

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

Total No. of Questions : 10]

[Total No. of Pages : 01

**PG DIPLOMA DEGREE EXAMINATION, MAY - 2017**

**(Common Paper)**

**Perspectives of Management**

**Time : 3 Hours**

**Maximum Marks : 70**

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*Answer any Five questions*

*All questions carry equal marks*

- 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.
- Q6)** Explain various executive development programmes.
- Q7)** What are various barriers to communication?
- Q8)** Define leadership. What are the essential features required for a successful leader?
- Q9)** Outline the factors influencing span of control.
- Q10)** Explain the scenario of Indian management with suitable examples.



**(DMM02/DIB02)**

**Total No. of Questions : 10]**

**[Total No. of Pages : 01**

**P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2017**

**MARKETING MANAGEMENT/INTERNATIONAL BUSINESS**

**International Marketing**

**Time : 3 Hours**

**Maximum Marks : 70**

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

- 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.
- Q6)** Explain the product policy and planning in Global Marketing.
- Q7)** Describe Global Marketing channel and distinguish between indirect and direct marketing channels.
- Q8)** Discuss the procedure and documentation for importing products.
- Q9)** Describe the Marketing planning and strategy for global business.
- Q10)** Explain the significance of segmentation as a strategy of global marketing.

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(DMM03)

Total No. of Questions : 10]

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P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2017

MARKETING MANAGEMENT

Consumer Behaviour and Marketing Research

Time : 03 Hours

Maximum Marks :70

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*Answer any Five questions.*

*All questions carry equal marks.*

- 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.
- Q6)** State in brief the characteristics features relevance to Indian consumer.
- Q7)** Discuss the psychoanalytic theory of personality.
- Q8)** Explain with examples the various stages involved in the consumer decision making process.
- Q9)** Write briefly on Market research design.
- Q10)** Define Research problem and discuss major steps in designing a research problem.



**(DBM04/DMM04)**

**Total No. of Questions : 10]**

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**P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2017**

**BUSINESS/MARKETING MANAGEMENT**

**Marketing Management**

**Time : 3 Hours**

**Maximum Marks : 70**

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

- 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.
- Q6)** Explain the factors affecting pricing decisions.
- Q7)** What is meant by effectiveness of channels of distribution?
- Q8)** Explain the Integrated Marketing Communication Mix in detail.
- Q9)** Give the differences between Online Marketing and Traditional Marketing.
- Q10)** Explain how services marketing represents various factors through which the need of services marketing came into force.



(DMM05)

Total No. of Questions : 10]

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P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2017

MARKETING MANAGEMENT

Sales and Advertising Management

**Time : 3 Hours**

**Maximum Marks :70**

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**Answer any Five questions.**

**All questions carry equal marks.**

- 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.
- Q6)** Explain different techniques of forecasting sales.
- Q7)** How can an advertising manager evaluate the effectiveness of a firms advertising?
- Q8)** Explain the procedure of designing message and development.
- Q9)** What is advertising agency? State the service activities performed by the advertising agencies.
- Q10)** Write about the media scene in India. Also state the challenges faced by the media at present.