

(DHHM/DBM/DMM/DHRM/DFM01)

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P.G. DIPLOMA DEGREE EXAMINATION, DECEMBER – 2018

Common Paper

PERSPECTIVES OF MANAGEMENT

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Explain the evolution of management thought & Approaches to Management.
- Q2)** Define Management. Explain its Nature, Scope and Significance.
- Q3)** What is meant by Decision making? Explain Decision making process.
- Q4)** Explain the significance of planning in a large scale organization. Outline the various types of planning.
- Q5)** “Controlling is a continuous process” Elaborate.
- Q6)** Explain the Reporting System for control.
- Q7)** What do you understand by span of control? Examine the factors which are influencing span of control.
- Q8)** What is meant by structure of organisation? Explain the principles of organization.
- Q9)** What is meant by direction? Explain the elements of direction.
- Q10)** What do you understand by effective communication? Explain the barriers to communication.



(DMM02/DIB02)

Total No. of Questions : 10]

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P.G. DIPLOMA DEGREE EXAMINATION, DECEMBER – 2018

MARKETING MANAGEMENT / INTERNATIONAL BUSINESS

International Marketing

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Explain different bases for International Market Segmentation.
- Q2)** Bring out various selection criteria for International Market Selection.
- Q3)** Explain various sales promotion strategies for International Markets.
- Q4)** Develop a distribution channel for selling a Motor Bike by Bajaj Company in South Africa.
- Q5)** Write a note on :
- a) Import policy.
 - b) Export policy.
 - c) FTZs.
- Q6)** Discuss social and legal environment in International Market.
- Q7)** What factors determine the selection of International Market? Explain.
- Q8)** Explain the steps involved in Import procedure.
- Q9)** Explain in detail the problems faced by Indian exporters recently.
- Q10)** Discuss the trends in international trade.



(DMM03)

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PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2018

MARKETING MANAGEMENT

Consumer Behaviour and Marketing Research

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Identify the factors which are determining consumer behaviour.
- Q2)** Explain determinants of consumer behaviour.
- Q3)** Outline clearly the process involved in consumer decision making.
- Q4)** How is perception measured in consumers? Explain any one method in detail.
- Q5)** What are the methods of collecting data with reference to marketing research?
- Q6)** Discuss the role of socio-cultural dimensions in consumer behaviour.
- Q7)** Write about specific attitude scale adopted to marketing studies.
- Q8)** Explain marketing research process in brief.
- Q9)** Define motivation. What factors are responsible to motivate consumer?
- Q10)** Explain personality. How does personality reflect the consumer behaviour? Give examples.



(DBM04/DMM04)

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P.G. DIPLOMA DEGREE EXAMINATION, DECEMBER – 2018

BUSINESS / MARKETING MANAGEMENT

Marketing Management

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Explain the demographic conditions of Marketing environment.
- Q2)** What do you mean by marketing? Discuss the core concept of marketing.
- Q3)** What is Consumer Behaviour? Explain its Determinants.
- Q4)** Discuss the steps involved in consumer's buying decision process.
- Q5)** Explain sales promotional tools.
- Q6)** Explain the emerging trends in marketing.
- Q7)** Explain different types of Marketing Control.
- Q8)** What are the societal dimensions of marketing? Discuss in detail.
- Q9)** What are the implications of Marketing managers?
- Q10)** Discuss factors influencing pricing strategies and policies.



(DMM05)

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P.G. DIPLOMA DEGREE EXAMINATION, DECEMBER – 2018

MARKETING MANAGEMENT

Sales and Advertising Management

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Discuss about recent trends in sales management.
- Q2)** Explain different techniques of forecasting sales.
- Q3)** Explain selection and training of Salesman.
- Q4)** Explain the need for forecasting sales volume.
- Q5)** What are the negotiation skills of Sales management?
- Q6)** How do you manage the marketing channel conflicts? Explain.
- Q7)** Explain process of marketing communication.
- Q8)** Discuss promotional scene in India.
- Q9)** Explain sales analysis and cost analysis.
- Q10)** How can sales force be controlled? Explain briefly.

