

D-1184**Sub. Code****41811/ 42111/
40511**

DISTANCE EDUCATION

COMMON FOR PGDHA, PGDHRM, PGDBM
EXAMINATION, MAY 2019.

First Semester

MANAGEMENT PRINCIPLES AND PRACTICES

(CBCS – 2018-19 Academic Year onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define Management.
2. Short note on theories of Henri Fayol.
3. Define Planning.
4. What is meant by decision making?
5. Short note on organizing.
6. Write any two staff function.
7. Define innovation.
8. Short note on Leadership styles.
9. Define controlling.
10. What is meant by communication?

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Explain the management nature and scope.

Or

- (b) Discuss the management science and theories of Roethlisberger and P.F Drucker.

12. (a) Narrate the planning nature and purpose.

Or

- (b) Explain the rational decision making strategies and rules.

13. (a) Explain the meaning and importance of creativity and innovation.

Or

- (b) Short notes:

- (i) porter— Lawler
- (ii) Maslow.

14. (a) Explain the effective communication in the level of management.

Or

- (b) Short notes:

- (i) Six Sigma
- (ii) Total quality management.

15. (a) Explain the role of organizational culture in ethics.

Or

- (b) Discuss the principles of co-ordination.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Briefly explain the types and policies of planning.
 17. Discuss of the formal and informal groups in organizations.
 18. Explain the physiological and psychological aspects of motivation.
 19. Explain the total quality management.
 20. Explain the objectives and process of control devices of control.
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D-1192

Sub. Code
42112/40512

DISTANCE EDUCATION
COMMON FOR PGDHRM/PGDBM EXAMINATION,
MAY 2019.

First Semester

HUMAN RESOURCE MANAGEMENT

(CBCS 2018-19 Academic Year onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Define HRM.
2. List any three objectives of HRM.
3. What do you mean by compensation?.
4. What is on the job training?
5. What do you mean by fringe benefits?.
6. List some of the employee retention strategies.
7. Define succession planning.
8. Define Demotion.
9. What do you mean by grievances redressal?
10. What do you mean by personnel audit?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) What are the functions and challenges of human resource management?

Or

- (b) Explain the various phases in evolution of human resource management.

12. (a) What are the factors influencing the promotion and demotion? Explain in detail.

Or

- (b) Discuss in detail various procedures adopted in the process of selection.

13. (a) Enumerate and explain the benefits of executive development programmes.

Or

- (b) Explain the employee benefits, health and social security measures of an organization.

14. (a) Explain the various employment retention strategies for production and service industry.

Or

- (b) What are the causes and consequences of labour attrition?

15. (a) Explain the mechanism of employee grievances redressal.

Or

- (b) Explain the methods for managing separations and dismissals.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the different phases of human resource management.
 17. Explain the different training methods for operatives and supervisors.
 18. What are the different employee compensation strategies in an organization?
 19. Explain the different performance appraisal techniques.
 20. Explain the objectives and importance of human resource information system.
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D-1186**Sub. Code****41813/ 40513**

DISTANCE EDUCATION

COMMON FOR P.G.D.H.A, P.G.D.B.M EXAMINATION,
MAY 2019.

First Semester

MANAGERIAL ECONOMICS

(CBCS – 2018-19 Academic Year onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define economics.
2. Short note on opportunity cost.
3. Short notes on incremental concepts.
4. Define utility analysis.
5. Define giffen paradox.
6. Define cob- douglas.
7. Define oligopoly.
8. Short note on business cycle.
9. Define GDP.
10. Define APV techniques.

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

11. (a) Explain the scope of managerial economics.

Or

- (b) Discuss the role of managerial economic.

12. (a) Explain the marginalism of consumer behaviour.

Or

- (b) Explain the function of demand analysis.

13. (a) Explain the determination of supply.

Or

- (b) Briefly explain the managerial uses of production functions.

14. (a) Explain the meaning and characteristics of forms of markets.

