

(DHHM/DBM/DMM/DHRM/DFM/DIB/DIM/DBFM01)

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P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018

Common Paper

PERSPECTIVES OF MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

Answer any five questions.

All questions carry equal marks

Q1) Outline the functions of Management.

Q2) Explain the 14 principles of management.

Q3) Define Management. Explain about social responsibility of Management.

Q4) Examine the nature and importance of planning.

Q5) Discuss the benefits and limitations of decision the Analysis.

Q6) Briefly explain about different kinds of organizational structures.

Q7) Explain about organizational conflicts.

Q8) What is leadership? Explain its types.

Q9) Discuss about Herzberg's two factor theory of motivation.

Q10) Explain the concepts of PERT and CPM and also distinguish between them.



(DBM02/DHRM02)

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P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018

BUSINESS / HUMAN RESOURCE MANAGEMENT

Human Resource Management

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Define HRM. Discuss internal and external environment that effect HRM Programmes.
- Q2)** Explain the concept of job analysis and design. Discuss the need, methods and procedures of job analysis.
- Q3)** Explain the steps in selection process.
- Q4)** Discuss the methods of training and development.
- Q5)** Explain the theories of motivation in brief.
- Q6)** Briefly explain about HRD programmes in a large scale organization.
- Q7)** Bring out the requisites of skill development.
- Q8)** Discuss about safety and health measures taken by employers towards employees.
- Q9)** Define recruitment. Explain its sources.
- Q10)** Describe the steps involved in HR planning process.



(DBM03)

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P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018

BUSINESS MANAGEMENT

Financial Management

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** What are the scope and objectives of financial management? Explain in detail.
- Q2)** Discuss the concept and need for working capital.
- Q3)** What are the determinants of capital structure?
- Q4)** Differentiate between liquidity and profitability.
- Q5)** What are the evils of excess or inadequate working capital?
- Q6)** Explain all the dividend theories in brief.
- Q7)** What do you mean by liquidity of a firm? How can be the liquidity of the firm assessed?
- Q8)** Discuss the different approaches to the computation of the cost of equity capital.

(DBM03)

Q9) A company whose cost of capital is 12% is considering two mutually projects X and Y, the details of which are given below:

	Project X	Project Y
Investment	Rs. 70,000	Rs. 70,000
Cash inflow after taxes: (Rs.)		
Year 1	Rs.10,000	Rs.50,000
Year 2	Rs.20,000	Rs.40,000
Year 3	Rs.30,000	Rs.20,000
Year 4	Rs.45,000	Rs.10,000
Year 5	Rs.60,000	Rs.10,000

Question:

Compute the Net Present Value and Internal Rate of Return of the two projects and suggest which project should be undertaken?

Q10) The following is the capital structure of Sara Ltd., as on 31-12-2013.

Equity shares (20,000 shares of 100 each)	20,00,000
10% preference shares of 100 each	8,00,000
12% debentures	<u>12,00,000</u>
	<u>40,00,000</u>

The market price of the Company's share is 110/- and it is expected that a dividend of Rs.10 per share would be declared after 1 year. The dividend growth rate is 6%.

- 1) If the company is in the 50% tax bracket, compute the weighted average cost of capital.
- 2) Assuming that in order to finance an expansion plan, the company intends to borrow a fund of Rs.20 lacs bearing 14% rate of interest, what will be the Company's revised weighted average cost of capital? This financing decision is expected to increase dividend from Rs.10 to Rs.12 per share. However, the market price of equity share is expected to decline from Rs.110/- to 105 per share.



(DBM04/DMM04)

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P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018

BUSINESS / MARKETING MANAGEMENT

Marketing Management

Time : 3 Hours

Maximum Marks : 70

Answer any five questions.
All questions carry equal marks

- Q1)** Examine the impact of consumerism on marketing.
- Q2)** Explain importance of branding and packaging in marketing.
- Q3)** Explain various stages in product-life-cycle.
- Q4)** Examine the need and importance of marketing Research.
- Q5)** Explain various types of positioning strategies.
- Q6)** Explain the concept, importance and objectives of pricing.
- Q7)** What is the role of marketing in service sector?
- Q8)** What is marketing audit? Discuss its objectives.
- Q9)** Explain various sales promotion methods.
- Q10)** Discuss about Marshallian model of consumer behavior.



(DBM05)

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P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018

BUSINESS MANAGEMENT

Managerial Economics

Time : 3 Hours

Maximum Marks :70

Answer any five of the following questions.

All questions carry equal marks.

- Q1)** Explain the nature of Managerial Economics. Discuss its scope in detail.
- Q2)** What is meant by elasticity of demand? Explain with examples about price elasticity of demand.
- Q3)** Describe briefly about various economics of large scale production.
- Q4)** Explain the pricing strategies and tactics.
- Q5)** Describe the managerial theories of firm.
- Q6)** Explain different methods of capital budgeting.
- Q7)** What do you mean by profit? Write briefly about any one of the theories of profit.
- Q8)** Briefly explain the concepts of risk and uncertainty. What are the different methods of measuring risk?
- Q9)** Explain how the price is determined in case of monopolistic competition.
- Q10)** Explain the determinants of demand.

