St Aloysius College (Autonomous) Mangaluru

Semester II – Diploma Examination – P.G.D.B.M/ D.B.M
August - 2022
RETAIL MANAGEMENT

Time: 3 hrs.

Max Marks: 100

PART - A

Answer any TWO questions:

(2x15=30)

1. Describe the various pricing strategies adopted by retailers.

2. What is store keyout and design? Write a detail note on it.

3. What is Retail Management? Explain important function of it?

PART - B

Answer any FIVE questions:

(5x10=50)

4. Define the term "Merchandising Management? Explain its role in Retail Industry.

5. Explain the elements of "Visual Merchandising".

6. What is Mannequins? Explain various types of Mannequins.

7. Narrate the relationship between Supply Chain Management and Retail Business.

8. What is Retail Location? Explain.

9. Explain the role of Stores Manager?

10. Give a detailed note on Retail Marketing segmentation.

11. What do you mean Communication Mix? Explain.

PART – C

Answer any ONE questions:

(1x20=20)

12. Explain the factors affecting pricing strategy in retail industry?

13. Explain the different classifications of Retail Industry?

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St Aloysius College (Autonomous)
Mangaluru
Semester II – Diploma Examination – P.G.D.B.M/ D.B.M
August - 2022
MARKETING MANAGEMENT

Time: 3 hrs.   Max Marks: 100

PART - A

Answer any **TWO** question: (2x15=30)

1. Define Marketing Management. Explain the Marketing philosophies in detail.

2. What is service market segmentation? Explain the bases of service market segmentation.

3. What is packing and packaging? Analyse the importance of packing.

PART - B

Answer any **FIVE** questions: (5x10=50)

4. Explain the role of retailers and wholesalers.

5. Distinguish between advertising and personal selling.

6. Write a note on cognitive dissonance.

7. Explain the concept of marketing mix.

8. What is pricing? Explain any three strategies and techniques of pricing.

9. Explain the concept of Demarketing.

10. Explain the concept of Meta Marketing.

11. Explain the concept of Product life cycle with an example.

PART – C

Answer any **ONE** questions: (1x20=20)

12. Define advertising. Explain the merits and demerits of advertising.

13. What is Branding? Explain the various strategies of branding and the factors to be taken into consideration in selecting a good brand.

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St Aloysius College (Autonomous) Mangaluru

Semester II – Diploma Examination – P.G.D.B.M/ D.B.M
August - 2022
INDIAN BUSINESS ENVIROMENT

Time: 3 hrs.   Max Marks: 100

PART - A
                                                                         (2x15=30)
Answer any **TWO** question:

1. Explain the factors affecting business environment.

2. Explain the role of MNC's in economic development.

3. Explain the arguments for and against ethics and social responsibilities in business.

PART - B

                                                                         (5x10=50)
Answer any **FIVE** questions:

4. Write a note on GST in India.

5. Write a note on GDP of India.

6. Explain the causes of generation of black money in India.

7. What are the advantages of foreign direct investment?

8. Explain the impact of demonetization on Indian economy.

9. What are the various banking reforms in India?

10. Explain the objectives of fiscal policy.

11. Write a note on Income tax in India.

PART – C

                                                                         (1x20=20)
Answer any **ONE** questions:

12. Explain the impact of globalization on Indian Economy.

13. Explain the instruments of monetary policy.

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D 704.2

PART - A

Answer any <u>TWO</u> question: (2x15=30)

1. Analyse the features, functions and benefits of Industrial Robots.

2. Explain the characteristics and features of Intermittent Production.

3. Analyse the different techniques of Production Planning and Control.

PART - B

Answer any <u>FIVE</u> questions: (5x10=50)

4. What are the causes of depreciation?

5. What are the objectives and functions of Preventive Maintenance?

6. Analyse the elements of Total Quality Management.

7. Analyse the objectives of a Plant layout.

8. Analyse the features and benefits of Computer Aided Design.

9. With a sketch explain the break even point.

10. Analyse the features of modern day manufacturing.

11. What are the factors a design engineer should keep in mind at the time of designing a product.

Answer any <u>ONE</u> questions: (1x20=20)

12. With a sketch explain how the interfacing takes place between the functional areas of management and Operations Management.

13. What is Computer Aided Manufacturing (CAM) analyse its characteristics and benefits.

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St Aloysius College (Autonomous)
Mangaluru
Semester II – Diploma Examination – P.G.D.B.M/ D.B.M
August - 2022
PROJECT MANAGEMENT AND PROJECT STUDY

Time: 3 hrs.   Max Marks: 100

PART - A

Answer any **TWO** question: (2x15=30)

1. What is a Network Analysis? Analyse the rules and features for the construction of a Network.

2. With a sketch analyse and explain the Venture Life Cycle.

3. Analyse and explain the functions of a Project Manager.

PART - B

Answer any **FIVE** questions: (5x10=50)

4. Explain the different stages in a Project.

5. Analyse the characteristics of Activities and Events.

6. What are the important elements of a Project Design?

7. Analyse the features of a Feasibility Study.

8. Explain the time elements of Project Evaluation and Review Technique.

9. Explain what is Project Crashing.

10. What are the features and uses of a GANTT Chart.

11. What are the errors to be avoided in a Project Report.

PART – C

Answer any ONE question.   (1x20=20)

12. Analyse the features common to all Projects.

13. Analyse the key principles for the success of a Project.

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