Or

- (b) Explain the pricing and markets stratures.

15. (a) Explain the importance macro-economic factors.

Or

- (b) Discuss the antitrust theory and regulations.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Briefly explain the approaches to consumer behaviour time value of money.
17. Discuss of the elasticity of supply in supply analysis.

18. Explain the strategic behaviour of the firms and game theory.
 19. Explain the risk and return relationship.
 20. Briefly explain the recent developments in Indian economy.
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D-1199

Sub. Code

40514

DISTANCE EDUCATION

P.G. DIPLOMA (BM) EXAMINATION, MAY 2019.

First Semester

PRODUCTION AND OPERATIONS MANAGEMENT

(CBCS 2018-19 Academic Year onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define Operations Management.
2. What is capacity requirement planning?
3. What do you mean by manufacturing engineering?
4. What is Toyota production System?
5. Explain the term JIT.
6. Define forecasting.
7. Explain the meaning of process simulation.
8. What is six Sigma approach in quality control?
9. Distinguish between preventive and breakdown maintenance.
10. What is meant by location break even analysis?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Differentiate between production and operations management.

Or

- (b) What are the different phases of production, planning and control?

12. (a) Discuss about plant location and its objectives.

Or

- (b) State the importance of capacity planning.

13. (a) Describe about the steps involved in work study.

Or

- (b) Examine the responsibilities of production manager.

14. (a) Elucidate the role of selective inventory control in production management.

Or

- (b) Explain the steps for production process.

15. (a) Distinguish between quantitative and qualitative methods of forecasting.

Or

- (b) Write a note on the concept Zero defect manufacturing in quality management.

PART C — (3 × 10 = 30 marks)

Answer any THREE out of Five questions.

16. Describe the functions of production management.
 17. State the steps in selection of location model.
 18. Discuss about CPM and PERT Network Techniques.
 19. Give a detailed note on operations of MRP system.
 20. Explain the principles of Total quality management.
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D-1200

Sub. Code

40521

DISTANCE EDUCATION

P.G. DIPLOMA (BM) EXAMINATION, MAY 2019.

Second Semester

FINANCIAL MANAGEMENT

(CBCS 2018-19 Academic Year onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What do you mean by financial management?
2. What is scope of financial management?
3. What is capital budgeting?
4. A industry is considering investment in a project which cost Rs. 1,20,000. The cash flows are Rs. 2,40,000; Rs. 2,80,000; Rs. 3,00,000; Rs.4,00,000 and Rs. 5,00,000. Calculate Payback period.
5. List out the features of optimal capital structure.
6. HHC Ltd. Issues 12% perpetual preference shares of face value of Rs. 200 each. Compute cost of preference share (without tax).
7. Define operating leverage.
8. What is working capital?

9. Name the two relevance theories of dividends.
10. How do you compute share price under Gordon's model?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Explain briefly the concept profit maximisation with its limitations.

Or

- (b) What are the advantages and disadvantages of social cost benefit analysis?
12. (a) A limited Company is considering the purchase of a new machine, which will replace some manual operations. There are two alternatives 'X' and 'Y', from the following information prepare a profitability statement and work out the payout period for each.

	Model X (Rs.)	Model Y (Rs.)
Cost of the machine	1,50,000	2,50,000
Estimated life	5 years	6 years
Cost of indirect materials	6,000	8,000
Estimated savings in scrap	10,000	15,000
Additional cost of maintenance	19,000	27,000
Estimated savings in direct wages:		
Employees not required	15	20
Wages per employee p.a.	6,000	6,000

Tax rate is 50 per cent. Suggest which machine is preferred.

Or

- (b) Compare and contrast NPV and IRR.

13. (a) In considering the most desirable capital structure of a company. Financial manager has estimated the following:

Debt as a % of total capital employed	Cost of Equity (%)	Cost of Debt (%)
0	10.0	6.0
10	10.0	6.0
20	10.5	6.0
30	11.0	6.5
40	12.0	7.0

You are required to determine optimal capital structure by calculation of overall cost of capital.

