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| QP Code: <b>D 123511</b>   |   | Total Pages: <b>1</b> | Name:        |
|  |   |                       | Register No. |
| <b>SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025</b>                  |   |                       |              |
| <b>B.Com/B.Com Professional</b>  |   |                       |              |
| COM2FM106 (2) / COP2FM106 (2)- Event Management                                  |   |                       |              |
| 2024 Admission onwards   |   |                       |              |
| Maximum Time :1.5 Hours  |   | Maximum Marks :50     |              |
| <b>Section A</b>   |   |                       |              |
| All Questions can be answered. Each Question carries 2 marks(Ceiling : 16 Marks) |   |                       |              |
| 1  | What are the different types of events?                                     |                       |              |
| 2  | What are the essential qualities required for an event manager?             |                       |              |
| 3  | What is the importance of the Five Cs of event management                   |                       |              |
| 4  | What factors should be considered when choosing an event site?              |                       |              |
| 5  | How does market research help in developing an event concept?               |                       |              |
| 6  | Discuss the role of budgeting   |                       |              |
| 7  | How does environmental management impact event execution?                   |                       |              |
| 8  | What is the significance of event evaluation ?                              |                       |              |
| 9  | What are the qualitative methods of event evaluation?                       |                       |              |
| 10   | What are the key considerations in event divestment?                        |                       |              |
| <b>Section B</b>   |   |                       |              |
| All Questions can be answered. Each Question carries 6 marks(Ceiling : 24 Marks) |   |                       |              |
| 11   | Define an event. What are the key elements that make an event successful?   |                       |              |
| 12   | Explain the role of creativity in event concept development.                |                       |              |
| 13   | Discuss the role of cultural and social influences in theme development.    |                       |              |
| 14   | Explain the importance of menu planning and service style in event catering |                       |              |
| 15   | What are the challenges faced during the event close-down phase?            |                       |              |
| <b>Section C</b>   |   |                       |              |
| Answer any ONE.Each Question carries 10 marks(1x10=10 Marks)                     |   |                       |              |
| 16   | Discuss the process of analyzing an event concept with relevant examples.   |                       |              |
| 17   | Explain the challenges faced during event rehearsals and their solutions.   |                       |              |

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| QP Code: D 123626  | Total Pages: 2 | Name:             |
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| <b>SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025</b>  |                |                   |
| <b>COMMERCE AND MANAGEMENT</b>   |                |                   |
| <b>ENG2FA103(3): ADVANCED ENGLISH LANGUAGE SKILLS FOR COMMERCE AND MANAGEMENT</b>  |                |                   |
| <b>2024 Admission onwards</b>  |                |                   |
| Maximum Time :1.5 Hours  |                | Maximum Marks :50 |
| <b>Section A</b>   |                |                   |
| <p><b>Read the provided passage and answer the following questions. Each question carries 2 marks. (Ceiling: 16 Marks)</b></p> <p>The vital role played by information and communication technologies in the development of the digital environment revolutionized the way libraries handle information for centuries. The ICTs offer increased efficiency in terms of time, human resources and cost; improved quality of information; greater flexibility and responsiveness, increased access and sharing; enhanced degree of user interaction to specific information, review and modify the needs as per the situation. More specifically the internet takes firm roots in information storage, processing and dissemination and provides global access. The users prefer the ease of use, portability, affordability and access to a wide range of subjects on the net over the rule bound library environment. However, on the other hand electronic environment is not rosy as it appears to be. The major issue is content organization. The information is poorly structured on the libraries have successful methods for information processing and retrieval. The content mapping semantic web and ontology are under experimental stages for the purpose of effective organization and retrieval of web resources. Hence, users are apparently in need of librarians to assist them to access pertinent and precise information. Therefore, it is high time for library professionals to remodel themselves and act as aggregators and knowledge managers through web-based services tailor-made to use the information requirements. In this context Six Sigma applications have an immense value.</p> <p>Service is the ability of an organization to constantly and consistently exceed the customer's expectations. Improving consumer services in libraries involves making a commitment to assess users' needs and developing action plans that implement user friendly processes. LICs are implementing the same through user studies or surveys to ascertain the level of user satisfaction, seek their opinions and suggestions and improve their service base based on the findings. However, they are not documenting the policies, processes, procedures and important tools of this programmes. Further, they don't have a mechanism to identify the latent and dormant users and their needs. This shows there is a necessity to apply proved management techniques like Six Sigma to analyse the current service programmes and to suggest for their improvement. It is a fact that there is vast difference between the desired and the perceived information needs of library users. The traditional metrics have limitations and hence adoption of Six Sigma is useful as it measures quality capability.</p> |                |                   |

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| 1  | What is the impact of ICTs on Library and Information Centres?   |
| 2  | What is to be done to improve customer service in Library and Information Centres?   |
| 3  | What is the user's preference in networked environment?  |
| 4  | Why do the user needs assistance from the librarian to access information on the Web?  |
| 5  | How Six Sigma does lead to quality service in libraries?   |
| 6  | How has the internet contributed to the storage, processing, and dissemination of information in libraries?  |
| 7  | What challenges does the electronic environment pose for information organization in libraries?  |
| 8  | Why do library professionals need to remodel their roles in the digital age?   |
| 9  | Why is it important for Library and Information Centres (LICs) to document policies and procedures?  |
| 10   | Why are traditional metrics insufficient for evaluating library services?  |
| <b>Section B</b>   |  |
| <b>All Questions can be answered. Each Question carries 6 marks (Ceiling : 24 Marks)</b> |  |
| 11   | Examine how does nature embody the dual roles of both nurturing and destructive forces?  |
| 12   | Discuss the power and majesty of a train journey with reference to Spender's poem "The Express."   |
| 13   | Classify the practical uses of the English language in India.  |
| 14   | Illustrate some of the psychological processes involved in reading, as highlighted in the article by Sashi Tharoor.  |
| 15   | Apply the themes of perseverance and resilience from Mandela's "Long Walk to Freedom" to a contemporary context.   |
| <b>Section C</b>   |  |
| <b>Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)</b>                    |  |
| 16   | Assess Pirandello's overall message about education of the mind. Relate this message as resonating with your own experiences or beliefs about learning and growth. |
| 17   | Comment on the use and relevance of the AI-driven innovations implemented by Google.   |

