

**(DHHM01/DBM01/  
DMM01/DHRM01/  
DFM01/DIB01/  
DIM01/DBFM01)**

P.G. HHM/BM/MM/HRM/FM/IB/  
IM/BFM DIPLOMA EXAMINATION,  
DECEMBER 2019.

First Year

**PERSPECTIVES OF MANAGEMENT**

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Define Management. Discuss the scope and process of Management.
2. Highlight the 14 principles of management given by Fayol.
3. “Decision making is the primary task of management”. Discuss this statement and explain the decision making process.
4. Explain the causes of Line and Staff Conflict.
5. What do you mean by Staffing? Discuss the selection process.
6. Define Communication. Explain the process of two way communication.
7. What is leadership? Discuss the merits and demerits of controlling style and dynamic style of leadership.
8. What are the essentials of an effective control? Discuss the design of an effective control system.
9. What are the objectives of planning? Explain management by objectives and management by exception.
10. Explain the concept of management and current management development in India.

**(DMM 02/DIB 02)**

P.G. DIPLOMA (MM/IB) EXAMINATION,  
DECEMBER 2019.

First Year

INTERNATIONAL MARKETING

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What is International Marketing? State its scope and significance.
  2. Discuss the features of Cultural and Social Environment of International Business.
  3. Write a note on Import-Export documentation.
  4. Illustrate the Trade and Marketing Policies of International Marketing.
  5. What are the features of International Pricing Policy?
  6. Write a note on :
    - (a) International Planning
    - (b) International Market Research.
  7. How is the advertising and promotional management helpful in Marketing? Explain.
  8. Briefly explain product policy and planning in Global Marketing.
  9. Discuss the factors influencing international market selection and segmentation.
  10. What are the factor determining International Distribution Channels?
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**(DMM 03)**

P.G DIPLOMA (MM) EXAMINATION,  
DECEMBER 2019.

First Year

CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions

All questions carry equal marks

1. Why does a marketer needs to study different types of consumer behaviour? Explain.
2. What is the role of motivation in the development of consumer behavior?
3. Briefly Explain determinants of consumer behaviour.
4. Write a note on Hypothesis development and testing.
5. Describe various consumer behaviour models in brief.
6. Write a note on:
  - (a) Perception
  - (b) Personality
  - (c) Motivation
7. Explain various stages involved in the consumer decision making process.
8. Define Data. Explain methods of collecting data for conducting market research.
9. How do you deal with consumer dissatisfaction? Explain in detail.
10. Briefly Explain major steps involved in designing a research problem.

**(DMM 04)**

P.G. DIPLOMA (BM/MM) EXAMINATION, DECEMBER 2019.

First Year

**MARKETING MANAGEMENT**

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the following :
    - (a) Production Concept.
    - (b) Marketing Concept.
    - (c) Selling Concept.
  2. Discuss the micro environment that influences the marketing environment.
  3. Describe the competitive strategies of market place.
  4. What is Consumer Behaviour? Explain the determinants of consumer behaviour.
  5. Explain the various stages in PLC.
  6. Enumerate the factors influencing pricing strategies.
  7. What is the nature of marketing channel? Explain the types of channel flows.
  8. Explain the objectives of Publicity and Sales Promotion. List out their merits and demerits.
  9. Critically examine the methods of Sales Promotion.
  10. State the significance of marketing in service sector.
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**(DMM 05)**

P.G. (DMM) DIPLOMA EXAMINATION,  
DECEMBER 2019.

First Year

SALES AND ADVERTISING MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Examine the need and importance of sales and distribution management.
  2. How do you analyse the sale job? Explain.
  3. What is the different between sales analysis and cost analysis? Explain in detail.
  4. How do we measure effectiveness of Advertising? Explain with examples.
  5. What are the factors to be considered while selecting media? Explain in brief.
  6. Suggest measures to improve personal selling activities.
  7. Explain about motivating and compensating the sales force.
  8. What is advertising agency? State the service activities performed by the advertising agencies.
  9. Explain the procedure of designing message and development.
  10. Examine the need for evaluating the performance of salesman.
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