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St Aloysius College (Autonomous)
Mangaluru

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

RETAIL MANAGEMENT

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PART - A

Time: 3 Hours

Max. Marks: 100

Answer any **TWO** questions.

(2x15=30)

1. Analyse the different formats of Retail Industries.
2. Explain the meaning of Retail Outlets? Describe the various types of Retail Outlets.
3. What do you mean by Communication Mix? Explain.

PART - B

Answer any **FIVE** questions.

(5x10=50)

4. Explain what is Visual Merchandising?
5. Explain the factors affecting the buying decisions of customers in a store.
6. Explain the meaning and benefits of Retail Market Segmentation.
7. What factors affect Retail Pricing Strategy?
8. What is a Mall? Explain.
9. Explain what are Planograms?
10. What are functions of Distribution Channels in Retail Sector?
11. What is the importance of mannequins in Retail Marketing?

PART - C

Answer any **ONE** question.

(1x20=20)

12. How does Inventory Management affect Supply Chain?
13. Analyse the role and responsibilities of a Retail Store Manager.

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St Aloysius College (Autonomous)
Mangaluru

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

MARKETING MANAGEMENT

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Time: 3 Hours

Max. Marks: 100

PART - A

Answer any TWO questions.

(2x15=30)

1. Analyse the marketing strategies employed in the various stages in a Product Life Cycle.
2. What is Sales Promotion? Explain the methods of Sales Promotion.
3. Analyse the functions of the Channels of Distribution.

PART – B

Answer any FIVE questions.

(5x10=50)

4. What are the elements in a Marketing Mix? Explain.
5. Analyse the importance of Marketing Management.
6. Describe any three strategies of pricing.
7. What is Cognitive Dissonance? Explain with an example.
8. What factors do you consider in selecting a good brand?
9. List down the functions of a Retailer.
10. Explain any 5 modes of Advertising.
11. Distinguish between Personal Selling and Advertising.

PART – C

Answer any ONE question.

(1x20=20)

12. Analyse the functions and importance of Advertising.
13. Analyse the bases of Market Segmentation.

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**St Aloysius College (Autonomous)
Mangaluru**

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

February 2021

INDIAN BUSINESS ENVIRONMENT

Time: 3 Hours

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PART - A

Max. Marks: 100

Answer any TWO questions.

(2x15=30)

1. What is Business environment? Explain the different types of business environment
2. Analyse the meaning and objectives of demonetization
3. What is Globalization? Analyse its benefits to the Indian Economy.

PART - B

Answer any FIVE questions.

(5x10=50)

4. Briefly explain the Government incentives and facilities to the special economic zone.
5. Explain the features of three types of GST.
6. Analyse the meaning and objectives of Foreign Direct Investment.
7. What are the effects of black money on the development of the Indian economy
8. What is the procedure to register a trade mark?
9. What are the stages in the formation of a Multi-National Company?
10. What is Monetary policy? Analyse its objectives.
11. Explain the implications and effects Government policies on business.

PART - C

Answer any ONE question.

(1x20=20)

12. Explain the arguments for and against the social responsibilities of business.
13. Analyse the objectives and responsibilities of the World Trade Organization.

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Semester II – Diploma Examination – P.G.D.B.M/D.B.M
February 2021
PRODUCTIONS AND OPERATIONS MANAGEMENT

Time: 3 Hours

Max. Marks: 100

PART - A

Answer any TWO questions.

(2x15=30)

1. Analyse the factors that influence the location of a Business or Factory.
2. With a sketch explain how Operations Management interfaces with Other functional areas of management.
3. What are the characteristics of :
 - a) Intermittent Manufacturing
 - b) Continuous Manufacturing

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PART - B

Answer any FIVE questions.

(5x10=50)

4. Analyse the objectives of Maintenance Management.
5. Examine the various steps to organize a Demand Forecast.
6. What according to you are the factors to be considered when working out a Preventive Maintenance Plan?
7. Analyse the features of Industrial Robots.
8. With a sketch explain the Break Even Analysis.
9. What is Productivity? Examine any 4 methods to increase Productivity.
10. With a sketch explain the features of a Product Layout.
11. What is Depreciation? Explain the straight line method to calculate Depreciation.

PART - C

Answer any ONE question.

(1x20=20)

12. Explain the characteristics of modern day manufacturing.
13. Analyse the 5 elements of Total Quality Management.

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Semester II – Diploma Examination – P.G.D.B.M/D.B.M
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PROJECT MANAGEMENT & PROJECT STUDY

Time: 3 Hours

PART - A

Max. Marks: 100

Answer any **TWO** questions. (2x15=30)

1. Analyse the key Principles for the success of Project Management.
2. What is statement of work in Project Management? Analyse its elements and objectives.
3. With a neat sketch explain the life cycle of a Business Venture.

PART - B

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

4. Explain the uses of a Gantt Chart with an example.
5. Analyse the meaning and features of Activities and Events in a network.
6. Examine the important elements of a Project Design.
7. Write a short note on Technical Feasibility and Commercial Feasibility.
8. Evaluate the different stages in Project Management.
9. Examine the features which are common to all Projects.
10. Discuss the three time measurements in Programme Evaluation and Review Techniques.
11. Analyse the features and rules for construction of a network.

PART - C

Answer any **ONE** question. (1x20=20)

12. If you are appointed as a Project Manager, what are the roles and Functions you will carry out for the success of the Project.
13. Analyse the meaning and important constituents of the Work Break Down Structure.
