

**D-6631**

**Sub. Code**

**41811/42111/  
40511**

**DISTANCE EDUCATION**

**COMMON FOR PGDHA, PGDHRM, PGDBM EXAMINATION  
DECEMBER 2020.**

**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 administration.
2. Write short note on evolution of management.
3. Define planning.
4. What do you mean by staffing?
5. Write the motivation theory of maslow.
6. What do you mean by communication?
7. Define career development.
8. What do you mean by effective organization.
9. Define business ethics.
10. Define Benchmarking.

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the management thought in modern trend.

Or

- (b) Write the meaning and types of decision-making.

12. (a) Explain the principles and theories of organization.

Or

- (b) Explain the motivation theories of porter Lawler and Mc Celland and Adam.

13. (a) Discuss about the formal and informal group in organization.

Or

- (b) List down the Characteristics of good leader.

14. (a) Explain the effective co-ordination in the organization.

Or

- (b) Discuss about the Ethical Management.

15. (a) Explain the different types of communication in an organization.

Or

- (b) Write about the process of reengineering.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the external environment and patterns of the management analysis.
  17. Explain the five leadership theories in organisation.
  18. Explain the Holistic approach for managers in decision making.
  19. Discuss about the new perspectives in management.
  20. Elaborate the organizational structure.
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**D- 4660**

**Sub. Code**

**42112/40512**

**DISTANCE EDUCATION**

**Common For P.G.D.H.R.M/PGDBM  
EXAMINATION, DEC 2020.**

**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 questions.**

1. List the roles of HRD.
2. Write a short note on job analysis.
3. Differentiate between recruitment and selection.
4. What are the types of tests?
5. What do you mean by need analysis?
6. What do you mean by fringe benefits?
7. How wage differs from salary.
8. Define MBO.
9. What do you mean by performance?
10. Define collective bargaining.

PART B — (5 × 5 = 25 marks)

Answer ALL the Questions choosing either (a) or (b)

11. (a) Explain the phases of human resource management.

Or

- (b) Discuss the internal and external source of recruitment.

12. (a) Elucidate the training process.

Or

- (b) Discuss how training through internet works.

13. (a) Explain the health and social security measures of employee.

Or

- (b) Discuss about the various retention methods used by organization to retain its employees.

14. (a) Discuss about career planning and development and its importance.

Or

- (b) Explain the statutory benefits comes under employee welfare.

15. (a) Elucidate the need and methods of separation.

Or

- (b) Elucidate the causes and consequences of labour attrition.

PART C — (3 ×10 = 30 marks)

Answer any THREE questions.

16. Elaborate on the evolution of human resource management.
  17. Discuss about the selection process involves in building employee commitment.
  18. Elucidate the wages and salary administration in detail.
  19. Enumerate the performance appraisal methods and elaborate the problems and solutions associated with it.
  20. Discuss about the history of trade unions in India.
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**D-4654**

**Sub. Code**

**41813/40513**

DISTANCE EDUCATION

COMMON FOR P.G.D.H.A., P.G.D.B.M. EXAMINATION,  
DEC 2020.

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. What is the meaning of managerial economics?
2. What is the meaning of demand analysis?
3. Write short note on economic approach.
4. Define Isoquants.
5. What is production function?
6. Write the significance of Elasticity of Supply.
7. What is deflation?
8. Define pricing.
9. Write the meaning of profit.
10. What is utility?

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain about the working of economic system.

Or

- (b) Discuss about the decision making under Risk and Uncertainty.

12. (a) What is equilibrium? Explain equi-marginalism and their role in business decision making.

Or

- (b) Explain about the demand and supply equilibrium.

13. (a) Write about the short run and long run production function.

Or

- (b) Briefly explain the price and non-price competition.

14. (a) Write the concept of profit and profit maximization.

Or

- (b) Discuss about new product penetrative decision and skimming the cream pricing.

15. (a) Explain the importance of economic growth and development.

Or

- (b) Explain the regulations of Antitrust theory.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss in detail about the theory of production and empirical estimations of production functions.
  17. Elaborately explain the relationship between economic theory and managerial economics.
  18. Explain the types and theories of profit by Knight, Schumpeter, Clark and Hawley.
  19. Explain in detail about the control measures, balance of payment trend and its implications in managerial decision.
  20. Define and explain about the calculations, uses, limitations of GDP and GNP.
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**D-4667**

**Sub. Code**

**40514**

DISTANCE EDUCATION

P.G.D.B.M. EXAMINATION, DEC 2020.

