

(DHHM 01/ DBM 01/DMM 01/DHRM 01/DFM 01/DIB 01/DIM 01/ DBFM 01)
ASSIGNMENT-1
P.G. DIPLOMA EXAMINATION, DEC 2017
Common Paper
Paper I — PERSPECTIVES OF MANAGEMENT
MAXIMUM MARKS: 30
Answer ALL Questions

1. Define management. Explain its nature, purpose and scope.
2. Explain briefly the different types of plans.
3. Explain briefly the sources and methods of recruitment.
4. Explain the different styles of leadership.
5. Explain the process of control and discuss the reporting system for control.

(DHHM 01/ DBM 01/DMM 01/DHRM 01/DFM 01/DIB 01/DIM 01/ DBFM 01)
ASSIGNMENT-2
P.G. DIPLOMA EXAMINATION, DEC 2017
Common Paper
Paper I — PERSPECTIVES OF MANAGEMENT
MAXIMUM MARKS: 30
Answer ALL Questions

1. Discuss the universal of management principles and explain the process of management briefly.
2. Explain the importance of decision tree analysis in decision making.
3. Discuss the reasons for line and staff conflicts.
4. What are the ways and means of ensuring effective communication?
5. Discuss the social responsibilities of a business unit?

(DBM02/DHRM02)

ASSIGNMENT -1
PG DIPLOMA DEGREE EXAMINATION, DEC – 2017
BUSINESS / HUMAN RESOURCE MANAGEMENT
Human Resource Management
MAXIMUM MARKS-30
ANSWER ALL QUESTIONS

- Q1)* Define human resource management .What are the policies and procedures of it?
- Q2)* Define job Analysis. What are the methods to describe it ?
- Q3)* What are the different forecasting techniques in human resource planning ?
- Q4)* Discus the recruitment practices in India. .
- Q5)* What is the need and importance of training and development ?

(DBM02/DHRM02)

ASSIGNMENT -2
PG DIPLOMA DEGREE EXAMINATION, DEC – 2017
BUSINESS / HUMAN RESOURCE MANAGEMENT
Human Resource Management
MAXIMUM MARKS-30
ANSWER ALL QUESTIONS

- Q1)* What are the steps involved in selection process ?
- Q2)* Write a detailed note on communication and Counselling.
- Q3)* Discuss the mental conservative grievance settlement procedures.
- Q4)* Discuss about the industrial relations at enterprise level with reference to collective Bargaining.
- Q5)* What do you mean by T-group training ? What is the role of behaviour modification in human resource development?

✓ ✓ ✓

(DBM03)

**ASSIGNMENT -1
PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2017**

BUSINESS MANAGEMENT

Financial Management

**MAXIMUM MARKS-30
ANSWER ALL QUESTIONS**

- Q1)** What do you understand by financial management? What are the goals of the financial management?
- Q2)** What are the various forms of business organization?
- Q3)** What are the different profitability distribution approaches?
- Q4)** Explain the meaning and measurement of financial leverages.
- Q5)** You are Financial analyst for XYZ Ltd. The director of capital Budgeting has asked to analyse two proposed investments projects A, B. The initial outlay for each project is Rs. 10 lakhs with an expected life of 4 yrs. Which project would you recommend and why? Use the following techniques with a discount rate of 12% to evaluate the projects.
- a) Pay back period
 - b) Net Present Value.

Expected Net Cash Flows		
Year	Project A	Project B
1	6,50,000	3,50,000
2	3,00,000	3,50,000
3	3,00,000	3,50,000
4	1,00,000	3,50,000

(DBM03)

**ASSIGNMENT -2
PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2017**

BUSINESS MANAGEMENT

Financial Management

**MAXIMUM MARKS-30
ANSWER ALL QUESTIONS**

- Q1)** Explain any one capital structure theory of your choice.
- Q2)** Explain the following terms:-
- a) Cost of retained earnings.
 - b) Cost of convertible securities
- Q3)** What are the objectives and techniques of inventory management?
- Q4)** Describe the Walter – Gordon’s model of dividend theory.

Q5) Two firms have the following information:

(Rs Lakhs)

	Sales	Variable Cost	Fixed Cost
Firm A	1,800	450	900
Firm B	1,500	750	375

You are required to calculate

- a) Profit to sales ratio
- b) Break Even Point
- c) The degree of operating leverage.



(DBM04 / DMM04)

**ASSIGNMENT -1
PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2017**

BUSINESS / MARKETING MANAGEMENT

Marketing Management

**MAXIMUM MARKS-30
ANSWER ALL QUESTIONS**

- Q1)** Define marketing. What are the various ethics to be observed in Marketing?
- Q2)** Discuss the marketing organization and interface with other departments in a company.
- Q3)** What are the components of marketing plan?
- Q4)** What are the features and determinants of purchase behaviour?
- Q5)** What are product modifications? Explain with examples.

(DBM04 / DMM04)

**ASSIGNMENT -2
PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2017**

BUSINESS / MARKETING MANAGEMENT

Marketing Management

**MAXIMUM MARKS-30
ANSWER ALL QUESTIONS**

- Q1)* Differentiate between skimming price and penetration price.
- Q2)* What are the functions and levels of marketing channels?
- Q3)* What are the objectives of promotion and advertising?
- Q4)* Write short notes on
- a) Marketing audit.
 - b) Marketing intelligence.
- Q5)* What is the nature and scope of non – business attitudes towards marketing?



(DBM05)

ASSIGNMENT -1
PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2017

BUSINESS MANAGEMENT

Managerial Economics

MAXIMUM MARKS-30
ANSWER ALL QUESTIONS

- Q1)* What are the fundamental concepts of managerial economics?
- Q2)* Write about demand elasticities and demand estimates.
- Q3)* What are the empirical estimates of production and costs?
- Q4)* What are the various output decisions taken by the firm and industry?
- Q5)* What are managerial theories of the firm? Explain any one theory of your choice.

(DBM05)

**ASSIGNMENT -2
PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2017**

BUSINESS MANAGEMENT

Managerial Economics

**MAXIMUM MARKS-30
ANSWER ALL QUESTIONS**

- Q1)* Discuss the various public investment decisions.
- Q2)* Explain the small group and large group case analysis of market structure.
- Q3)* Describe the market environment of price output decisions by the firm and industry.
- Q4)* Define 'profit'. Write a note on profit analysis.
- Q5)* Write briefly about methods of capital budgeting.

