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Reg. No. : .....

Name : .....

**Tenth Semester Five year M.B.A. (Integrated) Degree Examination,  
October 2025**

**DDCM 1001 – PUBLIC RELATIONS MANAGEMENT  
(2015 Scheme)**

Time : 3 Hours

Max. Marks : 60

**PART – A**

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

1. Describe the key distinctions between Public Relations (PR), Propaganda, Advertising, and Publicity.
2. Briefly explain the role of Marketing PR as a Management Function and its interface with other Managerial disciplines.
3. Briefly outline one primary objective of employee relations in the context of public relations.
4. How does effective internal communication contribute to building a strong organizational culture?
5. How do production techniques differ in the creation of Corporate Brochures and Corporate Films in the realm of external communication?
6. Differentiate between a Press Release and a Press Communiqué.
7. What is the primary role of Public Relations (PR) in national and international issues concerning humankind?
8. How does PR contribute to generating social awareness about societal issues?

**(5 × 3 = 15 Marks)**

P.T.O.



PART – B

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

9. Explain the concept of Marketing PR and its significance as a management function.
10. How does effective public relations contribute to anticipating and handling crises or disasters?
11. Explain the importance of accurately defining and categorizing publics in the context of external communication in public relations.
12. Identify and briefly describe two different types of publics with which PR professionals commonly interact.
13. Discuss the key elements involved in planning and executing successful advocacy campaigns as part of external communication.
14. Describe the key elements of effective Rejoinder Writing. Provide a scenario where a Rejoinder might be necessary.
15. How does the training of PR professionals contribute to their effectiveness?
16. Examine the influence of personality, presentation style, and technique in the effectiveness of a Public Relations professional.

PART – C

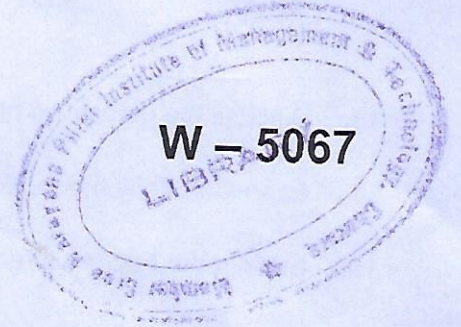
(5 × 5 = 25 Marks)

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

17. Explore the role of PR in a democratic context, emphasizing its contributions to informed citizenry, public discourse, and government accountability.
18. Elaborate on the importance of a code of ethics in the practice of public relations and how adherence to professional standards contributes to the field's overall professionalism.
19. Explore the detailed process of planning and organizing special events in public relations. Provide insights into the considerations, challenges, and benefits associated with executing successful special events.

(2 × 10 = 20 Marks)

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**Tenth Semester Five Year M.B.A. (Integrated) Degree Examination,  
October 2025**

**Elective : International Business**

**1013 — FOREIGN EXCHANGE MANAGEMENT**

**(2015 Scheme)**

Time : 3 Hours

Max. Marks : 60

**PART – A**

Write short notes on any **five** of the following. Each question carries **3** marks.

1. Forex Money Market.
2. Risk Management.
3. Inter Bank Transactions.
4. Currency Swaps
5. Forward Contracts
6. Foreign Portfolio Investment.
7. Letter of Credit.
8. Hedging.

**PART – B**

**(5 × 3 = 15 Marks)**

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

9. Define Foreign Exchange Management. Discuss its objectives.
10. Explain the terms :
  - (a) Authorized dealers and
  - (b) Money changers.
11. Examine the impact of interest rates on foreign Trade and Investment flows.
12. Explain the key elements in the calculation of exchange rates for future contracts.

P.T.O.



13. Discuss the objectives of FEMA Act.
14. Examine briefly the modes of payment of imports.
15. Explain the Factors affecting international investments.
16. Write short notes on :
  - (a) Currency swaps and
  - (b) Currency payments

(5 × 5 = 25 Marks)

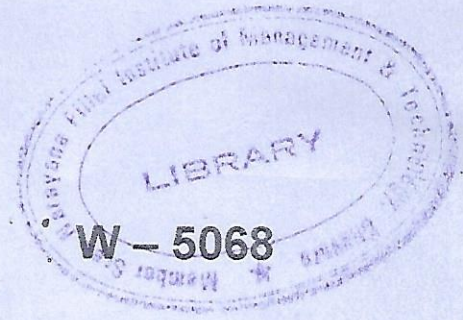
### PART – C

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

17. Write an explanatory note on the latest foreign exchange policy of our Country.
18. "There is significant impact of foreign exchange on trade and investment in a country". Do you agree? Elucidate.
19. What are the different foreign exchange loans for exporters in foreign trade? Discuss.

(2 × 10 = 20 Marks)





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**Tenth Semester Five Year M.B.A. (Integrated) Degree Examination,  
October 2025**

**Elective – Marketing**

**10 M 1 : INTEGRATED MARKETING COMMUNICATION**

**(2015 Admission)**

Time : 3 Hours

Max. Marks : 60

**SECTION – A**

Answer any five questions. Each question carries 3 marks.

1. What is brand positioning?
2. What is the DAGMAR approach?
3. What is meant by World Wide Web communications?
4. What are In House agencies?
5. What is the communication response hierarchy?
6. What is Marketing Communication?
7. What is the role of celebrity endorsement?
8. What is advertising agency?

**(5 × 3 = 15 Marks)**

**P.T.O.**

SECTION – B

Answer any five questions. Each question carries 5 marks.

