

**(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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(DIB 03)

P.G. DIPLOMA EXAMINATION, DECEMBER 2019.

PGDIB

FOREIGN EXCHANGE MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Define foreign exchange. Explain the overview of foreign exchange market.
 2. What are currency swaps? Discuss the swap deals in India-briefly.
 3. Write a note on crystallisation of export and import bills.
 4. Discuss the issues related to devaluation in Indian context.
 5. Explain about monetary policy and fiscal policy of India in brief.
 6. What is the meaning of letter of credit? Explain its types.
 7. Write a short note on
 - (a) BOP
 - (b) Foreign trade
 - (c) Globalisation.
 8. What are the guidelines for computing the rate forward bill buying rate?
 9. Discuss the lessons from mexican experience.
 10. What are the types of rates in a foreign exchange contract?
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(DIB 04)

P.G. DIPLOMA EXAMINATION,
DECEMBER 2019.

First Year

INTERNATIONAL BUSINESS

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Give a detailed note on International business theories.
 2. Explain the nature and human resource management in MNCs.
 3. What are the negotiations in International business? Discuss in detail.
 4. What do you understand by International business? Discuss its importance.
 5. Briefly explain the role of MNC's in Economic Progress of India.
 6. What are the different strategic considerations in International business management?
 7. How do you use the organisational relationship in controlling international business operations? Explain.
 8. Discuss the role of information system in controlling International business.
 9. What is the impact of globalization on international business?
 10. What do you understand by multilateral agreements? Give some examples.
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(DFM 05)

P.G. FM/IB/BFM DIPLOMA EXAMINATION, DECEMBER 2019.

First Year

INTERNATIONAL FINANCIAL MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the role of finance function in a multi national firm.
 2. What are the methods of determining exchange rates? Explain briefly.
 3. Discuss the key techniques of international receivables and inventory management.
 4. What are the strategies of international investment? Explain briefly.
 5. Discuss the reasons that cause disequilibrium in balance of payments.
 6. Explain the working mechanism of a forex market.
 7. Discuss the role of international financial institutions in promoting international trade.
 8. Explain the regulatory and control mechanism of foreign exchange markets.
 9. Discuss the economic issues in international financial environment.
 10. Explain how transaction exposures are managed in international financial management.
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