

**(DHHM/DBM/DMM/DHRM/
DFM/DIB/DIM/DBFM 01)**

**PG DIPLOMA EXAMINATION, MAY – 2015
COMMON PAPER**

Paper - I : Perspectives of Management

Time : 03 Hours

Maximum Marks : 75

Answer any Five questions from the following

All questions carry equal marks

- 1) Explain the nature and scope of management.
- 2) What are the approaches to the study of management.
- 3) State the merits and demerits of MBO.
- 4) Elucidate the steps involved in decision making.
- 5) Describe the principles of organisation.
- 6) Enumerate the tests employed in the selection of employees.
- 7) Bring out the process of communication.
- 8) Give an account of various styles of leadership.
- 9) Explain the modern techniques of control.
- 10) State the role of manager in the social responsibilities of business.



(DMM / DIB 02)

PG DIPLOMA EXAMINATION, MAY – 2015

MARKETING MANAGEMENT/INTERNATIONAL BUSINESS

Paper - II : International Marketing

Time : 03 Hours

Maximum Marks : 75

Answer any Five questions

All questions carry equal marks

- 1) What are the institutions involved in international marketing?
- 2) State the scope and significance of international marketing.
- 3) Explain the influence of cultural and social on international business.
- 4) Describe the influence of monetary factors on international marketing.
- 5) Review the import-export policy of India.
- 6) State the documents required for export.
- 7) Describe the objects of international pricing policy.
- 8) Explain the considerations in international promotion management.
- 9) Discuss the steps involved in international marketing research.
- 10) How is international market selected?



PG DIPLOMA EXAMINATION, MAY – 2015

MARKETING MANAGEMENT

Paper - III : Consumer Behaviour and Marketing Research

Time : 03 Hours

Maximum Marks : 75

Answer any Five questions from the following

All questions carry equal marks

- 1) Why is it necessary to study consumer behaviour?
- 2) Bring out the contribution of any one model of consumer behaviour known to you.
- 3) What are the determinants of consumer behaviour?
- 4) Enumerate the role of social class and reference groups in consumer behaviour.
- 5) State the sources of consumer satisfaction.
- 6) Explain the buying motives of industrial user.
- 7) Describe the nature and scope of marketing research.
- 8) Enumerate the methods of collecting primary data.
- 9) Describe the steps involved in the research process.
- 10) Discuss the techniques available to measure attitudes of consumers.



(DBM / DMM 04)

PG DIPLOMA EXAMINATION, MAY – 2015
BUSINESS/MARKETING MANAGEMENT

Paper - IV : Marketing Management

Time : 03 Hours

Maximum Marks : 75

Answer any Five questions

All questions carry equal marks

- 1) What are the societal dimensions of marketing?
- 2) Describe the relationship between marketing and accounting.
- 3) Discuss the steps involved in strategic planning.
- 4) Explain the factors that influence consumer behaviour.
- 5) Enumerate the stages involved in product life cycle.
- 6) State the objects of pricing.
- 7) Elucidate the functions rendered by retailers and wholesalers.
- 8) Explain the tools used in sales promotion.
- 9) Describe the steps involved in marketing research.
- 10) Explain the role of marketing in service sector.



P.G. DIPLOMA EXAMINATION, MAY – 2015

MARKETING MANAGEMENT

Paper - V : Sales and Advertising Management

Time : 3 Hours

Maximum Marks : 75

Answer any Five questions

All questions carry equal marks

- 1) Explain the inter-dependence between sales and distribution management.
- 2) State the steps involved in the process of sales.
- 3) How are salesmen selected?
- 4) Discuss different methods of compensating sales force.
- 5) What are the considerations in the preparation of sales budget?
- 6) Describe the evaluation of performance of salesman.
- 7) Review the recent promotional scene in India.
- 8) How do you measure the effectiveness of advertising?
- 9) What are the considerations in the selection of advertising media?
- 10) Elucidate the relations between advertising agency and client.

