

**(DHHM01/DBM01/DMM01/DHRM01/
DFM01/DIM01/DBFM01/DIB01)**

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PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2016

Common Paper

PERSPECTIVES OF MANAGEMENT

Time : 3 Hours

Maximum Marks:70

Answer any Five questions.

All questions carry equal marks .

- Q1)** What are the approaches to Management?
- Q2)** Describe the objectives of Planning.
- Q3)** What are the various methods of Recruitment?
- Q4)** Define directing what are the elements of directing?
- Q5)** Write a detailed note about management development in India.
- Q6)** What are the internal and external environment forces in Management.
- Q7)** What is linear programming? What are its objectives?
- Q8)** Explain the differences between centralization and decentralisation.
- Q9)** What is communication? Explain the role of media in communication.
- Q10)** Define Control. Explain about PERT and CPM in brief.

(DMM02 / DIB02)

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PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2016

MARKETING MANAGEMENT / INTERNATIONAL BUSINESS

International Marketing

Time : 3 Hours

Maximum Marks: 70

Answer any Five Questions.

All questions carry equal marks.

- 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.
- Q6)** Write about the institutional and constitutional framework in International marketing.
- Q7)** What is the need and importance of international market research?
- Q8)** What are the features of international pricing policy.
- Q9)** Evaluate the importance of advertising in international marketing.
- Q10)** Write short notes on the following.
- a) FIZs
 - b) Features of International Market.

(DMM03)

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MARKETING MANAGEMENT

Consumer Behaviour and Marketing Research

Time : 3 Hours

Maximum Marks: 70

Answer any Five Questions.

All questions carry equal marks.

- 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.
- Q6)** Discuss the different consumer behaviour models.
- Q7)** Write short notes on
- a) Perception.
 - b) Personality.
- Q8)** How do you deal with consumer dissatisfaction? Explain briefly.
- Q9)** What are the steps involved in designing a research problem?
- Q10)** What are the specific attitude scale adopted for marketing studies?



(DBM04 / DMM04)

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PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2016

BUSINESS / MARKETING MANAGEMENT

Marketing Management

Time : 3 Hours

Maximum Marks: 70

Answer any FIVE Questions
All questions carry equal marks

- 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.
- Q6)** Differentiate between skimming price and penetration price.
- Q7)** What are the functions and levels of marketing channels?
- Q8)** What are the objectives of promotion and advertising?
- Q9)** Write short notes on
- a) Marketing audit.
 - b) Marketing intelligence.
- Q10)** What is the nature and scope of non – business attitudes towards marketing?



(DMM05)

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PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2016

MARKETING MANAGEMEMNT

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 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.
- 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.