Or

- (b) Briefly explain the significance of cost of capital in financial management.
14. (a) A company has sales of Rs.20 lakhs, variable cost of Rs.14 lakhs, fixed cost of Rs.4 lakhs and debt of Rs. 10 lakhs at 12 per cent rate of interest. What are the operating and financial leverages?

Or

- (b) Explain the factors that can be considered while estimating working capital requirement of a business firm.

15. (a) From the following information supplied to you, determine the theoretical market

Value of equity shares of a company as per Walter's model.

Earnings of the company is Rs. 5,00,000

Dividends paid Rs. 3,00,000

Number of shares outstanding 1,00,000

Price earnings ratio 8

Rate of return on investment 0.15

Are you satisfied with the current dividend policy of the firm? If not, what should be the optimal dividend payout ratio in this case?

Or

- (b) Explain the assumptions underlying the irrelevance hypothesis of MM regarding dividend distribution.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the functions of financial management.
17. Discuss the techniques of capital budgeting techniques with their merits and demerits.
18. The classical company ltd and the 21st century Company Ltd, comprise a single risk class. These firms are identical in every aspect that the classic company is not levered while the 21st century Company Ltd has Rs. 10,00,000 in 15 percent bonds outstanding. The valuation

Particulars	Classic Company Ltd. (Rs.)	21 st Century Co. Ltd.(Rs.)
Net operating Income (Rs.)	7,50,000	7,50,000
Less: Interest as Debt	–	1,50,000
Earnings on equity	7,50,000	6,00,000
Equity Capitalisation Rate	0.20	0.21
Market Value of Equity	37,50,000	28,57,143
Market Value of Debt	–	10,00,000
Total value of firms	37,50,000	8,57,143
Implied overall capitalisation rate	20%	19.48%
Debt/Equity Ratio	0	35%

- (a) An investor owns Rs. 10,000 worth of 21st Century Company Ltd., Show the process and the amount by which he could reduce his outlay through the use of arbitrage.
- (b) According to MM when will this process cease?
- (c) What arguments can be raised against this hypothesis?

19. JBC Ltd. sells goods on a gross profit of 25%. Depreciation is considered as a part of cost of production. The following are the annual figures given to you:

Sales (2 months credit) 18,00,000

Materials consumed (1 months credit) 4,50,000

Wages paid (1 month lag in payment) 3,60,000

Cash manufacturing expenses (1 month lag in payment) 4,80,000

Administrative expenses (1 month lag in payment)
1,20,000

Sales promotion expenses (paid quarterly in advance)
60,000

The company keeps one month's stock each of raw materials and finished goods. It also keeps 1,00,000 in cash. You are required to estimate the working capital requirements of the company on cash cost basis, assuming 15% safety margin.

20. Agile Ltd. belongs to a risk class of which the appropriate capitalisation rate is 10%. It currently has 1,00,000 shares selling at 100 each. The firm is contemplating declaration of a dividend of 6 per share at the end of the current fiscal year which has just begun. Answer the following questions based on Modigliani and Miller Model and assumption of no taxes:
- (a) What will be the price of the shares at the end of the year if a dividend is not declared?
 - (b) What will be the price if dividend is declared?
 - (c) Assuming that the firm pays dividend, has net income of 10 lakh and new investments of 20 lakhs during the period, how many new shares must be issued?

D-1201

Sub. Code

40522

DISTANCE EDUCATION

P.G.D.B.M. DIPLOMA EXAMINATION, MAY 2019.

Second Semester

MARKETING MANAGEMENT

(CBCS 2018-19 Academic Year onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is social marketing?
2. What is market segmentation?
3. What is meant by marketing environment?
4. Define marketing research.
5. What is test marketing?
6. What is diversification?
7. What is branding?
8. Differentiate between recruitment and selection.
9. What is public relation?
10. What is data milling?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Explain various approaches to the study of marketing.

