

(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.



(DIB04)

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P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018

INTERNATIONAL BUSINESS

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Discuss about M.M. hypothesis on international business.
- Q2)** Describe the significance of International business.
- Q3)** Examine the performance evaluation process of MNC's.
- Q4)** Write a note on various forms of International logistics.
- Q5)** What do you understand by International business? Discuss its importance in modern day context.
- Q6)** What is the role of International Organisations? Explain.
- Q7)** Discuss the role of MNS's in economic progress of India.
- Q8)** State the differences between International trade and domestic trade.
- Q9)** What are the negotiations in International Business? Explain in detail.
- Q10)** Explain the positive and negative impacts of MNC's on India.



(DFM05/DIB05/DBFM05)

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**P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018
FINANCIAL/BANKING AND FINANCIAL MANAGEMENT/
INTERNATIONAL**

International Financial Management

Time : 3 Hours

Maximum Marks :70

Answer any five questions.
All questions carry equal marks.

- Q1)** Explain the dimensions of International Economic issues.
- Q2)** Write about International financial systems briefly.
- Q3)** What is transaction exposure? What are the various hedging strategies for transaction exposure?
- Q4)** Explain Forex markets and its instructions.
- Q5)** What do you mean by interest rate swaps? Explain its uses and advantages.
- Q6)** Explain about International cash management.
- Q7)** Discuss about International receivables and inventory management.
- Q8)** Explain about international investment strategies.
- Q9)** Explain Forex regulation and control.
- Q10)** Explain the balance of payment framework.

