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DHHM01/DBM01/DMM01/DHRM01/DFM01/DBFM01/DIB01

P.G. DIPLOMA DEGREE EXAMINATION, JUNE/JULY - 2019

PGDHHM

Perspectives of Management

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions
All questions carry equal marks

- Q1)* Define Management. Explain internal forces influencing management.
- Q2)* Discuss the functions of management.
- Q3)* What are the objectives of planning? Explain the types of plans in detail.
- Q4)* What is the purpose of organising? Elucidate the principles of organisation.
- Q5)* Explain the elements of directing.
- Q6)* Discuss the barriers the effective communication.
- Q7)* Write a note on PERT and CPM.
- Q8)* Explain the social responsibilities of business.
- Q9)* What is the nature and purpose of staffing? Explain the internal sources of recruitment.
- Q10)* Distinguish between Management and Administration. Explain the significance of management in an organisation.



Total No. of Questions : 10]

DMM02/DIB02

P.G. DIPLOMA DEGREE EXAMINATION,

JUNE/JULY - 2019

PGDMM

International Marketing

Time : 3 Hours

Maximum Marks : 70

Answer any five questions

All questions carry equal marks

- Q1)** Explain about the institutional and constitutional framework in International Marketing.
- Q2)** Write the features of legal and Political Environment that influence international business.
- Q3)** Explain the Role of Distribution Channel in International Business or Trade.
- Q4)** Discuss about the International Pricing Policy in International Marketing Mix.
- Q5)** Explain the Product Policy and planning in Global Marketing.
- Q6)** Discuss the procedure of export documentation.
- Q7)** Write short notes on the following :
- a) FTZs.
 - b) Features of International Marketing.
- Q8)** Discuss features and challenges in the international marketing.
- Q9)** What is the Role of Advertising and Promotional Management in International Marketing?
- Q10)** Explain the significance of segmentation as a strategy of global marketing.

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DMM03

**P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2019**

PGDMM

Consumer Behaviour and Marketing Research

Time : 3 Hours

Maximum Marks : 70

Answer any five questions

All questions carry equal marks

- Q1)** What is Consumer behaviour? What is the need to study it?
- Q2)** Define Perception. Describe the role of Perception on Marketing Strategy.
- Q3)** What are the factors influencing the Consumer behaviour?
- Q4)** Explain specific attitude scale adopted to Marketing Studies.
- Q5)** What are the sources of Consumer dissatisfaction?
- Q6)** Critically explain about Schiffman and Kanuk's model of Consumer Decision Making.
- Q7)** What is Marketing Research? Explain the nature and scope of Marketing Research.
- Q8)** What is the role of motivation in the development of Consumer behaviour?
- Q9)** Discuss various techniques for analyzing data.
- Q10)** What is the role of attitudes in Consumer behaviour?



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DBM04/DMM04

**P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2019
PGDBM
Marketing Management**

Time : 3 Hours

Maximum Marks : 70

Answer any five questions
All questions carry equal marks

- Q1)** What are the social and ecological pressures on marketing?
- Q2)** Describe the influence of demographic, economic, cultural factors on marketing environment.
- Q3)** Explain the types of positioning strategies.
- Q4)** Discuss the Freudian model of consumer behaviour.
- Q5)** Explain the process of product development.
- Q6)** Explain the following pricing strategies -
- a) Skimming pricing.
 - b) Penetration pricing.
 - c) Geographic pricing.
- Q7)** Discuss the functions of marketing channels of distribution.
- Q8)** What are the objectives of Advertising? Explain its merits and demerits.
- Q9)** Describe the steps involved in marketing research.
- Q10)** List out the nature and scope of marketing in non-business organisation. Discuss the non-business attitude towards marketing.

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DMM05

**P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2019**

PGDMM

Sales and Advertising Management

Time : 3 Hours

Maximum Marks : 70

Answer any five questions

All questions carry equal marks

- Q1)** What are the objectives of sales and distribution management?
- Q2)** How do you Motivate and Compensate the sales force? Explain.
- Q3)** What are the sources of recruiting Salesman?
- Q4)** Write about the Media Scene in India. Also state the challenges faced by the media at present.
- Q5)** How can you analyse the potentiality of market? State its role in forecasting Sales.
- Q6)** What is the importance of Communication Skills in sales and distribution?
- Q7)** Explain about Selection and Training of Salesman.
- Q8)** Write a note on performance appraisal of Salesman.
- Q9)** Explain the Role of Advertising agency in Promoting Sales.
- Q10)** Discuss about tools of Sales Promotion.