Or

- (b) Explain various approaches to positioning of product.

12. (a) What are the stages in buying process?

Or

- (b) What are the objectives of marketing research?

13. (a) Explain the types of physical distribution.

Or

- (b) How would you manage the channel conflict?

14. (a) Explain briefly the processes involved in personal selling.

Or

- (b) What are the features of an advertisement copy?

15. (a) Explain any five sale promotion methods adopted for consumers.

Or

- (b) What are the major types of competitors?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe the bases for segmenting the market.
 17. Explain about psychological and sociological factors influencing consumer behavior.
 18. What is product line? How is it managed?
 19. Discuss the various objectives of pricing.
 20. Define middleman. Describe his functions.
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D-1202

Sub. Code

40523

DISTANCE EDUCATION

P.G.Dip. (BM) EXAMINATION, MAY 2019.

Second Semester

ENTREPRENEURSHIP

(CBCS-2018-19 Academic Year onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer all questions.

1. Define Entrepreneurship.
2. Explain the concept of Innovation.
3. What is Entrepreneurial Environment?
4. Define Internal Environment forces.
5. What is meant by Social forces?
6. What is the need for Stimulation.
7. Define Motivation.
8. What is Entrepreneurial commitment?
9. What is meant by Entrepreneurial Culture?
10. Explain the term PMRY.

PART B — (5 × 5 = 25 marks)

Answer all questions choosing either (a) or (b)

11. (a) List out the Types of Entrepreneur.

Or

- (b) Explain the Significance of Entrepreneurial Environment.

12. (a) Illustrate the Importance of Internal and External Environment forces.

Or

- (b) What is the need for Entrepreneurial awareness?

13. (a) Explain the scope of Stimulation.

Or

- (b) Describe the importance of Entrepreneurial education.

14. (a) What are the Entrepreneurship development programmes?

Or

- (b) Explain Sales tax concessions.

15. (a) Explain the importance of Entrepreneurial Society.

Or

- (b) Describe any two special programmes of assistance to Entrepreneurship.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions out of five questions

16. Describe Innovation as the essence of Entrepreneurship.
 17. Explain the Importance of Entrepreneurial Development.
 18. Describe the nature and scope of Entrepreneurial Education.
 19. Briefly explain any three backward area development schemes in India.
 20. Explain Integrated Rural Development Programme (IRDP).
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D-1203

Sub. Code

40524

DISTANCE EDUCATION

P.G.D.B.M. EXAMINATION, MAY 2019.

Second Semester

MANAGEMENT INFORMATION SYSTEM

(CBCS — 2018-19 Academic year onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions

1. What is an Information System?
2. Define Management Information System.
3. Explain Decision Support System.
4. What is meant by Artificial Intelligence?
5. What are the Online information services?
6. What is Local Area Network?
7. Explain Electronic Data Interchange.
8. Define E-commerce.
9. Explain any two Secondary storage devices.
10. How to manage Information Sources?

PART B — (5 × 5 = 25 marks)

Answer ALL questions, Choosing either (a) or (b).

11. (a) Explain the Components of Information system.
Or
(b) Describe the element of Management Information System.
12. (a) Explain Decision Support System Model.
Or
(b) What are the merits of Management Information System.
13. (a) Explain Electronic bulletin board systems.
Or
(b) What are the merits of Communication channels?
14. (a) What is the use of social media in business organization?
Or
(b) Explain any five Input devices.
15. (a) Briefly explain Supply Chain Management.
Or
(b) What are the risks involved in Online operations?

PART C — (3 × 10 = 30 marks)

Answer any THREE out of five questions.

16. Explain the relationship between MIS and Information resource management.
17. What are the recent developments in Information technology?

18. How can communication networks be useful in MIS?
 19. How can MIS be used in Product and Market development?
 20. Explain the various applications of Enterprise resource Planning.
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