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| QP Code: D 123029  |   | Total Pages: 1    | Name: |
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| SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025                         |   |                   |       |
| B.Com / B.Com Professional   |   |                   |       |
| COM2MN108 / COP2MN108 :Strategies for Brand Building                             |   |                   |       |
| 2024 Admission onwards   |   |                   |       |
| Maximum Time :2 Hours  |   | Maximum Marks :70 |       |
| Section A  |   |                   |       |
| All Questions can be answered. Each Question carries 3 marks(Ceiling : 24 Marks) |   |                   |       |
| 1  | What is brand awareness?  |                   |       |
| 2  | Discuss the cognitive approach to consumer behavior.                          |                   |       |
| 3  | How does the stimulus-response model explain consumer behavior?               |                   |       |
| 4  | Discuss the importance of the black box model in consumer behavior analysis.  |                   |       |
| 5  | Discuss the four Ps of the Marketing Mix                                      |                   |       |
| 6  | What is the significance of BCG (Boston Consulting Group) Matrix ?            |                   |       |
| 7  | Differentiate between internal and external factors in a SWOT analysis.       |                   |       |
| 8  | Differentiate between process benchmarking and performance benchmarking.      |                   |       |
| 9  | Discuss the importance of market research in branding strategy.               |                   |       |
| 10   | What are the characteristics of brand equity ?                                |                   |       |
| Section B  |   |                   |       |
| All Questions can be answered. Each Question carries 6 marks(Ceiling : 36 Marks) |   |                   |       |
| 11   | What are the different types of brands? Give examples                         |                   |       |
| 12   | Discuss the role of branding in influencing consumer decisions.               |                   |       |
| 13   | Discuss the financial brand value concept                                     |                   |       |
| 14   | Explain the AIDA model and its relevance in marketing.                        |                   |       |
| 15   | Explain the advantages of brand communication.                                |                   |       |
| 16   | How does brand positioning help in differentiating products from competitors? |                   |       |
| 17   | What are the requirements for effective brand communication?                  |                   |       |
| 18   | Discuss the role of brand associations  |                   |       |
| Section C  |   |                   |       |
| Answer any ONE .Each Question carries 10 marks(1x10=10 Marks)                    |   |                   |       |
| 19   | Explain the challenges in predicting consumer behavior                        |                   |       |
| 20   | How to Build brand loyalty ? Explain  |                   |       |

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| QP Code: D 122695  |   | Total Pages: 1 | Name:             |
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| <b>SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025</b>                  |   |                |                   |
| B.Com/B.Com Professional   |   |                |                   |
| COM2MN107/COP2MN107- Consumer Behaviour  |   |                |                   |
| 2024 Admission onwards   |   |                |                   |
| Maximum Time :2 Hours  |   |                | Maximum Marks :70 |
| <b>Section A</b>   |   |                |                   |
| All Questions can be answered. Each Question carries 3 marks(Ceiling : 24 Marks) |   |                |                   |
| 1  | Define consumer behavior.   |                |                   |
| 2  | What is the concept of cognitive dissonance in post-purchase behavior ?     |                |                   |
| 3  | How the nature of household influences buying behavior?                     |                |                   |
| 4  | How reference groups influence consumer decisions ?                         |                |                   |
| 5  | Discuss the impact of subcultures on consumer behavior                      |                |                   |
| 6  | What are the key components of the Black Box Model?                         |                |                   |
| 7  | What are the key components of the Nicosia Model?                           |                |                   |
| 8  | What is the Engel-Kollat-Blackwell (EKB) Model of consumer behavior?        |                |                   |
| 9  | What is meant by "restrictive trade practices"? Give examples.              |                |                   |
| 10   | Explain the term "consumer" as per the Consumer Protection Act, 1986.       |                |                   |
| <b>Section B</b>   |   |                |                   |
| All Questions can be answered. Each Question carries 6 marks(Ceiling : 36 Marks) |   |                |                   |
| 11   | What are the objectives of studying consumer behavior ?                     |                |                   |
| 12   | Discuss the scope of consumer behavior.                                     |                |                   |
| 13   | How do social factors impact consumer behavior?                             |                |                   |
| 14   | Discuss the importance of customer feedback in the post-purchase stage.     |                |                   |
| 15   | Explain the Sheth Family Decision-Making Model.                             |                |                   |
| 16   | Explain the role of District Consumer Disputes Redressal Forum.             |                |                   |
| 17   | What are the functions of the State Consumer Disputes Redressal Commission? |                |                   |
| 18   | Write a note on Consumer Protection Council                                 |                |                   |
| <b>Section C</b>   |   |                |                   |
| Answer any ONE .Each Question carries 10 marks(1x10=10 Marks)                    |   |                |                   |
| 19   | Explain the Psychological Influences on Consumer Behavior                   |                |                   |
| 20   | What are the different approaches to studying consumer behavior?            |                |                   |

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