

(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.



(DIB03)

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P.G. DIPLOMA DEGREE EXAMINATION, DECEMBER – 2018

INTERNATIONAL BUSINESS

Foreign Exchange Management

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Explain nature of Euro-currency Market.
- Q2)** Define 'Forex Market'. Discuss the role of participants therein.
- Q3)** Explain factors affecting Ex-rate – Monetary & Fiscal Policy.
- Q4)** What is Merchant Rates? Explain types of Merchant rates.
- Q5)** Discuss about foreign exchange risk and Management in detail.
- Q6)** Write a short note on :
- a) Export Bills
 - b) Import Bills.
- Q7)** Discuss the exchange rate system of Global level.
- Q8)** Give the guidelines for computing the rate forward Bill buying rate in detail.
- Q9)** Explain External Techniques of Managing Risk.
- Q10)** What are currency swaps? Explain Swap Deals in India & Trading in swaps in detail.



(DIB04)

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P.G. DIPLOMA DEGREE EXAMINATION, DECEMBER – 2018

INTERNATIONAL BUSINESS

International Business

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** What are the various benefits with MNC's? Explain.
- Q2)** Describe the significance of HRM in MNC's.
- Q3)** State the measures taken by international organizations in eradicating regional trade imbalances.
- Q4)** Discuss about Adam Smith's views on International Trade.
- Q5)** What is strategic management? Discuss strategic planning in MNC's.
- Q6)** Describe the benefits available to special Economic Zones (SEZs).
- Q7)** Discuss the main objectives of International Trade.
- Q8)** Explain about modern trade strategies applied in International business.
- Q9)** Describe how the entry of MNCs would help a developing country like India.
- Q10)** What is the role and process of International Business?

