

(DIB/DIM/DBFM/DHHM/DBM/DMM/DHRM/DFM01)

ASSIGNMENT-1

PG DIPLOMA DEGREE EXAMINATION, MAY - 2018

(Common Paper)

Perspectives of Management

MAXIMUM MARKS:30

Answer ALL Questions

- Q1)* Define management. Explain nature & scope of management.
- Q2)* Explain various approaches to management.
- Q3)* Define planning. Explain about concept of MBO.
- Q4)* Briefly explain about decision making process.
- Q5)* What do you mean by organizing? Explain principles of organization.

(DIB/DIM/DBFM/DHHM/DBM/DMM/DHRM/DFM01)

ASSIGNMENT-2

PG DIPLOMA DEGREE EXAMINATION, MAY - 2018

(Common Paper)

Perspectives of Management

MAXIMUM MARKS:30

Answer ALL Questions

- Q1)* Explain various executive development programmes.
- Q2)* What are various barriers to communication?
- Q3)* Define leadership. What are the essential features required for a successful leader?
- Q4)* Outline the factors influencing span of control.
- Q5)* Explain the scenario of Indian management with suitable examples.



(DMM02/DIB02)

ASSIGNMENT-1

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

International Marketing

MAXIMUM MARKS:30

Answer ALL Questions

- Q1)* Discuss the various elements of International Marketing.
- Q2)* Discuss the various environmental factors that affect the global business.
- Q3)* Explain the International Marketing frame work in detail.
- Q4)* Illustrate the trade and Marketing policies of International Marketing.
- Q5)* Discuss the procedure of Export documentation.

(DMM02/DIB02)

ASSIGNMENT-2

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

International Marketing

MAXIMUM MARKS:30

Answer ALL Questions

- Q1)* Explain the product policy and planning in Global Marketing.
- Q2)* Describe Global Marketing channel and distinguish between indirect and direct marketing channels.
- Q3)* Discuss the procedure and documentation for importing products.
- Q4)* Describe the Marketing planning and strategy for global business.
- Q5)* Explain the significance of segmentation as a strategy of global marketing.



(DMM03)

ASSIGNMENT-1
P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018
MARKETING MANAGEMENT
Consumer Behaviour and Marketing Research
MAXIMUM MARKS:30
Answer ALL Questions

- Q1)** Why does a marketer needs to study different types of consumer behavior?
Explain.
- Q2)** Define perception. Describe the role of perception on marketing strategy.
- Q3)** Explain the consumer decision making process with a suitable example.
- Q4)** Explain different methods of collecting data.
- Q5)** What is Attitude? Explain how study of consumer attitude helps in marketing.

(DMM03)

ASSIGNMENT-2
P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018
MARKETING MANAGEMENT
Consumer Behaviour and Marketing Research
MAXIMUM MARKS:30
Answer ALL Questions

- Q1)** State in brief the characteristics features relevance to Indian consumer.
- Q2)** Discuss the psychoanalytic theory of personality.
- Q3)** Explain with examples the various stages involved in the consumer decision making process.
- Q4)** Write briefly on Market research design.
- Q5)** Define Research problem and discuss major steps in designing a research problem.



(DBM04/DMM04)

ASSIGNMENT-1

P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018

BUSINESS/MARKETING MANAGEMENT

Marketing Management

MAXIMUM MARKS:30

Answer ALL Questions

Q1) Define Marketing. Discuss the nature, scope and importance of Marketing.

Q2) Explain components of Marketing Environment.

Q3) Explain various errors in positioning.

Q4) Describe the Models of Consumer behaviour.

Q5) Discuss the features and classifications of product.

(DBM04/DMM04)

ASSIGNMENT-2

P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018

BUSINESS/MARKETING MANAGEMENT

Marketing Management

MAXIMUM MARKS:30

Answer ALL Questions

- Q1)* Explain the factors affecting pricing decisions.
- Q2)* What is meant by effectiveness of channels of distribution?
- Q3)* Explain the Integrated Marketing Communication Mix in detail.
- Q4)* Give the differences between Online Marketing and Traditional Marketing.
- Q5)* Explain how services marketing represents various factors through which the need of services marketing came into force.



(DMM05)

ASSIGNMENT-1
P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018
MARKETING MANAGEMENT
Sales and Advertising Management
MAXIMUM MARKS:30
Answer ALL Questions

- Q1)* Discuss about recent trends in sales Management.
- Q2)* Write briefly about negotiation skills and Interpersonal skills.
- Q3)* Explain selection and Training of salesmen.
- Q4)* Explain salesmen's compensation plane.
- Q5)* Explain performance appraisal methods of salesmen's.

(DMM05)

ASSIGNMENT-2
P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018
MARKETING MANAGEMENT
Sales and Advertising Management
MAXIMUM MARKS:30
Answer ALL Questions

- Q1)** Explain different techniques of forecasting sales.
- Q2)** How can an advertising manager evaluate the effectiveness of a firms advertising?
- Q3)** Explain the procedure of designing message and development.
- Q4)** What is advertising agency? State the service activities performed by the advertising agencies.
- Q5)** Write about the media scene in India. Also state the challenges faced by the media at present.