

(DHHM/DBM/DMM/DHRM/DFM/DIB/DIM/DBFM01)

ASSIGNMENT - 1

P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2019

Common Paper

PERSPECTIVES OF MANAGEMENT

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

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.

(DHHM/DBM/DMM/DHRM/DFM/DIB/DIM/DBFM01)

ASSIGNMENT -2

P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2019

Common Paper

PERSPECTIVES OF MANAGEMENT

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

- Q1)* Briefly explain about different kinds of organizational structures.
- Q2)* Explain about organizational conflicts.
- Q3)* What is leadership? Explain its types.
- Q4)* Discuss about Herzberg's two factor theory of motivation.
- Q5)* Explain the concepts of PERT and CPM and also distinguish between them.



(DMM02/DIB02)

ASSIGNMENT - 1

**P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2019
MARKETING MANAGEMENT / INTERNATIONAL BUSINESS**

International Marketing

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

- 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.

(DMM02/DIB02)

ASSIGNMENT - 2

**P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2019
MARKETING MANAGEMENT / INTERNATIONAL BUSINESS**

International Marketing

MAXIMUM : 30 MARKS

ANSWER ALL QUESTIONS

- Q1)* Discuss the environment of International Business? Explain in detail.
- Q2)* What is the scope of International Marketing? Explain in detail.
- Q3)* Write a note on International Market selection and segmentation.
- Q4)* Discuss features and challenges in the International Marketing.
- Q5)* What are the methods of payment in International Trade? Explain.



(DMM03)

ASSIGNMENT - 1
P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2019
MARKETING MANAGEMENT

Consumer Behaviour and Marketing Research

MAXIMUM : 30 MARKS
ANSWER ALL QUESTIONS

- Q1)* Define 'consumer'. Explain diversity of consumer behaviour.
- Q2)* How does the environment impact the marketing decisions? Explain.
- Q3)* Explain consumer behaviour models.
- Q4)* What are the limitations of marketing research?
- Q5)* How does learning influence consumer behaviour? Explain.

(DMM03)

ASSIGNMENT - 2
P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2019
MARKETING MANAGEMENT

Consumer Behaviour and Marketing Research

MAXIMUM : 30 MARKS
ANSWER ALL QUESTIONS

- Q1)* Write the major steps in designing a research problem.
- Q2)* What are the techniques for analyzing data?
- Q3)* What are the sources of customer dissatisfaction?
- Q4)* Explain the concept and need for consumer behaviour.
- Q5)* Describe the profile of the Indian consumer.



(DBM04/DMM04)

ASSIGNMENT - 1
P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2019
BUSINESS / MARKETING MANAGEMENT
Marketing Management
MAXIMUM : 30 MARKS
ANSWER ALL QUESTIONS

- Q1)* Examine the impact of consumerism on marketing.
- Q2)* Explain importance of branding and packaging in marketing.
- Q3)* Explain various stages in product-life-cycle.
- Q4)* Examine the need and importance of marketing Research.
- Q5)* Explain various types of positioning strategies.

(DBM04/DMM04)

ASSIGNMENT - 2
P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2019
BUSINESS / MARKETING MANAGEMENT
Marketing Management
MAXIMUM : 30 MARKS
ANSWER ALL QUESTIONS

- Q1)* Explain the concept, importance and objectives of pricing.
- Q2)* What is the role of marketing in service sector?
- Q3)* What is marketing audit? Discuss its objectives.
- Q4)* Explain various sales promotion methods.
- Q5)* Discuss about Marshallian model of consumer behavior.



(DMM05)

ASSIGNMENT - 1
P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2019
MARKETING MANAGEMENT

Sales and Advertising Management

MAXIMUM : 30 MARKS
ANSWER ALL QUESTIONS

- Q1)* Explain different types of sales organization.
- Q2)* What are the elements to be taken into consideration while analyzing market potentiality?
- Q3)* Explain salesman's compensation plans.
- Q4)* Discuss about relationship of sales department with other department.
- Q5)* Write about salesman's performance evaluation methods.

(DMM05)

ASSIGNMENT -2
P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2019
MARKETING MANAGEMENT
Sales and Advertising Management
MAXIMUM : 30 MARKS
ANSWER ALL QUESTIONS

- Q1)* Explain selling skills of sales management.
- Q2)* Discuss about the effective structure of marketing channel.
- Q3)* Explain the salesman selection process with reference to a service industry.
- Q4)* Explain effectiveness of measuring advertising.
- Q5)* Explain monitoring and performance appraisal.

