

(DHHM 01/ DBM 01/ DMM 01/DHRM 01/
DFM 01/ DIB 01/ DIM 01/ DBFM 01)

PG DIPLOMA EXAMINATION, DEC. - 2012

Common Paper

Paper - I : PERSPECTIVES OF MANAGEMENT

Time : 03 Hours

Maximum Marks : 75

*Answer any **Five** questions*

All questions carry equal marks

- 1) Explain the concept of management and its functions.
 - 2) Define MBO. What are its advantages and disadvantages.
 - 3) Discuss the working of committees and board of directors in an organisation.
 - 4) What are the essentials of an effective communication?
 - 5) State the modern techniques of control and their significance.
 - 6) Explain various modern approaches to management.
 - 7) Write in detail about Linear Programming.
 - 8) Briefly explain about selection process in an organisation.
 - 9) Define motivation. Explain its importance in management.
 - 10) Explain the position of management Development in India.
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(DBM 02 / DHRM 02)

PG DIPLOMA EXAMINATION, DEC. - 2012

Business / Human Resource Management

Paper - II : HUMAN RESOURCE MANAGEMENT

Time : 03 Hours

Maximum Marks : 75

Answer any Five questions

All questions carry equal marks

- 1) What are the objects and principles of HRM?
 - 2) Explain the methods employed in Job analysis.
 - 3) Discuss the significance of human resources planning.
 - 4) Describe the recruitment practices of Indian Industry.
 - 5) Elucidate the steps involved in the selection process.
 - 6) Distinguish between training and development.
 - 7) Enumerate the different methods of wage payment.
 - 8) Give an account of participation of employees in management.
 - 9) Describe the nature and scope of quality circles.
 - 10) Bring out the progress of collective bargaining in India.
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PG DIPLOMA EXAMINATION, DEC. - 2012

Business Management

Paper - III : FINANCIAL MANAGEMENT

Time : 03 Hours

Maximum Marks : 75

*Answer any **Five** questions*

(5 × 15 = 75)

- 1) Discuss about conventional investment appraisal techniques.
- 2) What are the features of financial, capital and money markets?
- 3) What is meant by combined leverage? Explain its importance in taking financial decisions.
- 4) Explain the process of valuation of shares and debentures.
- 5) Critically examine various theories of dividend.
- 6) Examine the role of financial manager in inventory management.
- 7) ABC Ltd. has the following income statement

Sales	Rs. 3,40,000
Operating expenses (including Rs. 60,000 depreciation)	1,20,000
EBIT	----- 2,20,000
– interest	60,000
Earning before tax	----- 1,60,000
– Taxes	56,000
Profit after tax	1,04,000

- a) Determine the degree of operating, financial and combined leverages, if an operating expenses, other than depreciation are variable costs.
- b) What will be the earnings per share if sales
 - i) Increased by 20% and
 - ii) Decreased by 20%?

- 8) You are supplied with the following information in respect of XYZ Ltd. for the ending year :

Production of the year 69,000 units

Finished goods in store, 3 months

Raw material in store, 2 months consumption

Production process, 1 month

Credit allowed by creditors, 2 months

Credit given to debtors, 3 months

Selling price per unit, Rs. 50

Raw material, 50 percent of selling price

Direct wages, 10 percent of selling price

Manufacturing and administrative overheads, 16 percent of selling price

Selling overheads, 4 percent of selling price.

There is a regular production and sales cycle and wages overheads accrue evenly. Wages are paid in the next month of accrued. Material is introduced in the beginning of the production cycle. You are required to ascertain its working capital requirement.

- 9) The following items have been extracted from the 'Liabilities' side of the balance sheet of X & Co as on March 31st 2010.

	Rs.
Paid – up capital	5,00,000
50,000 equity shares of Rs. 10 each	7,00,000
Loans :	
17% Non - convertible debentures	2,00,000
16% Institutional Loans	6,00,000

Other information about the company as relevant is given below :

Year ended	Dividend	Earnings per	Average market
31 st March	per share	share	price per share
	(Rs.)	(Rs.)	(Rs.)
2010	5.00	9.00	60.00
2009	4.00	7.50	50.00
2008	5.00	6.00	40.00

You are required to calculate the weighted average cost of capital using book values as weights and earnings/ price ratio as basis of cost of equity. Assume 50% tax rate.

10) Indian Textile Company has an investment opportunity involving an outlay of Rs. 80,000.

The expected net cash flows after taxes and before depreciation are :

Year	Net Cash Flows
1	14,000
2	14,000
3	14,000
4	14,000
5	14,000
6	16,000
7	30,000
8	20,000
9	20,000
10	8,000

Using 15 percent as rate of discount, you are required to compute the following :

a) Pay - back period,

b) Net present value.

(DBM 04 / DMM 04)

PG DIPLOMA EXAMINATION, DEC. - 2012

Business / Marketing Management

Paper - IV : MARKETING MANAGEMENT

Time : 03 Hours

Maximum Marks : 75

*Answer any **Five** questions*

All questions carry equal marks

- 1) Distinguish between marketing and selling.
 - 2) Explain the interface between marketing organisation and accounting department.
 - 3) State the components of marketing plan.
 - 4) What are the psychological factors that influence consumer behaviour?
 - 5) State the problems related to new products.
 - 6) What are the objects of pricing?
 - 7) How do you resolve conflicts in the channels of distribution?
 - 8) How do you assess the effectiveness of advertising?
 - 9) State the information required for marketing audit.
 - 10) Bring out the non - business attitudes towards marketing.
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(DBM 05)

PG DIPLOMA EXAMINATION, DEC. - 2012

Business Management

Paper - V : MANAGERIAL ECONOMICS

Time : 03 Hours

Maximum Marks : 75

*Answer any **Five** questions*

All questions carry equal marks

- 1) Explain the nature and scope of managerial economics.
 - 2) How do you measure the price elasticity of demand?
 - 3) Classify costs with examples.
 - 4) How is price determined under monopolistic competition?
 - 5) High lights the features of economic theory of the firm.
 - 6) Discuss the process involved in the profit planning.
 - 7) Explain the techniques employed in the capital budgeting process.
 - 8) What is the dimension of risk and uncertainty in capital budgeting?
 - 9) How do you forecaste demand for existing products?
 - 10) Elucidate the economies of large scale production.
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