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St Aloysius College (Autonomous)

Mangaluru

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

July - 2023

RETAIL MANAGEMENT

Time: 3 hrs.

Max Marks: 100

PART - A

Answer any **TWO** questions:

(2x15=30)

1. What is Retail Management? Explain the causes behind the change of retail industry.
2. Write a detail note on 'Store Display and Presentation of Products'.
3. Explain the roles and responsibilities of a retail store manager.

PART - B

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Answer any **FIVE** questions:

(5x10=50)

4. Write detail notes on store management.
5. Explain the various factors influencing the retail pricing.
6. Narrate the various factors affecting buying decision of the customers at the store.
7. What do you mean by 'Retail Merchandising'? Explain.
8. Explain the role of merchandising manager.
9. Write a detailed notes on various types of retail store layout.
10. Give a brief note on different types of receipt in retail.
11. What are the functions of logistics and transfer in retail sector.

PART - C

Answer any **ONE** questions:

(1x20=20)

12. Narrate the retail industry challenges and marketing opportunities in India.
13. What is visual merchandising? Explain different elements of visual merchandising.

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

July - 2023

MARKETING MANAGEMENT

Time: 3 Hours

Max. Marks: 100

PART - A

Answer any TWO questions.

(2x15=30)

1. What is Market segmentation? Discuss the bases for segmenting consumer market.
2. What are channels of distribution? Discuss the features of major channels of distribution.
3. What is Sales promotion? Explain in detail the various methods of sales promotion.

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PART - B

Answer any FIVE questions.

(5x10=50)

4. Write a note on marketing mix.
5. Who is a Retailer? Explain his functions.
6. Explain the various stages of new product development.
7. Explain the various strategies of pricing.
8. What is product differentiation?
9. What is branding? Explain the strategies of branding.
10. Explain any five different media of advertising.
11. What are the reasons for new product failure?

PART - C

Answer any ONE question.

(1x20=20)

12. What are advertising? Explain the functions, ethics and advantages of advertising.
13. What is Packaging? Explain the functions and advantages of packaging.

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St Aloysius College (Autonomous)

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

July - 2023

INDIAN BUSINESS ENVIRONMENT

Time: 3 hrs.

Max Marks: 100

PART - A

Answer any TWO question:

(2x15=30)

1. Explain the objectives and instruments of monetary policy.
2. Explain the role of MNC's 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. Explain the impact of demonetization on Indian economy.
7. Briefly explain the concept and advantages of GST in India.
8. Explain the objective, structure and functions of WTO.
9. Explain the objectives and instruments of fiscal policy.
10. Write a note on GDP of India.
11. Explain the concept of business ethics.

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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
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PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3 hrs.

Max Marks: 100

PART - A

Answer any TWO question:

(2x15=30)

1. Analyze the techniques of production planning and control.
2. What are the important features and uses of industrial robots?
3. With a sketch explain the interfacing between Operations Management and other functional areas of management.

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Answer any FIVE questions:

(5x10=50)

4. What are the objectives of Preventive Maintenance?
5. Explain what is a) Continuous Production b) Intermittent Production
6. Analyse the objectives of production management.
7. With a sketch explain the main characteristics of a product layout.
8. Briefly explain the elements of Total Quality Management.
9. What are the objectives of a plant layout?
10. With a sketch explain the Break even point.
11. Explain what is a) Combination Layout and b) Fixed Position Layout.

PART - C

Answer any ONE questions:

(1x20=20)

- 12.a) Analyze the important features of Computer Aided Designing. (10)
- b) Analyse the important features of Computer Aided Manufacturing. (10)
13. What is the importance of a location? Analyse the various factors that influence the location of a factory. (20)

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

July - 2023

PROJECT MANAGEMENT AND PROJECT STUDY

Time: 3 hrs.

Max Marks: 100

PART - A

Answer any **TWO** question:

(2x15=30)

1. Analyse and explain the basic contents of a project report.
2. Explain the key principles of project management success.
3. With a sketch explain the venture life cycle.

PART - B

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Answer any **FIVE** questions:

(5x10=50)

4. Explain the various benefits of a GANTT chart.
5. Explain the following with example using neat sketch.
a) Event b) Activity
6. What is the procedure to be followed in network techniques?
7. Describe project with a sketch.
8. Analyse the top skills of a project manager.
9. Analyse the meaning and elements of a project design.
10. State the difference between work in a factory and work in a project.
11. Explain the characteristics common to all projects.

PART - C

Answer any **ONE** question.

(1x20=20)

12. a) You have to build a small factory in an industrial area. The following are the various stages.
 - i. Machine foundation
 - ii. Electrical fittings
 - iii. Repair of floor
 - iv. Machine installation
 - v. Procurement of the building
 - vi. White wash
 - vii. Clean up

The list of activities is not in a sequence. Put them in a logical order and show all the activities on a network.

(10)

- b) Give the elements of statement of work in project management.

(10)

13. If you are appointed a project manager what duties and responsibilities you have to shoulder. (20)