

BM6EPDC550

Reg. No:

--	--	--	--	--	--	--	--	--	--

St Aloysius (Deemed to be University)

Mangaluru

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

April - 2025

RETAIL MANAGEMENT

ST.ALOYSIUS COLLEGE
PG Library
MANGALORE-575 002

Time: 2½ hrs.

Max Marks: 60

PART - A

Answer any ONE question:

(1x10=10)

1. Explain the different types of Retail E. Marketing.
2. What is Retail store –layout? Explain trends in Store Layout.

PART - B

Answer any THREE questions:

(3x10=30)

3. Explain the factors affecting the Retail Pricing Strategy.
4. Narrate the various types of Retail Sectors.
5. Evaluate the importance of Retail Market Segmentation.
6. Explain the various components of Store Operation.

PART - C

Answer the following questions:

(2x10=20)

7. Explain the importance of visual Merchandising.
8. Evaluate various roles and responsibilities of Store Manager.

BM6EPDC551

Reg. No:

--	--	--	--	--	--	--	--	--	--

St Aloysius (Deemed to be University)

Mangaluru

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

April - 2025

MARKETING MANAGEMENT

Time: 2½ hrs.

ST.ALOYSIUS COLLEGE

PG Library

MANGALORE-575 003

Max Marks: 60

PART - A

Answer any ONE question:

(1x10=10)

1. How do you define market Segmentation? What are the different bases for Segmenting a market?
2. What are the different stages involved in the Consumer Buying Process.

PART - B

Answer any THREE questions:

(3x10=30)

3. What is PLC? How can business adopt strategies to manage each stage of the PLC?
4. What is Wholesaling? What are its primary functions and features?
5. What is Marketing Management? Describe the various Marketing Philosophies in detail.
6. How is Price determined? What are the various types and strategies for setting Prices?

PART - C

Answer the following questions:

(2x10=20)

7. How is e-Commerce defined, what are its key advantages and disadvantages?
8. How do you define Advertising? Explain the Merits and Demerits of Advertising.

BM6EPDC552

Reg. No:

--	--	--	--	--	--	--	--	--	--

St Aloysius (Deemed to be University)

Mangaluru

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

April - 2025

INDIAN BUSINESS ENVIRONMENT

Time: 2½ hrs.

ST. ALOYSIUS COLLEGE
PG Library
MANGALORE-575 003

Max Marks: 60

PART - A

Answer any ONE question:

(1x10=10)

1. Explain the nature and significance of business environment.
2. Explain the impact of demonetization on Indian economy.

PART - B

Answer any THREE questions:

(3x10=30)

3. Explain the advantages and disadvantages of FDI.
4. Explain the instruments of Monetary Policy.
5. Explain the objectives and functions of WTO.
6. Explain the causes of generation of Black Money.

PART - C

Answer the following questions:

(2x10=20)

7. Explain the environmental factors affecting Business and Industry.
8. Explain the arguments for and against Social Responsibilities in Business.

BM6EPDC553

Reg. No:

--	--	--	--	--	--	--	--

St Aloysius (Deemed to be University)

Mangaluru

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

April - 2025

ST. ALOYSIUS COLLEGE
PG LIBRARY
MANGALORE-575 002

PRODUCTION AND OPERATIONS MANAGEMENT

Time: 2½ hrs.

Max Marks: 60

PART - A

Answer any ONE question:

(1x10=10)

1. Analyse the inter facing between Operations Management and other functional areas of Management.
2. Analyse the features and importance of Computer Aided Design.

PART - B

Answer any THREE questions:

(3x10=30)

3. Analyse the techniques of Production Planning and Control.
4. With a sketch explain the ProductL and analyse its features.
5. Explain the features and uses of Computer Aided Manufacturing (CAM)
6. Analyse the features of modern manufacturing.

PART - C

Answer the following questions:

(2x10=20)

7. What is the difference between Productivity and Production? Explain how to increase productivity.
8. What is Intermittent Manufacturing? Analyse the characteristics of Intermittent Manufacturing.

BM6EPDC554

Reg. No:

--	--	--	--	--	--	--	--

St Aloysius (Deemed to be University)
Mangaluru

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

April - 2025

PROJECT MANAGEMENT AND PROJECT STUDY

Time: 2½ hrs. ST.ALOYSIUS COLLEGE

Max Marks: 60

PG Library

MANGALORE-575 003

PART - A

Answer any ONE question:

(1x10=10)

1. Analyse any twelve features common to all Projects.
2. Analyse any fifteen elements of a Project Report.

PART - B

Answer any THREE questions:

(3x10=30)

3. Explain the different phases in a Project.
4. Analyse the functions of a Project Manager.
5. Analyse the nine steps for the successful completion of Projects.
6. Explain the differences between a Project and a Factory and their features.

PART - C

Answer the following questions:

(2x10=20)

7. With a sketch explain the various stages of a Project Life Cycle.
8. Explain Project Crashing with a sketch.
