

(DHHM 01/ DBM 01/ DMM 01/DHRM 01/
DFM 01/ DIB 01/ DIM 01/ DBFM 01)

PG DIPLOMA EXAMINATION, DEC. - 2012

Common Paper

Paper - I : PERSPECTIVES OF MANAGEMENT

Time : 03 Hours

Maximum Marks : 75

*Answer any **Five** questions*

All questions carry equal marks

- 1) Explain the concept of management and its functions.
 - 2) Define MBO. What are its advantages and disadvantages.
 - 3) Discuss the working of committees and board of directors in an organisation.
 - 4) What are the essentials of an effective communication?
 - 5) State the modern techniques of control and their significance.
 - 6) Explain various modern approaches to management.
 - 7) Write in detail about Linear Programming.
 - 8) Briefly explain about selection process in an organisation.
 - 9) Define motivation. Explain its importance in management.
 - 10) Explain the position of management Development in India.
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(DMM 02 / DIB 02)

PG DIPLOMA EXAMINATION, DEC. - 2012

Marketing Management/International Business

Paper - II : INTERNATIONAL MARKETING

Time : 03 Hours

Maximum Marks : 75

Answer any Five questions

- 1) Briefly explain the different frame works of the International Markets.
 - 2) Explain about economic environment of the International Business.
 - 3) What are the different documents required for exports?
 - 4) Write in detail about International Pricing Policy.
 - 5) Discuss in detail about International Market Research.
 - 6) Examine the planning and control of International Market.
 - 7) Explain the nature and scope of International Market.
 - 8) Discuss the significance of advertising in Promotional Management.
 - 9) Give an overview on influence of culture on International Business.
 - 10) Briefly explain about EXIM policy of India.
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(DMM 03)

PG DIPLOMA EXAMINATION, DEC. - 2012

Marketing Management

Paper - III : CONSUMER BEHAVIOUR AND MARKETING RESEARCH

Time : 03 Hours

Maximum Marks : 75

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

- 1) Critically examine the Freudian and Howard models of Consumer Behaviour.
 - 2) What are the factors that influence the Attitudes and Behaviour of consumer?
 - 3) What are Reference Groups? Explain with some examples.
 - 4) Distinguish between Primary and Secondary data. What are their merits and demerits?
 - 5) What are the steps involved in testing of Hypothesis?
 - 6) Explain the need for the study of Consumer Behaviour.
 - 7) What is meant by Consumer satisfaction? How do you measure it? Give some examples.
 - 8) Write in detail about Research design.
 - 9) Discuss in detail about various buying motives of the consumer.
 - 10) Examine the specific attitude scale adopted to marketing studies.
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(DBM 04 / DMM 04)

PG DIPLOMA EXAMINATION, DEC. - 2012

Business / Marketing Management

Paper - IV : MARKETING MANAGEMENT

Time : 03 Hours

Maximum Marks : 75

*Answer any **Five** questions*

All questions carry equal marks

- 1) Distinguish between marketing and selling.
 - 2) Explain the interface between marketing organisation and accounting department.
 - 3) State the components of marketing plan.
 - 4) What are the psychological factors that influence consumer behaviour?
 - 5) State the problems related to new products.
 - 6) What are the objects of pricing?
 - 7) How do you resolve conflicts in the channels of distribution?
 - 8) How do you assess the effectiveness of advertising?
 - 9) State the information required for marketing audit.
 - 10) Bring out the non - business attitudes towards marketing.
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(DBM 05)

PG DIPLOMA EXAMINATION, DEC. - 2012

Marketing Management

Paper - V : SALES AND ADVERTISING MANAGEMENT

Time : 03 Hours

Maximum Marks : 75

Answer any Five questions

- 1) “Sales Management and Distribution Management are interdependents” - Discuss.
 - 2) What are the motivating and compensating aspects of the Sales forces?
 - 3) Write in detail about Sales Organisation.
 - 4) Explain the role of media in Promotion Management.
 - 5) Discuss different steps involved in Media Planning.
 - 6) Explain the process of selection of Sales Personnel.
 - 7) How to improve Interpersonal and Communication skills?
 - 8) Discuss various concepts involved in performance appraisal.
 - 9) What is meant by Advertising? Explain its significance in Promotion Management.
 - 10) Briefly explain about client-agent relationship.
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