

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

ASSIGNMENT - 1

P.G. DIPLOMA EXAMINATION, MARCH, 2023.

PERSPECTIVES OF MANAGEMENT

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Define 'Management'. Discuss the significance and scope of Management.
2. Elucidate various functions of Management in a large scale organisation.
3. Outline the objectives and different types of plans.
4. Explain the process involved in Decision Making.
5. What is a Formal Organisation? Distinguish between formal and informal organisation.

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

ASSIGNMENT – 2

P.G. DIPLOMA EXAMINATION, MARCH, 2023.

PERSPECTIVES OF MANAGEMENT

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Identify the reasons for conflicts between line and staff. Suggest preventive measures.
 2. Define 'Communication'. What are the various Barriers of Communication?
 3. Define 'Motivation'. Discuss its need and importance in Management.
 4. Write briefly about PERT and CPM.
 5. Evaluate the need and importance of Social Responsibility of Business in the present business environment.
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(DIB02 DMM02)

ASSIGNMENT - 1

P.G. DIPLOMA DEGREE EXAMINATION, MARCH 2023.

PGDIB

INTERNATIONAL MARKETING
MAXIMUM : 30 MARKS
ANSWER ALL QUESTIONS

1. Discuss about the size determination of international markets.
2. Explain the conceptual framework of international marketing.
3. Enumerate the impact of politics on business environment.
4. Describe various legal elements that influence the business environment.
5. Write about the export-import policies of India.

(DIB02 DMM02)

ASSIGNMENT - 2

P.G. DIPLOMA DEGREE EXAMINATION, MARCH 2023.

PGDIB

INTERNATIONAL MARKETING
MAXIMUM : 30 MARKS
ANSWER ALL QUESTIONS

1. What are the different documents required to import documents?
 2. Give an overview on international sales policy.
 3. Discuss about the factors influencing global promotional management.
 4. Describe the steps in international market research.
 5. Write a note on international market selection.
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(DMM03)

ASSIGNMENT - 1

P.G. DIPLOMA EXAMINATION, MARCH, 2023.

Marketing Management

CONSUMER BEHAVIOUR AND MARKETING RESEARCH

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Explain about the development of consumer behaviour.
2. Briefly explain about various consumer behavior models.
3. Discuss about the determinants of consumer behavior.
4. How do social class and reference groups influence the consumer behavior? Explain.
5. Critically examine Schiffman and Kanuk's model of consumer decision making.

(DMM03)

ASSIGNMENT - 2

P.G. DIPLOMA EXAMINATION, MARCH, 2023.

Marketing Management

CONSUMER BEHAVIOUR AND MARKETING RESEARCH

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Give an overview on buying motives.
 2. Briefly explain about methods of collecting data.
 3. Explain about nature and scope of marketing research.
 4. Give an overview on hypothesis testing.
 5. Briefly explain about the techniques of analyzing data.
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(DBM04 DMM04)

ASSIGNMENT - 1

P.G. DIPLOMA EXAMINATION MARCH, 2023.

PGDBM

MARKETING MANAGEMENT

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Explain the role of marketing in India's economic growth especially after the liberalisation of Indian economy.
2. Explain the significance of marketing.
3. Explain the microenvironment of marketing in detail.
4. Illustrate the market positioning and discuss types of positioning strategies.
5. Define product. Discuss the different stages of product life cycle.

(DBM04 DMM04)

ASSIGNMENT – 2

P.G. DIPLOMA EXAMINATION MARCH, 2023.

PGDBM

MARKETING MANAGEMENT
MAXIMUM : 30 MARKS
ANSWER ALL QUESTIONS

1. What are the objectives of pricing? Explain various factors to be considered while setting the price of a product.
 2. Explain the methods used for evaluating the effectiveness of advertising.
 3. Discuss about the growing importance of direct marketing in recent times.
 4. Explain the nature and functions of channel design decisions.
 5. Discuss the importance of marketing in manufacturing and service sector.
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(DBM04/DMM04)

(DMM05)

ASSIGNMENT - 1

P.G. DIPLOMA EXAMINATION MARCH, 2023.

Marketing Management

SALES AND ADVERTISING MANAGEMENT

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Discuss about the importance of negotiation skills in selling.
2. Explain about interdependence between sales and distribution.
3. Enumerate the need for providing training to sales force.
4. How to recruit the sales force? Explain.
5. Describe the structure of sales organization.

ASSIGNMENT - 2

P.G. DIPLOMA EXAMINATION MARCH, 2023.

Marketing Management

SALES AND ADVERTISING MANAGEMENT

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

1. Write a note on sales Forecasting.
 2. Describe about the marketing communication process.
 3. Enumerate the use of media in promoting products.
 4. Explain about client-agent relationships in advertising.
 5. Give an overview on media planning and scheduling.
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