

Total No. of Questions : 10]

[Total No. of Pages : 2

DHHM01/DBM01/DMM01/DHRM01/DFM01/DBFM01/DIB01

P.G. DIPLOMA DEGREE EXAMINATION, JUNE/JULY - 2019

PGDHHM

Perspectives of Management

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions
All questions carry equal marks

- Q1)* Define Management. Explain internal forces influencing management.
- Q2)* Discuss the functions of management.
- Q3)* What are the objectives of planning? Explain the types of plans in detail.
- Q4)* What is the purpose of organising? Elucidate the principles of organisation.
- Q5)* Explain the elements of directing.
- Q6)* Discuss the barriers the effective communication.
- Q7)* Write a note on PERT and CPM.
- Q8)* Explain the social responsibilities of business.
- Q9)* What is the nature and purpose of staffing? Explain the internal sources of recruitment.
- Q10)* Distinguish between Management and Administration. Explain the significance of management in an organisation.



Total No. of Questions : 10]

DMM02/DIB02

P.G. DIPLOMA DEGREE EXAMINATION,

JUNE/JULY - 2019

PGDMM

International Marketing

Time : 3 Hours

Maximum Marks : 70

Answer any five questions

All questions carry equal marks

- Q1)** Explain about the institutional and constitutional framework in International Marketing.
- Q2)** Write the features of legal and Political Environment that influence international business.
- Q3)** Explain the Role of Distribution Channel in International Business or Trade.
- Q4)** Discuss about the International Pricing Policy in International Marketing Mix.
- Q5)** Explain the Product Policy and planning in Global Marketing.
- Q6)** Discuss the procedure of export documentation.
- Q7)** Write short notes on the following :
- a) FTZs.
 - b) Features of International Marketing.
- Q8)** Discuss features and challenges in the international marketing.
- Q9)** What is the Role of Advertising and Promotional Management in International Marketing?
- Q10)** Explain the significance of segmentation as a strategy of global marketing.

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DIB03

**P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2019**

PGDIB

Foreign Exchange Management

Time : 3 Hours

Maximum Marks : 70

Answer any five questions
All questions carry equal marks

- Q1)** Bring out an overview of Foreign Exchange markets.
- Q2)** What are the documents required in foreign trade contract?
- Q3)** Discuss the Present Context of monetary and fiscal policy in India.
- Q4)** What do you understand by Exchange Swap Over Operating? Explain.
- Q5)** Write a short note on the following :
- a) Liberlisation.
 - b) Letter of Credit.
 - c) Current Account.
- Q6)** What are the issues related to devaluation in Indian Context?
- Q7)** Explain about internal techniques of Managing Foreign Exchange.
- Q8)** Briefly explain about Foreign Exchange Reserves.
- Q9)** Discuss the intervention by Central banks in forex market.
- Q10)** What are the guidelines for computing the Bill buying rate?

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DIB04

**P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2019
PGDIB
International Business**

Time : 3 Hours

Maximum Marks : 70

Answer any five questions

All questions carry equal marks

- Q1)** Describe any one international business theory of your choice.
- Q2)** What is the importance of strategic planning in MNCs?
- Q3)** What is the role of international business in an Economy?
- Q4)** Explain the Role of Human Resource Management in MNC's.
- Q5)** What is the impact of globalization on International Business? Discuss in detail.
- Q6)** What is the need for Multinational Corporate Culture in Indian Business Environment?
- Q7)** Write a note on 'Negotiations in international business'.
- Q8)** Discuss about international production and logistics.
- Q9)** Why do advanced Countries insist on Elimination of Subsidies in International Business? Explain briefly.
- Q10)** Explain the importance of Multilateral agreements.

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DFM05/DBFM05/DIB05

P.G. DIPLOMA DEGREE EXAMINATION, JUNE/JULY - 2019

PGDFM

International Financial Management

Time : 3 Hours

Maximum Marks : 70

Answer any five questions
All questions carry equal marks

- Q1)** What are the features of International Financial System?
- Q2)** Describe finance function in an MNC.
- Q3)** State the causes for disequilibrium in balance of payments.
- Q4)** Critically examine the working of IMF.
- Q5)** How is exchange rate determined? Explain.
- Q6)** Elucidate the sources of financing foreign trade.
- Q7)** How does cash management in domestic country differ from foreign country? Explain.
- Q8)** Enumerate the considerations in international financing decision.
- Q9)** Discuss the evaluation of investment in foreign countries.
- Q10)** Explain the management of accounting exposure.