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Register Number

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015

(DESIGN MANAGEMENT)

(SECOND YEAR)

262: SCOPE OF MULTIPLEXES AND MANAGING MULTIPLEXES

Time: Three hours

Maximum:75 marks

SECTION-A

(5×3=15)

Answer any FIVE questions

1. What is multiplex management system?
2. How is multiplex management system better than the existing system?
3. List out the various characteristics of multiplex.
4. Write short notes about multiplex design.
5. Write about the elements of multiplex technology.
6. State the major issues in multiplex management.
7. Mention the sales promotion techniques used in multiplexes.
8. List out some merits of multiplex business.

SECTION- B

(3×10=30)

Answer any THREE questions

9. Enumerate the evolution of multiplex in India.
10. Describe in detail about the various factors about the multiplex business.
11. Explain the various types of multiplex in India.
12. Describe in detail about the marketing services provided by multiplex to customers.

SECTION- C

(1×15=15)

Answer any ONE question

13. How can you identify consumer taste and preferences of multiplex designing system?
14. Discuss in detail about the scope of multiplexes in India.
15. Explain the issues faced by multiplexes.

SECTION- D

(1×15=15)

(Compulsory)

16. Discuss in detail about the role of multiplex business in India.
