

**(DHHM 01/ DBM 01/DMM 01/DHRM 01/DFM 01/DIB 01/DIM 01/ DBFM 01)**  
**ASSIGNMENT-1**  
**P.G. DIPLOMA EXAMINATION, DEC 2017**  
**Common Paper**  
**Paper I — PERSPECTIVES OF MANAGEMENT**  
**MAXIMUM MARKS: 30**  
**Answer ALL Questions**

1. Define management. Explain its nature, purpose and scope.
2. Explain briefly the different types of plans.
3. Explain briefly the sources and methods of recruitment.
4. Explain the different styles of leadership.
5. Explain the process of control and discuss the reporting system for control.

**(DHHM 01/ DBM 01/DMM 01/DHRM 01/DFM 01/DIB 01/DIM 01/ DBFM 01)**  
**ASSIGNMENT-2**  
**P.G. DIPLOMA EXAMINATION, DEC 2017**  
**Common Paper**  
**Paper I — PERSPECTIVES OF MANAGEMENT**  
**MAXIMUM MARKS: 30**  
**Answer ALL Questions**

1. Discuss the universal of management principles and explain the process of management riefly.
2. Explain the importance of decision tree analysis in decision making.
3. Discuss the reasons for line and staff conflicts.
4. What are the ways and means of ensuring effective communication?
5. Discuss the social responsibilities of a business unit?

# **ASSIGNMENT-1 (DMM02 / DIB02)**

**PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2017**

**MARKETING MANAGEMENT / INTERNATIONAL BUSINESS**

## **International Marketing**

**MAXIMUM MARKS-30  
ANSWER ALL QUESTIONS**

- Q1)* What is international marketing? What is the nature and scope of it?
- Q2)* Write the features of legal and political environment that influence international business.
- Q3)* Write a note on import – export documentation.
- Q4)* Write about the International pricing policy in international marketing mix.
- Q5)* Write about the planning, coordination and control in the international market.

## **ASSIGNMENT-2 (DMM02 / DIB02)**

**PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2017**

**MARKETING MANAGEMENT / INTERNATIONAL BUSINESS**

**International Marketing**

**MAXIMUM MARKS-30**

**ANSWER ALL QUESTIONS**

- Q1)** Write about the institutional and constitutional framework in International marketing.
- Q2)** What is the need and importance of international market research?
- Q3)** What are the features of international pricing policy.
- Q4)** Evaluate the importance of advertising in international marketing.
- Q5)** Write short notes on the following.
- a) FIZs
  - b) Features of International Market.



# **ASSIGNMENT-1 (DMM03)**

**PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2017**

## **MARKETING MANAGEMENT**

### **Consumer Behaviour and Marketing Research**

**MAXIMUM MARKS-30**

**ANSWER ALL QUESTIONS**

- Q1)* Explain the concept and need for the study of consumer behaviour .
- Q2)* What is the role of motivation in the development of consumer behaviour?
- Q3)* Describe the Schiffman and Kanuk's model of consumer decision – making.
- Q4)* What are the basic concepts involved in market research?
- Q5)* Write a note on hypothesis development and testing.

# **ASSIGNMENT-2 (DMM03)**

**PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2017**

## **MARKETING MANAGEMENT**

### **Consumer Behaviour and Marketing Research**

**MAXIMUM MARKS-30**

**ANSWER ALL QUESTIONS**

- Q1)* Discuss the different consumer behaviour models.
- Q2)* Write short notes on
- a) Perception.
  - b) Personality.
- Q3)* How do you deal with consumer dissatisfaction? Explain briefly.
- Q4)* What are the steps involved in designing a research problem?
- Q5)* What are the specific attitude scale adopted for marketing studies?



**(DBM04 / DMM04)**

**ASSIGNMENT -1  
PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2017**

**BUSINESS / MARKETING MANAGEMENT**

**Marketing Management**

**MAXIMUM MARKS-30  
ANSWER ALL QUESTIONS**

- Q1)*** Define marketing. What are the various ethics to be observed in Marketing?
- Q2)*** Discuss the marketing organization and interface with other departments in a company.
- Q3)*** What are the components of marketing plan?
- Q4)*** What are the features and determinants of purchase behaviour?
- Q5)*** What are product modifications? Explain with examples.

**(DBM04 / DMM04)**

**ASSIGNMENT -2  
PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2017**

**BUSINESS / MARKETING MANAGEMENT**

**Marketing Management**

**MAXIMUM MARKS-30  
ANSWER ALL QUESTIONS**

- Q1)** Differentiate between skimming price and penetration price.
- Q2)** What are the functions and levels of marketing channels?
- Q3)** What are the objectives of promotion and advertising?
- Q4)** Write short notes on
- a) Marketing audit.
  - b) Marketing intelligence.
- Q5)** What is the nature and scope of non – business attitudes towards marketing?





**ASSIGNMENT-1 (DMM05)**

**PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2017**

**MARKETING MANAGEMEMNT**

**Sales and Advertising Management**

**MAXIMUM MARKS-30**

**ANSWER ALL QUESTIONS**

- Q1)* What are the objectives of sales and distribution management?
- Q2)* How do you analyse the sales job? Explain.
- Q3)* Differentiate between sales analysis and cost analysis.
- Q4)* Describe the media promotional scene in India.
- Q5)* How do you measure advertising effectiveness? Explain.

## **ASSIGNMENT-2 (DMM05)**

**PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2017**

**MARKETING MANAGEMEMNT**

**Sales and Advertising Management**

**MAXIMUM MARKS-30**

**ANSWER ALL QUESTIONS**

- Q6)** Suggest measures to improve personal selling activities.
- Q7)** How do you motivate and compensate the sales force? Explain.
- Q8)** Write a note on performance appraisal of salesmen.
- Q9)** Explain the marketing communication process.
- Q10)** How do you design and develop a message for advertising? Explain.

