

**(DHHM/DBM/
DMM/DHRM/
DFM/DIB/
DIM/DBFM 01)**

P.G. DIPLOMA EXAMINATION, NOVEMBER 2021.

PGDIB

PERSPECTIVES OF MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carries equal marks.

1. Explain the effects of external factors on management process.
 2. What do you understand by management by objectives? Enumerate its advantages in planning process.
 3. State the importance of decision making techniques. Explain the phases of a decision – making process.
 4. “Management is a multi-disciplinary”. Support the statement with suitable examples.
 5. Explain the traditional principles of organisation structure.
 6. What is decentralisation? In what ways decentralisation overcome the draw backs of centralisation.
 7. Explain the theories of motivation. What are the various incentives assigned in an organisation to motivate the employees.
 8. Explain the role of communication in an organisation. Do you think that Indian organisations are updating their communication patterns now a days? Support your answer with suitable examples.
 9. Mention a few critics regarding the social responsibilities of business in recent scenario.
 10. What are the major differences and similarities between PERT and CPM?
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(DMM 02/DIB 02)

P.G. DIPLOMA EXAMINATION,
NOVEMBER 2021.

First Year

PGDIB

INTERNATIONAL MARKETING

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What are the reasons behind development of international trade and marketing?
 2. Explain the conceptual framework for a global marketing.
 3. What are the social responsibility activities for a business. Do you think that the ethical and legal boundness will always support the trade?
 4. Discuss EXIM policy. Mention few highlights of EXIM policy.
 5. What are the essential documentation required for global trade?
 6. Briefly explain the international pricing policy.
 7. Elaborate the concept of international market segmentation. Give suitable examples.
 8. Discuss the regulatory mechanism for international marketing.
 9. Explain the following:
 - (a) (a) New industrial policy 1991
 - (b) (b) FTZ
 10. What are the factors influencing international market selection and segmentation?
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(DMM 03)

P.G. DIPLOMA EXAMINATION, NOVEMBER 2021.

First Year

PGDMM

CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What do you understand by consumer behaviour? Discuss with suitable examples the importance of studying consumer behaviour in the contemporary marketing environment.
 2. Discuss the factors that influence the consumer behaviour in the context of a high involvement product of your choice.
 3. Why the knowledge of “Maslow’s hierarchy of needs” is essential for modern marketers? Explain with reference to marketing of
 - (c) (a) Helmet
 - (d) (b) Mineral water
 4. What are the needs of consumer behaviour and discuss the changes of consumer behaviour in the recent past.
 5. “Consumer behaviour influences the marketing decision making”. Do you agree? Justify your answer.
 6. Describe market research plan for new brand of i-phone recently launched in India.
 7. Write a detailed note on primary data and secondary data.
 8. Discuss the buying motives and the various buying roles involved in buying of I-pad.
 9. Explain technique for analyzing the data in detail.
 10. Discuss the stages of hypothesis development and testing.
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(DBM 04/DMM 04)

P.G. DIPLOMA EXAMINATION,
NOVEMBER 2021.

First Year

PGDBM

MARKETING MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Define marketing. Explain the concepts of marketing.
 2. Describe the macro environmental factors influencing the marketing.
 3. What is positioning? Discuss in detail about the positioning strategies in marketing.
 4. What is consumer behaviour? Explain the consumer decision making process.
 5. Elucidate the different stages in product life cycle (PLC).
 6. Explain the pricing strategies used by marketing manager of a company.
 7. How to resolve marketing channel conflicts- Discuss?
 8. Explain the terms
 - (a) Advertising
 - (b) Sales promotion.
 9. Define marketing research. Discuss the need and importance of marketing research in marketing management.
 10. Discuss the role of marketing in services sector.
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(DMM 05)

P.G. DIPLOMA EXAMINATION, NOVEMBER 2021.

First Year

PGDMM

SALES AND ADVERTISING MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

Each question carries equal marks.

1. Explain the different skills of a sales person.
 2. What is the importance of sales management in Marketing process? Discuss emerging trends in sales management.
 3. Explain the sales organisation in detail.
 4. "Training and compensation of the sales people may act as motivational to the sales people" Discuss.
 5. Explain the process of recruitment and selection of sales person in detail.
 6. What is the role of information technology in sales management?
 7. Elucidate Pre-testing and post testing of advertising effectiveness.
 8. Explain advertising and its role in Indian economy.
 9. What factors are influencing Media selection?
 10. Discuss the concept of Managing clients.
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