Reg. No. : ....

Name : ....

Ninth Semester Five Year M.B.A. (integrated) Degree Examination, May 2025

DDCM 901 EVENTS MANAGEMENT

(2015 Scheme)

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer any **five** questions, **Each** question carries 3 mark.

1. What are the objectives of events?

2. How to classify events?

3. Discuss characteristics of the best events

4. Describe importance of events

5. What are the steps in planning successful events?

6. How to choosing the event sites?

7. What are the practices followed in event planning?

8. Explain political implications of events

(5 × 3 = 15 Marks)

SECTION – B

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

9. Write a note on planning tools

10. What is detail budgeting for event?

11. Write a note on event sponsorship

12. Explain the process of event marketing

13. Explain the permission and procedures for conducting an event

14. Illustrate Meetings, Incentives, Conventions and Exhibitions (MICE)

15. Describe event staffing

16. Explain event evaluation procedures

(5 × 5 = 25 Marks)

SECTION – C

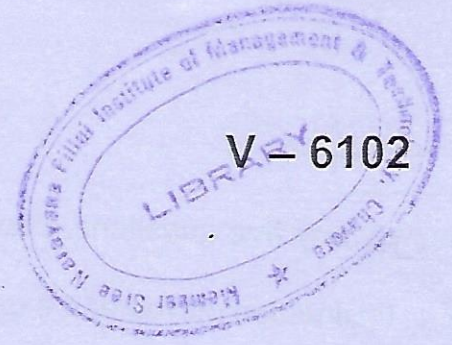Answer any **two** questions. **Each** question carries **10** marks.

17. What are the key factors to be considered while preparing the event budget?

18. Elaborate on 'Marketing Equipment's and Tools' in event management.

19. Illustrate 'Managing Event Teams'.

(2 × 10 = 20 Marks)

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V – 6097

Reg. No. : ....

Name : ....

Ninth Semester Five Year M.B.A. (Integrated) Degree Examination, May 2025

Elective – Finance

9F3 – FINANCIAL DERIVATIVES

(2015 Scheme)

Time : 3 Hours   Max. Marks : 60

PART – A

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

1. Define financial derivatives and provide two examples.

2. Explain the concept of a futures contract.

3. What is the difference between a European and an American option?

4. Define commodity derivatives and give two examples.

5. What are the primary purposes of derivative markets?

6. Explain the concept of arbitrage in the context of derivatives.

7. Describe the main components of a swap contract.

8. What is an index future?

                                                            (5 × 3 = 15 Marks)

PART – B

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

9. Define derivatives and explain their role in financial markets.

10. Discuss the concept of risk management and its approaches.

11. Differentiate between risk retention and risk transfer.

12. Explain the microstructure of derivative markets in India.

13. Classify derivative contracts based on their characteristics.

14. Define forward contracts and highlight their features.

15. Explain the concept of hedging in the context of derivatives.

16. Describe the concept of net cash settlement in futures contracts.

(5 × 5 = 25 Marks)

PART – C

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

17. Discuss the significance of derivatives markets in modern finance and their impact on risk management strategies.

18. Explain the role of options in investment strategies, considering different market outlooks and option positions.

19. Analyze the factors influencing option pricing and the concept of option boundaries.

(2 × 10 = 20 Marks)
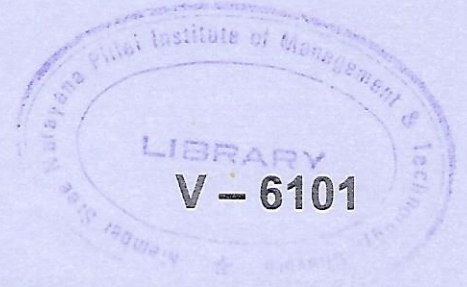
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Reg. No. : ....

Name : ....

Ninth Semester Five Year M.B.A. (integrated) Degree Examination, May 2025

Elective : Finance

9F2 : WORKING CAPITAL MANAGEMENT

(2015 Scheme)

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. Gross working capital and Net working Capital.

2. Trade Credit.

3. ABC analysis.

4. Reorder order Quantity.

5. Receivables Management.

6. Cash Budget.

7. Lockbox System.

8. Working Capital Cycle.

(5 × 3 = 15 Marks)

