

DHHM01/DBM01/DMM01/DHRM01/DFM01/DBFM01/DIB01

ASSIGNMENT-1

P.G. DIPLOMA DEGREE EXAMINATION, JUNE/JULY - 2020

PGDHHM

Perspectives of Management

Maximum : 30 MARKS

Answer ALL Questions

- Q1)* Define Management. Explain internal forces influencing management.
- Q2)* Discuss the functions of management.
- Q3)* What are the objectives of planning? Explain the types of plans in detail.
- Q4)* What is the purpose of organising? Elucidate the principles of organisation.
- Q5)* Explain the elements of directing.



DHHM01/DBM01/DMM01/DHRM01/DFM01/DBFM01/DIB01

ASSIGNMENT-2

P.G. DIPLOMA DEGREE EXAMINATION, JUNE/JULY - 2020

PGDHHM

Perspectives of Management

Maximum : 30 MARKS

Answer ALL Questions

- Q1)* Discuss the barriers the effective communication.
- Q2)* Write a note on PERT and CPM.
- Q3)* Explain the social responsibilities of business.
- Q4)* What is the nature and purpose of staffing? Explain the internal sources of recruitment.
- Q5)* Distinguish between Management and Administration. Explain the significance of management in an organisation.



DMM02/DIB02

ASSIGNMENT-1
P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2020
PGDMM

International Marketing
Maximum : 30 MARKS
Answer ALL Questions

- Q1)* Explain about the institutional and constitutional framework in International Marketing.
- Q2)* Write the features of legal and Political Environment that influence international business.
- Q3)* Explain the Role of Distribution Channel in International Business or Trade.
- Q4)* Discuss about the International Pricing Policy in International Marketing Mix.
- Q5)* Explain the Product Policy and planning in Global Marketing.

DMM02/DIB02

ASSIGNMENT-2
P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2020
PGDMM
International Marketing
Maximum : 30 MARKS
Answer ALL Questions

- Q1)* Discuss the procedure of export documentation.
- Q2)* Write short notes on the following :
- a) FTZs.
 - b) Features of International Marketing.
- Q3)* Discuss features and challenges in the international marketing.
- Q4)* What is the Role of Advertising and Promotional Management in International Marketing?
- Q5)* Explain the significance of segmentation as a strategy of global marketing.

ASSIGNMENT-1
P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2020
PGDMM
Consumer Behaviour and Marketing Research
Maximum : 30 MARKS
Answer ALL Questions

- Q1)* What is Consumer behaviour? What is the need to study it?
- Q2)* Define Perception. Describe the role of Perception on Marketing Strategy.
- Q3)* What are the factors influencing the Consumer behaviour?
- Q4)* Explain specific attitude scale adopted to Marketing Studies.
- Q5)* What are the sources of Consumer dissatisfaction?

DMM03

ASSIGNMENT-2
P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2020
PGDMM
Consumer Behaviour and Marketing Research
Maximum : 30 MARKS
Answer ALL Questions

- Q1)* Critically explain about Schiffman and Kanuk's model of Consumer Decision Making.
- Q2)* What is Marketing Research? Explain the nature and scope of Marketing Research.
- Q3)* What is the role of motivation in the development of Consumer behaviour?
- Q4)* Discuss various techniques for analyzing data.
- Q5)* What is the role of attitudes in Consumer behaviour?



DBM04/DMM04

ASSIGNMENT-1
P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2020
PGDBM
Marketing Management
Maximum : 30 MARKS
Answer ALL Questions

- Q1)* What are the social and ecological pressures on marketing?
- Q2)* Describe the influence of demographic, economic, cultural factors on marketing environment.
- Q3)* Explain the types of positioning strategies.
- Q4)* Discuss the Freudian model of consumer behaviour.
- Q5)* Explain the process of product development.

DBM04/DMM04

ASSIGNMENT-2
P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2020

PGDBM

Marketing Management

Maximum : 30 MARKS
Answer ALL Questions

- Q1)** Explain the following pricing strategies -
- a) Skimming pricing.
 - b) Penetration pricing.
 - c) Geographic pricing.
- Q2)** Discuss the functions of marketing channels of distribution.
- Q3)** What are the objectives of Advertising? Explain its merits and demerits.
- Q4)** Describe the steps involved in marketing research.
- Q5)** List out the nature and scope of marketing in non-business organisation. Discuss the non-business attitude towards marketing.

ASSIGNMENT-1
P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2020

PGDMM

Sales and Advertising Management

Maximum : 30 MARKS

Answer ALL Questions

- Q1)** What are the objectives of sales and distribution management?
- Q2)** How do you Motivate and Compensate the sales force? Explain.
- Q3)** What are the sources of recruiting Salesman?
- Q4)** Write about the Media Scene in India. Also state the challenges faced by the media at present.
- Q5)** How can you analyse the potentiality of market? State its role in forecasting Sales.

DMM05

ASSIGNMENT-2
P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2020
PGDMM

Sales and Advertising Management

Maximum : 30 MARKS

Answer ALL Questions

- Q1)* What is the importance of Communication Skills in sales and distribution?
- Q2)* Explain about Selection and Training of Salesman.
- Q3)* Write a note on performance appraisal of Salesman.
- Q4)* Explain the Role of Advertising agency in Promoting Sales.
- Q5)* Discuss about tools of Sales Promotion.