.
19. Write an essay on Primary Agriculture Credit Societies in India.

(2 × 10 = 20 Marks)