PART – B

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

9. Discuss briefly the sources of short term working capital in a concern.

10. What are the problems associated with redundant working capital?

11. Discuss briefly different levels of inventory in Inventory Management.

12. Write Short notes on
    (a) Credit and collection Policy
    (b) Management of payables

13. State the important objectives of cash management.

14. State and explain the advantages of Cash Budgeting.

15. What is meant by Ploughing back of profits? State its merits.

16. What are the advantages of Concentration Banking? Discuss.
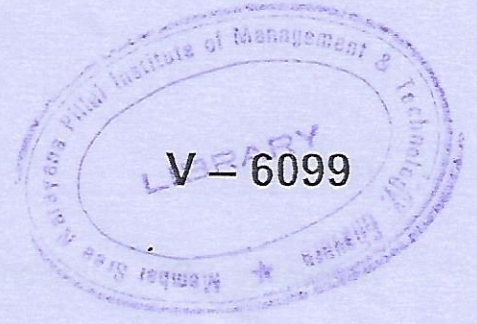
(**5 × 5 = 25 Marks**)

PART – C

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

17. Define inventory Management. Explain in detail the tools and techniques of inventory management.

18. Discuss briefly the different tools for management of Accounts receivables.

19. Explain the factors affecting working capital requirements of a concern.

(**2 × 10 = 20 Marks**)

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V – 6101

(Pages : 2)

Reg. No. : ....

Name : ....

Ninth Semester Five Year M.B.A. (Integrated) Degree Examination, May 2025

Elective : Marketing

9M3 – RURAL MARKETING

(2015 Scheme)

Time : 3 Hours

Max. Marks : 60

PART – A

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

1.   List inputs of agricultural marketing.

2.   What is the scope of rural marketing?

3.   What are the components of rural markets?

4.   List rural products promotions.

5.   What are the effects of media typology?

6.   What is the mass media in rural areas?

7.   What is E-Rural Marketing?

8.   Who are the consumers of the rural market?

(5 × 3 = 15 Marks)

PART – B

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

9.   What are the classifications of markets for agricultural products?

10. Differentiate between rural and urban markets.

11. What are the challenges of rural retail?

12. Explain Rural Product Strategies.

13. What are the challenges in rural communication?

14. Explain two-step flow of communication model.

15. Illuminate role of Non-Conventional Media in rural marketing.

16. Future of rural marketing – Discuss.

$(5 \times 5 = 25$ Marks)

PART – C

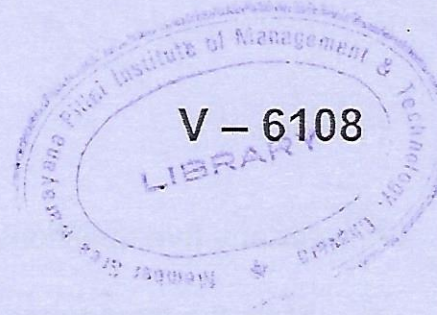Answer any **two** questions, Each question carries **10** marks.

17. Discuss the opportunities in agricultural marketing.

18. Explain the important of brand management in rural marketing.

19. What is the role of Government and NGOs in Rural Marketing?

$(2 \times 10 = 20$ Marks)

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Reg. No. : ....

Name : ....

Ninth Semester Five Year M.B.A. (Integrated) Degree Examination, May 2025

Elective : International Business

915 : INTERNATIONAL MARKETING

(2015 Scheme)

Time : 3 Hours

Max. Marks : 60

SECTION – A

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

1. Piggyback

2. Market skimming

3. Franchising

4. Marketing mix

5. Transfer pricing

6. E- marketing

7. Absolute advantage

8. Market distortion

(5 × 3 = 15 Marks)

P.T.O.

SECTION – B

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

9. State the Importance of International marketing.

10. What is international marketing information system? Explain.

11. Describe the Factors influencing international market decisions.

12. Differentiate product standardization and adaptation.

13. How the price of the product is affected in international markets? Explain.

14. Explain the role of overseas agents in international markets.

15. Describe the various promotional strategies used in international marketing.

16. Discuss about the international marketing ethics.
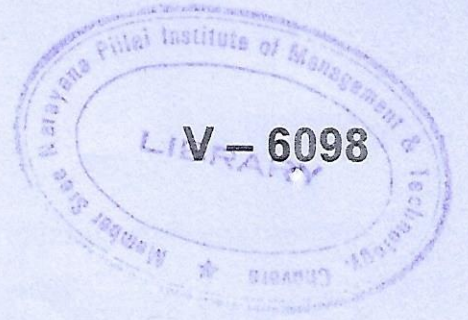
(5 × 5 = 25 Marks)

SECTION – C

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

17. Describe about the EPRG framework.

18. Explain the path to Product life cycle.

19. Write a detailed note on process of selecting International market.

(2 × 10 = 20 Marks)

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V – 6098

Reg. No. : ....

Name : ....