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. List out the classification of production system.
3. What is CAM?
4. What do you mean by system capacity?
5. What are the reasons for plant location study?
6. Bring out features of good product design.
7. Define Work study.
8. Define plant location.
9. What is mean by control phase?
10. List out the forecasting methods.

PART B — (5 × 5 = 25 marks)

Answer ALL the Questions choosing either (a) or (b)

11. (a) Briefly discuss different types of production and service with suitable examples.

Or

- (b) Explain the uses of CAD and CAM.

12. (a) Discuss about system capacity.

Or

- (b) Discuss the importance of plant location.

13. (a) Discuss the steps in process planning.

Or

- (b) What is multiple activity chart? Illustrate it with an example.

14. (a) What are the types of layout? Explain them with example.

Or

- (b) What do you mean by bill of materials structure? Give an example.

15. (a) List and explain different types of costs in inventory system.

Or

- (b) How would you classify quality control techniques?

PART C — (3 ×10 = 30 marks)

Answer any THREE out of five questions.

16. Briefly discuss different ways of improving productivity.
  17. Explain the characteristic of production process system.
  18. What are the factors affecting forecasting? Explain.
  19. List and explain the inputs of CRP.
  20. What are the principles of total quality management? Explain.
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D5966

40521

**DISTANCE EDUCATION**  
PGD(BM) DEC – 2020 Examinations  
CBCS-2018-19 Academic year onwards  
**40521 – Financial Management**  
**II Semester**

Time : Three hours

Maximum : 75 marks

**PART –A (10 x 2 = 20 marks)**

**Answer all questions**

1. Write short note on financial decision.
2. What do you know about the reasons for Time Value of money?
3. Write short note on tax evasion?
4. What is NPV?
5. What do you mean by Capital structure?
6. Write short note on working capital management.
7. What is minimum order quantity?
8. Define leverage?
9. Mention the meaning of dividend policy.
10. What is bond dividend?

**PART B - (5 X 5 = 25 marks)**

**Answer ALL questions Choosing either (a) or (b)**

11) a) Clarify the significance of finance function.

Or

b) Describe the scope of financial management.

12) a) Narrate the advantages of preference shares.

Or

b) Patel Industries Ltd issued Rs.60000, 10% debentures at a discount of 5%. The issue expenses were Rs.2000. The tax rate is 40%. Calculate before tax and after tax cost of debt.

13) a) Explain the Accounting Rate of return in Capital Budgeting.

Or

b) There are two projects A and B. The cost of the project is Rs.30000 in each case. The cash inflows as under:

Cash inflows		
Year	Project A	Project B
1	10000	2000
2	10000	4000
3	10000	24000

14) a) Discuss the types of Leverages.

Or

b) The daily demand for a mechanical part is about 25 units. Every time an order is placed, a fixed cost of Rs.25 is incurred. The daily holding cost per unit is 40 Paise. Determine the economic lot size.

15) a) Discuss the dividend irrelevance under M.M. Theory.

Or

b) The following data relate to Jasmine ltd.

Earnings per share Rs.4

Retention Ratio – 25%

Capitalisation rate – 15%

Rate of return – 20%

Determine the market price per share under Gordon's model.

**PART C - (3 X 10 = 30 marks)**

**Answer any THREE questions**

16) "Investment, financing and dividend decisions are interrelated"- Discuss.

17) Explain the theories of capital Structure,

18) Calculate i) Operating leverage ii) Financial leverage and iii) Combined leverage.

<b>Particulars</b>	<b>Rs.</b>
Sales	1050000
Variable cost	767000
Fixed cost	75000
EBIT	208000
Interest	110000
Tax	29400
Net Income	68600
No.of equity shares	4000

b) The following data relate to Jasmine ltd.

Earnings per share Rs.4

Retention Ratio – 25%

Capitalisation rate – 15%

Rate of return – 20%

Determine the market price per share under Gordon's model.

**D-6393**

**Sub. Code**

**40522**

DISTANCE EDUCATION

P.G.D.B.M. DEGREE EXAMINATION, DECEMBER 2020.