9. Examine the role of budgeting as a tool for marketing communication.
10. "Integrated marketing communication is important for the marketers in different ways" - do you agree with this statement? Elucidate.
11. Differentiate between the legal and ethical aspects of advertising.
12. Examine IMC as an integral part of marketing.
13. What are the major promotion tools applied for direct marketing? Explain.
14. How online marketing is different from offline marketing?
15. What is transit advertising? What are its uses for an organization?
16. How virtual community influences IMC? Explain with an example.

(5 × 5 = 25 Marks)

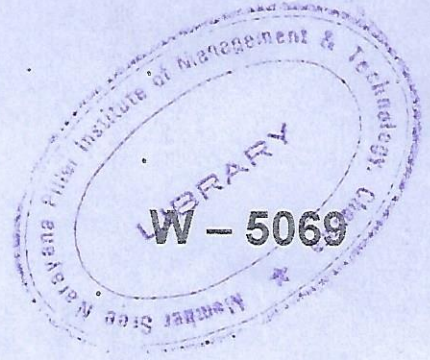
SECTION – C

Answer any two questions. Each question carries 10 Marks

17. "Advertising appeal refers to a persuasive strategy that stimulates a customer's desire to buy a product or service" - Explain the type of appeals which is significant in advertising?
18. Explain in detail the process of integrated marketing communication.
19. Explore the possibility of using strategies for combining advertisements and promotional tools for IMC.

(2 × 10 = 20 Marks)

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**Tenth Semester Five Year M.B.A. (Integrated) Degree Examination,  
October 2025**

**Elective : FINANCE**

**10F2 Management Control Systems**

**(2015 Scheme)**

Time : 3 Hours

Max. Marks : 60

**SECTION – A**

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

1. What is meant by corporate vision?
2. What are expense centers?
3. What is capital budgeting?
4. What is the use of strategic planning?
5. What is management audit?
6. What is total cost management?
7. What is the function of a controller?
8. What is operational control?

(5 × 3 = 15 Marks)

**SECTION – B**

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

9. Elucidate the Cybernetic paradigm of Grissinger.
10. What are the approaches to budgeting?

P.T.O.

11. Differentiate between Investment Centre and Cost Centre.
12. How ratio analysis is conducted as a tool to measure management performance? Explain with an illustrative example.
13. How a long range plan can be made by converting corporate vision? Examine.
14. What are the financial performance measures of control systems? Explain.
15. How internal audit is different from cost audit?
16. What is transfer pricing? What are methods of transfer pricing?

(5 × 5 = 25 Marks)

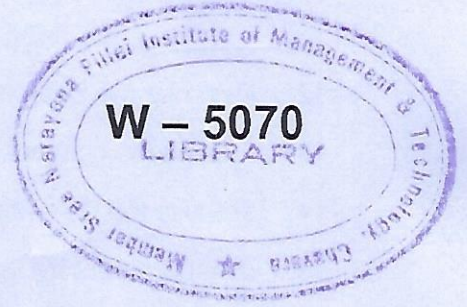
SECTION – C

Answer any two questions. Each question carries 10 marks.

17. What is management control system? Explain in detail the management control systems in:
  - (a) Service sector
  - (b) Manufacturing sector.
18. MS Company Ltd. is a leading manufacturer of a certain consumer durable product. The company has two divisions - Engineering and Assembly. The output of the engineering division is transferred to the assembly division for further processing and assembling before being sold to the customer as complete product. Verification of the company's records reveals that the variable cost per unit of the product for engineering and assembly are Rs. 250 and Rs. 300 respectively. The fixed cost of engineering division is Rs. 15,000 and that of the assembly division is Rs. 10,000. The product variable cost per unit of engineering division is Rs. 400, and the total output is 100 units which are sold to customer on completion @ Rs. 2000 per unit. If the engineering division decides to charge its transfers to assembly division at cost plus 150%, what will be ABC's overall profit and the profits of its two divisions?
19. What is the relevance of audit system as a control tool in organizations? Explain in detail the benefits of each type of audit performed as a control tool.

(2 × 10 = 20 Marks)

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**Tenth Semester Five Year M.B.A. (Integrated) Degree  
Examination, October 2025**

**ELECTIVE: HUMAN RESOURCE MANAGEMENT**

**10H1 Human Resource Planning**

**(2015 Scheme)**

Time : 3 Hours

Max. Marks : 60

**PART – A**

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

1. Discuss briefly the concept of Human Resource Planning.
2. What is Career Planning? How does it help in one's career?
3. Explain briefly Human Resource Inventory.
4. Distinguish between the concepts of Recruitment and Selection.
5. Briefly explain the term Resume and also its features.
6. Discuss briefly Psychological Tests and also their major features.
7. Enumerate the different types of Interviews.
8. What is meant by Socialization? What is its purpose?

**(5 × 3 = 15 Marks)**

**PART – B**

Write short essays on any **five** questions. Each question carries **5** marks:

9. Discuss the Human Resource Planning (HRP) Process.
10. Write a note on Absenteeism and Labour Turnover.
11. Discuss the concept of Career Anchors.

P.T.O.



12. Describe the Sources of Recruitment.
13. Explain the concept of Weighted Application Blank (WAB).
14. Discuss the Do's and Don'ts of Selection Interviews.
15. What is meant by Contract of Employment? Discuss its purpose.
16. Explain the relevance and significance of HR Outsourcing.

**(5 × 5 = 25 Marks)**

**PART – C**

Write short essays on any **two** question. Each question carries **10** marks:

17. Explain the different approaches to Human Resource Planning.
18. Discuss the concepts: (a) Job Evaluation, (b) Job Description, and (c) Job Specification.
19. Discuss the different Tests used as part of the Selection process.

**(2 × 10 = 20 Marks)**