Ninth Semester Five Year M.B.A. (integrated) Degree Examination, May 2025

Elective : Marketing

9M1 SERVICES MARKETING

(2015 Scheme)

Time : 3 Hours

Max. Marks : 60

SECTION – A

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

1. What do you mean by Service marketing?

2. What is 'Perishability' in service marketing?

3. List marketing challenges in service business

4. Explain functions of service intermediaries

5. What do you mean by service blueprinting?

6. Write steps in development of a new service.

7. Describe customer retention strategy in service marketing.

8. Explain customers reaction to service failures experience

(5 × 3 = 15 Marks)

SECTION – B

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

9. Explain service classification based on skills and expertise required

10. What is zone of tolerance?

11. Discuss communication issues in service marketing

12. Discuss the Gap's model of service quality

13. State the impact of technology in delivering services

14. Explain important to understanding consumer behavior in the marketing of services

15. Why is it important to measure and monitor customer satisfaction and service quality?

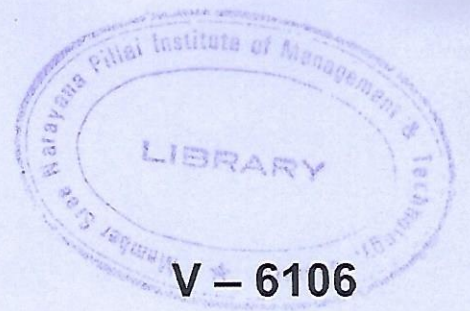16. Outline relationship Marketing

(5 × 5 = 25 Marks)

SECTION – C

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

17. Summarise 'Marketing communication mix'

18. What are the bases for services markets segmentation?

19. Write a detail note on 'Tourism'

(2 × 10 = 20 Marks)

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Reg. No. : ....

Name : ....

Ninth Semester Five Year M.B.A. (Integrated) Degree Examination, May 2025

Elective : Human Resource Management

9H5 : REWARD MANAGEMENT

(2015 Scheme)

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. What is a reward?

2. What do you mean by wage?

3. What is pension plans?

4. What do you mean by bonus?

5. What is VRS?

6. What is downsizing?

7. What is job evaluation?

8. What do you mean by gain sharing?

(5 × 3 = 15 Marks)

P.T.O.

PART – B

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

9.   Explain the fair wages and living wages.

10. Discuss the human capital theories.

11. What are the behavioral theories?

12. Explain the concept of computer aided job evaluation.

13. Discuss in detail about the internal and external equity.

14. Explain the types of allowances.

15. Explain in detail about the wage policy in India.

16. Discuss the statutory wage fixation.

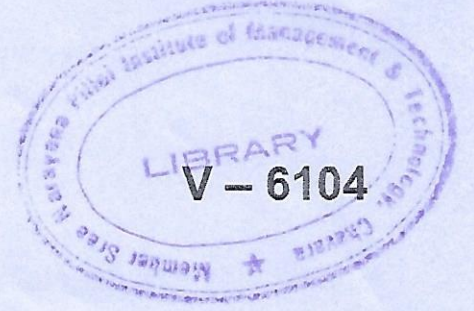**(5 × 5 = 25 Marks)**

PART – C

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

17. Discuss in detail about the future trends and emerging issues in compensation management.

18. Explain the role and importance of reward system in the corporate sector.

19. "Satisfied employees are the strength of a successful organization". Justify your views.

(2 × 10 = 20 Marks)

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Reg. No. : ....

Name : ....

Ninth Semester Five Year M.B.A. (Integrated) Degree Examination, May 2025

Elective : Human Resource Management

9 H 1 – ORGANISATIONAL DYNAMICS

(2015 Scheme)

Time : 3 Hours

Max. Marks : 60

PART – A

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

1. "People's responses are always based on their perceptions" Explain the statement.

2. Explain Emotional quotient.

3. Human behaviour is complex. Do you agree? Justify your answer.

4. Discuss the characteristics of intelligence.

5. State the components of attitude.

6. Explain Stroking.

7. Analyse how Organisational culture influences the employee behaviour in the workplace.

8. Mention any three causes of politics in organisation.

(5 × 3 = 15 Marks)

P.T.O.

PART – B

Answer any five questions. Each question carries 5 marks.

9. Discuss the process of perception.

10. "Interpersonal behaviour is poor due to lack of self-awareness". How does Johari Window help in improving awareness of self?

11. Briefly discuss any few theories of group formation.

12. State factors influencing group cohesiveness.

13. Elaborate how emotional intelligence affect organisation and what are emotional skills required.

14. Explain various sources of power.

15. Suggest techniques for improving organisational climate.

16. Explain Transactional analysis. How does it help in understanding human behaviour?

(5 × 5 = 25 Marks)

PART – C

Answer any two questions. Each question carries 10 marks.

17. Define Attitude. Suggest few ways to develop positive attitude among employees in an organisation.

18. Give a brief note on the concepts involve in transactional analysis.

19. Explain the role of group and team in organisation.

(2 × 10 = 20 Marks)

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