

(DHHM/DBM/DMM/DHRM/DFM/DIB/DIM/DBFM01)

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P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018

Common Paper

PERSPECTIVES OF MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

Answer any five questions.

All questions carry equal marks

Q1) Outline the functions of Management.

Q2) Explain the 14 principles of management.

Q3) Define Management. Explain about social responsibility of Management.

Q4) Examine the nature and importance of planning.

Q5) Discuss the benefits and limitations of decision the Analysis.

Q6) Briefly explain about different kinds of organizational structures.

Q7) Explain about organizational conflicts.

Q8) What is leadership? Explain its types.

Q9) Discuss about Herzberg's two factor theory of motivation.

Q10) Explain the concepts of PERT and CPM and also distinguish between them.



(DMM02/DIB02)

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**P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018
MARKETING MANAGEMENT / INTERNATIONAL BUSINESS**

International Marketing

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Describe the process of International Marketing Research.
- Q2)** Explain various pricing issues for developing countries in International Marketing.
- Q3)** Between advertising and personal selling which is more appropriate type for selling a bath soap in France – Explain.
- Q4)** Explain the factors that determine International Distribution channel.
- Q5)** Explain product policy and planning.
- Q6)** Discuss the environment of International Business? Explain in detail.
- Q7)** What is the scope of International Marketing? Explain in detail.
- Q8)** Write a note on International Market selection and segmentation.
- Q9)** Discuss features and challenges in the International Marketing.
- Q10)** What are the methods of payment in International Trade? Explain.



(DMM03)

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P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018

MARKETING MANAGEMENT

Consumer Behaviour and Marketing Research

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Define 'consumer'. Explain diversity of consumer behaviour.
- Q2)** How does the environment impact the marketing decisions? Explain.
- Q3)** Explain consumer behaviour models.
- Q4)** What are the limitations of marketing research?
- Q5)** How does learning influence consumer behaviour? Explain.
- Q6)** Write the major steps in designing a research problem.
- Q7)** What are the techniques for analyzing data?
- Q8)** What are the sources of customer dissatisfaction?
- Q9)** Explain the concept and need for consumer behaviour.
- Q10)** Describe the profile of the Indian consumer.



(DBM04/DMM04)

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P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018

BUSINESS / MARKETING MANAGEMENT

Marketing Management

Time : 3 Hours

Maximum Marks : 70

Answer any five questions.

All questions carry equal marks

- Q1)** Examine the impact of consumerism on marketing.
- Q2)** Explain importance of branding and packaging in marketing.
- Q3)** Explain various stages in product-life-cycle.
- Q4)** Examine the need and importance of marketing Research.
- Q5)** Explain various types of positioning strategies.
- Q6)** Explain the concept, importance and objectives of pricing.
- Q7)** What is the role of marketing in service sector?
- Q8)** What is marketing audit? Discuss its objectives.
- Q9)** Explain various sales promotion methods.
- Q10)** Discuss about Marshallian model of consumer behavior.



(DMM05)

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P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018

MARKETING MANAGEMENT

Sales and Advertising Management

Time : 3 Hours

Maximum Marks :70

Answer any five of the following questions.

All questions carry equal marks.

- Q1)** Explain different types of sales organization.
- Q2)** What are the elements to be taken into consideration while analyzing market potentiality?
- Q3)** Explain salesman's compensation plans.
- Q4)** Discuss about relationship of sales department with other department.
- Q5)** Write about salesman's performance evaluation methods.
- Q6)** Explain selling skills of sales management.
- Q7)** Discuss about the effective structure of marketing channel.
- Q8)** Explain the salesman selection process with reference to a service industry.
- Q9)** Explain effectiveness of measuring advertising.
- Q10)** Explain monitoring and performance appraisal.

