

**(DIB/DIM/DBFM/DHHM/DBM/DMM/DHRM/DFM01)**

**Total No. of Questions : 10]**

**[Total No. of Pages : 01**

**PG DIPLOMA DEGREE EXAMINATION, MAY - 2017**

**(Common Paper)**

**Perspectives of Management**

**Time : 3 Hours**

**Maximum Marks : 70**

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**Answer any Five questions**

**All questions carry equal marks**

- Q1)** Define management. Explain nature & scope of management.
- Q2)** Explain various approaches to management.
- Q3)** Define planning. Explain about concept of MBO.
- Q4)** Briefly explain about decision making process.
- Q5)** What do you mean by organizing? Explain principles of organization.
- Q6)** Explain various executive development programmes.
- Q7)** What are various barriers to communication?
- Q8)** Define leadership. What are the essential features required for a successful leader?
- Q9)** Outline the factors influencing span of control.
- Q10)** Explain the scenario of Indian management with suitable examples.



**(DMM02/DIB02)**

**Total No. of Questions : 10]**

**[Total No. of Pages : 01**

**P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2017  
MARKETING MANAGEMENT/INTERNATIONAL BUSINESS  
International Marketing**

**Time : 3 Hours**

**Maximum Marks : 70**

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**Answer any FIVE questions**  
**All questions carry equal marks**

- Q1)** Discuss the various elements of International Marketing.
- Q2)** Discuss the various environmental factors that affect the global business.
- Q3)** Explain the International Marketing frame work in detail.
- Q4)** Illustrate the trade and Marketing policies of International Marketing.
- Q5)** Discuss the procedure of Export documentation.
- Q6)** Explain the product policy and planning in Global Marketing.
- Q7)** Describe Global Marketing channel and distinguish between indirect and direct marketing channels.
- Q8)** Discuss the procedure and documentation for importing products.
- Q9)** Describe the Marketing planning and strategy for global business.
- Q10)** Explain the significance of segmentation as a strategy of global marketing.



**(DIB03)**

**Total No. of Questions : 10]**

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**P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2017**

**INTERNATIONAL BUSINESS**

**Foreign Exchange Management**

**Time : 3 Hours**

**Maximum Marks: 70**

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**Answer any five questions**

**All questions carry equal marks**

- Q1)** Define foreign exchange. Explain the overview of foreign exchange market.
- Q2)** Explain the guidelines for computing the forward bills buying rate.
- Q3)** Elaborate the Indian Forex Market.
- Q4)** Explain the nature and scope of Euro Currency Market.
- Q5)** Define Swap. Explain about different types of Swaps.
- Q6)** Illustrate the uses of different currency swaps.
- Q7)** Discuss the advantages and disadvantages of maintaining multiple manufacturing sites as hedged against exchange rate exposure.
- Q8)** Discuss the importance of monetary fiscal policy in the content of LPG.
- Q9)** Write a short on the following:  
a) Letter of credit  
b) Liberalization.
- Q10)** Explain about the different types of documents used in foreign trade.

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**(DIB04)**

**Total No. of Questions : 10]**

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**P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2017**

**INTERNATIONAL BUSINESS**

**Time : 3 Hours**

**Maximum Marks: 70**

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**Answer any five questions**

**All questions carry equal marks**

- Q1)** Explain the nature and scope of international business.
- Q2)** Discuss the role of strategic planning in MNCs.
- Q3)** How do you use the organizational Relationship in controlling international business operations?
- Q4)** Explain the role of Human resource Management in MNCs.
- Q5)** Explain the impact of globalization on international business.
- Q6)** State the different approaches to international business.
- Q7)** Discuss the procedures for designing appropriate structure of MNCs.
- Q8)** Discuss the role of information system in controlling international business.
- Q9)** Discuss why do the employees and their family member need adjustment in international assignment?
- Q10)** Why do advanced countries insist on elimination of subsidies in International Business? Explain briefly.

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(DFM05/DIB05/DBFM05)

Total No. of Questions : 10]

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PG DIPLOMA DEGREE EXAMINATION, MAY – 2017

FINANCIAL / BANKING & FINANCIAL  
MANAGEMENT/INTERNATIONAL BUSINESS

International Financial Management

Time : 3 Hours

Maximum Marks: 70

Answer any five questions

All questions carry equal marks

- Q1)** Elucidate Economic issues in International Financial Environment.
- Q2)** Give an account of South East Asia crisis.
- Q3)** How is foreign exchange risk measured? Explain.
- Q4)** Discuss the forex regulation and its control.
- Q5)** What is foreign exchange exposure? Briefly explain the techniques available to manage this exposure and reduce the foreign exchange risk.
- Q6)** What is International investment strategy? Explain.
- Q7)** Discuss the advantages and limitations of flexible exchange rate system and the fixed exchange rate system.
- Q8)** Discuss the various techniques of controlling for international financial issues.
- Q9)** What is international monetary system? Explain the objectives and functions of international monetary system.
- Q10)** Explain the finance functions in a multi-national firm.

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