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**St Aloysius College (Autonomous)
Mangaluru**

**Semester II – Diploma Examination – P.G.D.B.M/ D.B.M
May - 2024**

RETAIL MANAGEMENT

Time: 3 hrs.

Max Marks: 100

PART - A

Answer any TWO questions:

(2x15=30)

1. Define the store management? Explain the various functions of store management.
2. What do you mean by Communication Mix in Retail? Explain.
3. Explain the various factors influencing the buying process in retail industry.

PART - B

Answer any FIVE questions:

(5x10=50)

4. Write a detail notes on receipt management in retail.
5. Explain the functions of Visual Merchandising.
6. Explain the various components of store management.
7. Write a detailed note on different types of E Retailing.
8. Explain the process of consumer buying behaviour.
9. What is the importance of mannequins in Retail sector?
10. Explain the basic components of Retail Supply chain management.
11. Write detailed notes on various types of retail store layout design.

PART - C

Answer any ONE questions:

(1x20=20)

12. What is retail management? Explain the advantages and disadvantages of various formats of retail industry.
13. a) Explain the factors affecting Retail pricing strategy.
b) Explain the different types of pricing strategy.

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**St Aloysius College (Autonomous)
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**Semester II – Diploma Examination – P.G.D.B.M/ D.B.M
May - 2024**

Marketing Management

Time: 3 hrs.

Max Marks: 100

PART - A

Answer any TWO questions:

(2x15=30)

1. What is Marketing management? Explain the marketing philosophies in detail.
2. What is product life cycle? Explain the various stages of product life cycle and analyse the various marketing strategies employed for each stage in detail with a sketch.
3. Explain the functions and nature of marketing?

PART - B

Answer any FIVE questions:

(5x10=50)

4. What is marketing? Explain the importance of marketing management.
5. Explain the advantages of market segmentation.
6. What is advertising? Explain the various types of advertising media.
7. Who is a retailer? Explain the types of retailers.
8. What is a new product development? Analyse the stages in product development.
9. Explain any four branding strategies.
10. Describe the methods of market segmentation.

PART - C

Answer any ONE question.

(1x20=20)

11. Explain the classification of services.
12. What is market segmentation? Explain the bases of market segmentation in detail.

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**St Aloysius College (Autonomous)
Mangaluru**

**Semester II – Diploma Examination – P.G.D.B.M/ D.B.M
May - 2024**

INDIAN BUSINESS ENVIRONMENT

Time: 3 hrs.

Max Marks: 100

PART - A

Answer any **TWO** questions:

(2x15=30)

1. Explain the pattern of Indian Economy.
2. Explain the role of fiscal policy in economic development.
3. Explain the arguments for and against social responsibilities in business.

PART - B

Answer any **FIVE** questions:

(5x10=50)

4. Explain the nature and significance of business environment.
5. What are the advantages and disadvantages of foreign direct investment?
6. What are the various banking reforms in India?
7. Explain the impact of demonetization on Indian economy.
8. Briefly explain the concept and advantages of GST in India.
9. Explain the objective, structure and functions of WTO.
10. Explain the instruments of monetary policy.
11. Explain the concept of business ethics.

PART - C

Answer any **ONE** questions:

(1x20=20)

12. Explain the environmental factors affecting business and industry.
13. Explain the causes of generation of black money in India and what are its effects?

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**Semester II – Diploma Examination – P.G.D.B.M/ D.B.M
May - 2024**

PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3 hrs.

Max Marks: 100

PART - A

Answer any TWO questions:

(2x15=30)

1. What is Operations Management? Analyse the interfacing between operations management and other functional areas of management.
2. What is a breakeven point? explain the meaning of
 - a) Fixed costs and variable costs
 - b) Linear and nonlinear break even points and mark a safe area of output and comment with a sketch.
3.
 - a) Analyse the objectives of preventive maintenance?
 - b) Explain the elements of a preventive maintenance guide.

PART - B

Answer any FIVE questions:

(5x10=50)

4. Explain any ten factors that influence a plant layout.
5. Analyse the five elements of total quality management.
6. Analyse the features and importance of Computer Aided Design.
7. What are the factors to be considered when designing a product?
8. Analyse the features and importance of industrial robots.
9. Analyse the criteria for a good demand forecast.
10. What are the objectives of production planning and control?
11. Explain the features of intermittent manufacturing.

PART - C

Answer any ONE question.

(1x20=20)

12. What is production planning? Analyse the techniques of production planning and control.
13. What is batch manufacturing? Analyse the characteristics of modern manufacturing.

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**Semester II – Diploma Examination – P.G.D.B.M/ D.B.M
May - 2024**

PROJECT MANAGEMENT AND PROJECT STUDY

Max Marks: 100

Time: 3 hrs.

PART – A

Answer any TWO questions:

(2x15=30)

1. What is a network analysis? Analyse the differences between PERT AND CPM.
2. Explain events and activities with a sketch. Explain the rules of construction of a network.
3. Explain the constituents of a project report.

PART - B

Answer any FIVE questions:

(5x10=50)

4. Explain what is technical feasibility and economic feasibility.
5. What is a breakdown structure? What are its elements? Explain.
6. What are the errors to be avoided in a project report?
7. What are the different phases in a project?
8. Explain the key principles for the success of a project.
9. With a figure explain project crashing.
10. Project on a graph the steps of constructing a ladder with a bamboo.
11. What are the benefits of projects? Explain.

PART – C

Answer any ONE question.

(1x20=20)

12. What is venture life cycle? With a sketch explain the stages in a venture life cycle.
13. What is a project? Explain the features common to all projects.
