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**St Aloysius College (Autonomous)
Mangaluru**

**Semester II – Diploma Examination – P.G.D.B.M/D.B.M.
August / September 2021**

RETAIL MANAGEMENT

Time: 3 Hours

Max. Marks: 100

PART - A

Answer any TWO questions.

(2x15=30)

1. Explain the key challenges that retailers face in India.
2. What do you mean Inventory Management? Explain the Basic Steps in Retail Inventory Management.
3. Define the term Space Management in Retail Sector. Give a detail note on Space Management.

PART - B

Answer any FIVE questions.

(5x10=50)

4. Give a detail note on Non-Store Based (Direct) Retailing.
5. What is retail? Explain the Factors Influencing Retail Consumer.
6. What do you mean Ownership Based Retailing? Explain.
7. Explain the Challenges faced by HR manager in Organized Retail.
8. Merchandise management is planning and controlling of retailers inventories and investment in that.
9. Explain the Basic Components of retail Supply chain management (SCM).
10. What do you mean Visualizing' customer support? Explain.
11. What do you mean Ownership Based Retailing? Explain.

PART - C

Answer any ONE question.

(1x20=20)

12. Give a detail notes Merchandise management in retail sector.
13. What is store layout in retail management? Explain the different types of layout in retail store.

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MARKETING MANAGEMENT

Time: 3 Hours

Max. Marks: 100

PART - A

Answer any TWO questions.

(2x15=30)

1. What is sales promotion? Explain the methods of sales promotion.
2. Analyze the functions and types of wholesalers.
3. Describe the methods of market segmentation. In what way is the service market segmentation different from product market segmentation?

PART - B

Answer any FIVE questions.

(5x10=50)

4. Explain the differences between Marketing and selling.
5. Explain the Functions and importance of advertising.
6. Write a note on Demarketing and product positioning.
7. Explain the various determinants of pricing.
8. Explain the various features of services.
9. Explain the importance of a good brand and the various branding strategies.
10. Explain the various elements of a good advertisement copy.
11. Explain the marketing Mix in services marketing with special reference to financial services.

PART - C

Answer any ONE question.

(1x20=20)

12. Explain in detail the Marketing Concept. What are the functions of a Marketing Manager?
13. Analyze the marketing strategies employed in the various stages in a product life cycle.

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Semester II – Diploma Examination – P.G.D.B.M/D.B.M.
August / September 2021

INDIAN BUSINESS ENVIRONMENT

Time: 3 Hours

Max. Marks: 100

PART – A

Answer any TWO questions.

(2x15=30)

1. Explain the new Foreign Direct Investment (FDI) policy in India.
2. The government can implement a policy that changes the social behavior in the business environment. Discuss.
3. What is Business Environment? Explain the different types of business environment.

PART – B

Answer any FIVE questions.

(5x10=50)

4. What are the stages in the formation of a Multi-National Company?
5. What factors made globalization possible?
6. Explain the functions of WTO.
7. Write details notes on GST In India.
8. Give a detail notes on the Demonetization Process.
9. Narrate the Mechanisms of foreign exchange rates.
10. What do you mean Social Audit? Give a detail notes on importance of social audit in Business Sector.
11. Explain the Functions of the Foreign Exchange Market.

PART – C

Answer any ONE question.

(1x20=20)

12. Define the term Black money. Explain the impact of black money on economic sector in India.
13. Goods and Services Tax Law in India is a comprehensive, multi-stage, destination-based tax that is levied on every value addition? Discuss.

St Aloysius College (Autonomous)**Mangaluru****Semester II – Diploma Examination – P.G.D.B.M/ D.B.M****August / September 2021****PRODUCTION AND OPERATIONS MANAGEMENT**

Time: 3 hrs.

Max Marks: 100

PART - AAnswer any **TWO** questions:**(2x15=30)**

1. With a sketch explain the New Product Development Techniques and analyse the need for new product development
2. Explain Preventive Maintenance. With a sketch give a plan for Preventive Maintenance and analyse the importance of Preventive Maintenance.
- 3 Explain Computer Aided Manufacturing (CAM). Analyse the characteristics and uses of Computer Aided Manufacturing in present day manufacturing.

PART - BAnswer any **FIVE** questions:**(5x10=50)**

4. Analyse the causes of depreciation. Explain the straight line method of calculating depreciation.
5. Discuss the essential elements of demand forecasting.
6. With a sketch explain the features and importance of a Process Layout.
7. What suggestions can you give to increase productivity in manufacturing?
8. Discuss the factors influencing a plant layout.
9. With a sketch explain the inter-relationship between Production Management, Financial Management and Marketing Management.
10. Explain the elements of Total Quality Control.
- 11 Explain the features and merits of Intermittent Production.

PART - CAnswer any **ONE** question:**(1x20=20)**

12. What are Industrial Robots? Explain the features and uses of industrial robots in modern day industrial organizations.
13. If you are appointed as Production Manager in a manufacturing company, what would be your duties and responsibilities?

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Semester II – Diploma Examination – P.G.D.B.M/D.B.M.

August / September 2021

PROJECT MANAGEMENT & PROJECT STUDY

Time: 3 Hours

Max. Marks: 100

PART - A

Answer any TWO questions.

(2x15=30)

1. Analyse the key principles for the success of a Project.
2. What is a Project Design? Explain its important elements.
3. What are the ten basic steps in the execution of a Project? Explain.

PART - B

Answer any FIVE questions.

(5x10=50)

4. With a sketch explain the features and uses of a GANTT Chart.
5. What are the different stages in a Project? Explain.
6. What is statement of work in Project Management?
7. Explain the rules for construction of a Network.
8. Briefly discuss the features of a Project.
9. Analyse the differences between PERT and CPM.
10. What is a work breakdown structure? Analyse its elements.
11. Explain the three time estimates in PERT.

PART - C

Answer any ONE question.

(1x20=20)

12. If you are appointed a Project Manager, what would be your duties and responsibilities?
13. Explain the constituents of a Project Report.