Second Semester

MARKETING MANAGEMENT

(CBCS 2018 – 19 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Discuss the scope of marketing.
2. What do you mean by product positioning?
3. Enumerate the internal and external factors in marketing environment.
4. Define consumer behaviour.
5. Elucidate the reasons for product failure.
6. Describe the role of packaging.
7. Write note on free pricing.
8. State the importance of physical distribution.
9. Discuss the nature of direct marketing.
10. What do you mean by data mining?

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the concept of modern marketing.

Or

- (b) Describe the 7 Ps of marketing mix with suitable examples.

12. (a) Write note on Marketing Information System.

Or

- (b) Discuss the process of product planning and development.

13. (a) List out the essential qualities of a brand.

Or

- (b) Explain the objectives of pricing policy of a firm.

14. (a) How to manage the conflict in marketing channel?

Or

- (b) Compare and contrast between personal and impersonal selling.

15. (a) Enumerate the online sales promotional activities.

Or

- (b) Describe the customer relationship marketing. Explain its importance in an organisation.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe the theories of consumer behaviour.
  17. Write a note on market segmentation. Highlight its importance in marketing a product.
  18. Explain the process of marketing research.
  19. Brief the major steps in management of sales force.
  20. Enumerate the process of evaluation of advertising. Prepare an advertisement budget of any product of your choice.
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**D-6394**

**Sub. Code**

**40523**

DISTANCE EDUCATION

P.G.D.B.M. EXAMINATION, DECEMBER 2020.

Second Semester

ENTREPRENEURSHIP

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Define entrepreneurship.
2. Mention the various agencies involved in entrepreneurship management.
3. How to recognize the opportunity?
4. Explain the use of business plan.
5. Discuss the types of debt securities.
6. What are the important factors to be considered during the selection of project?
7. What do you mean by project appraisal?
8. Mention the role of IDBI.
9. What is seed capital used for?
10. Enumerate the types of intrapreneurship

PART B — (5 × 5 = 25 marks)

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

11. (a) Discuss the scope of entrepreneurship in India.

Or

- (b) Enumerate the skills required to be an entrepreneur.

12. (a) Discuss the significance of business plan.

Or

- (b) Analyze the sources of business ideas.

13. (a) Explain the process of marketing the new venture.

Or

- (b) Brief the project identification and formulation process.

14. (a) How IRCI influence the entrepreneurial process?

Or

- (b) Describe the Entrepreneurship Development programme for rural entrepreneurs.

15. (a) Elaborate the harvesting strategy for entrepreneurs.

Or

- (b) Explain the entrepreneurial society.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions

16. Explain the role of entrepreneurship in economic development.
  17. Brief the components of business plan and highlight the features of business plan.
  18. Describe the role of intellectual property in protecting the ventures.
  19. Write note on regulation governing SSI and the role of SSI in promoting the entrepreneurship.
  20. Discuss the concept of intrapreneurship and highlight its importance.
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**D-6395**

**Sub. Code**

**40524**

DISTANCE EDUCATION

P.G.D.B.M. EXAMINATION, DECEMBER 2020.

Second Semester

MANAGEMENT INFORMATION SYSTEM

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Discuss the role of information system.
2. What are the limitations of MIS?
3. Discuss the various DSS models.
4. Elucidate the merits of MIS.
5. What do you mean by interactive video?
6. Enumerate the disadvantages of communication channels.
7. Write any two applications of MIS in marketing.
8. What do you mean by social media?
9. What are the various secondary storage media and devices?
10. Write note on facility control.

PART B — (5 × 5 = 25 marks)

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

11. (a) Discuss the concept of information system and management information system.

Or

- (b) Enumerate the pre-requisites of an effective MIS.

12. (a) Describe the evolution and elements of MIS.

Or

- (b) Compare and contrast between MIS and data processing.

13. (a) What are the merits and de-merits of MIS?

Or

- (b) Write note on information system and global integration.

14. (a) Explain the role of MIS in product development.

Or

- (b) Write note on applications of internet and website management.

15. (a) Elaborate the global information technology management.

Or

- (b) Mention the ethics for IS professional.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Write detailed note on components of information system.
  17. Explain the process of MIS in Indian organization with suitable example.
  18. Describe the communication networks and their usage in business process.
  19. Write note on electronic data interchange and its applications with suitable examples.
  20. Discuss the societal challenges of information technology.
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