

**(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.

(DIB 03)

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P.G. DIPLOMA DEGREE EXAMINATION, DECEMBER – 2016

INTERNATIONAL BUSINESS

Foreign Exchange Management

Time : 3 Hours

Maximum Marks: 70

Answer any Five questions

All questions carry equal marks.

- Q1)** Discuss the exchange rate system of global level.
- Q2)** What are the guidelines for computing the rate forward bill buying rate?
- Q3)** What do you understand by exchange swap cover operating? Explain.
- Q4)** What are external techniques of managing risk?
- Q5)** Discuss the exchange rate arrangements in India.
- Q6)** What are the issues related to devaluation in Indian context?
- Q7)** Discuss the present context of monetary and fiscal policy in India.
- Q8)** What is the meaning of letter of credit? What are its types?
- Q9)** Write a note on crystallization of export and import bills?
- Q10)** Discuss the intervention by central banks in forex market.

(DIB 04)

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P.G. DIPLOMA DEGREE EXAMINATION, DECEMBER – 2016

INTERNATIONAL BUSINESS

Time : 3 Hours

Maximum Marks: 70

Answer any five questions

All questions carry equal marks.

- Q1)** Describe any one International business (trade) theory of your choice.
- Q2)** What is the importance of strategic planning in MNCs?
- Q3)** What is the need for multinational corporate culture in Indian Business Environment?
- Q4)** Discuss the negotiations in International business?
- Q5)** What is the role of international organisations in improving international business?
- Q6)** What is the impact of International business in an economy like India?
- Q7)** What are the strategic considerations available to an international business?
- Q8)** How do you evaluate the performance of an international business? Explain.
- Q9)** Write a note on 'Negotiations in International business'.
- Q10)** What do you understand by multinational Agreements? Give some examples.



(DFM05 / DIB05 / DBFM05)

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PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2016

FINANCIAL / BANKING & FINANCIAL MANAGEMENT /INTERNATIONAL

International Financial Management

Time : 3 Hours

Maximum Marks: 70

Answer any Five Questions.

All questions carry equal marks.

- Q1)** Discuss the finance function in a multi – national firm.
- Q2)** How is the exchange rate determined? Explain.
- Q3)** Write a note on International cash management.
- Q4)** What are the various international financing dicisions?
- Q5)** Discuss about the balance of payments framework.
- Q6)** How do you manage accounting exposure? Explain.
- Q7)** How do you finance foreign trade? Explain.
- Q8)** Discuss the international investment strategy.
- Q9)** How do you manage transaction exposure? Explain.
- Q10)** What are the dimensions of international economic issues?

