DISTANCE EDUCATION

COMMON FOR PGDHA, PGDBM, PGDHRM
EXAMINATION, DECEMBER 2021.

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. Explain nature and scope of management.

2. Define purpose of planning.

3. Write about types of decision making.

4. Define theories of organization.

5. What is meant by orientation?

6. Define innovation.

7. Short notes on global leading.

8. Write about leadership styles.

9. Define strategic alliances.

10. Discuss about benchmarking.

PART B — (5 × 5 = 25 marks)

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

11. (a) What is the basic concept of management?

Or

(b) Write about types of organization.

12. (a) Explain about organizational culture.

Or

(b) Define classification of organization.

13. (a) Write about physiological aspects of motivation.

Or

(b) Write about psychological aspects of motivation.

14. (a) Write the difference between innovation and motivation.

Or

(b) Scope of organization and its purpose.

15. (a) Explain the objectives and process of control devices.

Or

(b) Explain new perspectives in management of control and strategic alliances.

D–1074

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the meaning and types of decision making.

17. Define organizational structure and departmentalization in brief.

18. Briefly explain human factors of motivation and Maslow theories of motivation.

19. Define controlling its objectives and special control techniques.

20. Define core competence in business process reengineering in details.

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DISTANCE EDUCATION

COMMON FOR P.G.D.H.R.M., P.G.D.B.M. EXAMINATION,
DECEMBER 2021.

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.　Define Human Resource Management.

2.　What do you mean by job analysis?

3.　What is meant by job specification?

4.　What are the internal sources of recruitment?

5.　What do you mean by training?

6.　What do you understand by executive development programme?

7.　What do you understand by MBO?

8.　Define trade union.

9.　What do you understand by industrial relations?

10.　What is collective bargaining?

PART B — (5 × 5 = 25 marks)

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

11. (a) Discuss the concept of Human resource Management.

Or

(b) What are the challenges in Human Resource Management?

12. (a) Describe the contents in Job Analysis.

Or

(b) What are the advantages of executive development programme?

13. (a) Distinguish between on the job and off the job training.

Or

(b) Discuss the computer applications in Human Resource Management.

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

Or

(b) Write a note on promotion and demotion.

15. (a) Discuss the concept of industrial relation system.

Or

(b) Briefly explain the concept of collective bargaining.

D–1082

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Elaborate the role of Human Resource Manager.

17. Describe the managerial and operative functions of Human Resource Management.

18. Explain the selection procedure followed by an organization with which you are familiar.

19. Explain various methods of training employees, pointing out the merits and demerits of each.

20. Explain the objectives and importance of human resource information system.

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3   **D–1082**

DISTANCE EDUCATION

COMMON FOR PGDHA, PGDBM EXAMINATION,
DECEMBER 2021.

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 theory of production.

2.   Write the scope of managerial economics.

3.   Define the nature of economics.

4.   Write the measures of elasticity of supply.

5.   Define profit.

6.   What do you mean by market demand?

7.   Write short note on marginalism.

8.   Define inflation.

9.   Short note on GNP.

10. Define NPV technique.

PART B — (5 × 5 = 25 marks)

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

11. (a) Discuss about the circular flow activities.

Or

(b) What is the role of managerial economics in decision making?

12. (a) Explain the applications of demand analysis.

Or

(b) Discuss about the managerial uses of production function.

13. (a) Write the strategic behaviour of the Jims and games theory.

Or

(b) Discuss about the market equilibrium and changes in market equilibrium.

14. (a) Explain about the cost function and cost output relationship.

Or

(b) Discuss about the cost volume profit, risk and return relationship.

15. (a) Explain about the per capita income.

Or

(b) Explain the structure and conduct of performance paradigm.

D–1076

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the cardinal and ordinal approaches to consumer behaviour time value of money.

17. What do you mean by competitive conditions? Explain the monopoly monopolistic completion and oligopoly.

18. Discuss about the investment analysis and evaluation techniques of IRR and APU.

19. Elaborately explain the economic growth and development.

20. Elaborately explain about the recent developments in Indian economy.

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3   **D–1076**

DISTANCE EDUCATION

P.G. DIPLOMA in BUSINESS MANAGEMENT EXAMINATION, DECEMBER 2021.

First Semester

PRODUCTION AND OPERATIONS MANAGEMENT

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What are the various operation functions?

2. What is assembly line production system?

3. Bring out the meaning of automation.

4. Enumerate the characteristics of production process systems.

5. Discuss the objectives of plant layout.

6. Elucidate the factors for good layout design.

7. Describe the scope of MRP.

8. Define JIT.

9. Write note on Quality Management.

10. Define the term six sigma.

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the functions of production management.

Or

(b) Describe the principle behind Toyota Production System.

12. (a) Write note on Location break even analysis.

Or

(b) Enumerate the functions of plant layout.

13. (a) What are the various forecasting methods?

Or

(b) Discuss the process of MRP.

14. (a) Write note on Lean manufacturing.

Or

(b) Explain the factors influencing inventory management and control.

15. (a) Elaborate the zero defect manufacturing.

Or

(b) Brief the relationship between production and other functions.

D–1089

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe the Capacity Requirement Planning for manufacturing and service industry.

17. What is plant location? Discuss the steps taken in choosing a plant location.

18. Discuss the scope and advantages of automation.

19. Explain the phases of Production Planning Control process.

20. Enumerate the various techniques of inventory control.

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DISTANCE EDUCATION

P.G.D.B.M. EXAMINATION, DECEMBER 2021.

Second Semester

FINANCIAL MANAGEMENT

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours   Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. State four broad decision areas of financial management.

2. Mention two techniques for adjusting the time value of money.

3. What do you mean by risk return trade off?

4. Enumerate the types of debentures.

5. What is meant by the nature of capital issues?

6. What are the determinates of capital structure?

7. Write short notes on the tax considerations in investment decisions.

8. List out the various types of assistance.

9. What are the assumptions of MM theory?

10. Mention the types of dividend policy.

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the role of financial management in the organisation.

Or

(b) Enumerate the scope of investment functions.

12. (a) Brief the global management environment.

Or

(b) A debenture is available in the market for Rs. 1,000 with Rs.80 on the interest for a year for a period of 4 years with maturity value of Rs. 1,120. The debenture capitalisation rate is 10%. Advise Mrs. Anitha in her buying decision of this debenture.

13. (a) Compare and contrast between net income and net operative income approach.

Or

(b) ABC Ltd. Invested Rs. 2,00,000 on some project. The project generates profits before depreciation and tax of Rs. 70,000 p.a. for a period of 5 years. The scrap value of the project at the end of 5th year is zero. Determine average rate of return for the project assuming 50% tax and straight line method of providing depreciation. Calculate average rate or return.

14. (a) Explain the factors which determine the dividend policy of a firm.

Or

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(b) Brief the factors affecting the working capital needs of an enterprise.

15. (a) What is MM dividend irrelevance hypothesis? Critically evaluate its assumptions.

Or

(b) The following data relates to Suraj Ltd.

Rate of Return = 15%, Earning per share = Rs. 80.

Sr.No	Dividend Payout (%)	Cost of Capital (%)
1.	50	12
2.	60	18

Treat each case independently.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the scope and goals of financial management in detail.

17. XYZ Company Ltd., has currently an ordinary share capital of Rs. 25,00,000, consisting of 25,000 shares of Rs. 100 each. The management is planning to raise another Rs.20,00,000 to finance a major programme of expansion through one of three possible financing plans. The options are as under:

(a) Entirely through ordinary shares.

(b) 50% through ordinary shares and another 50% through long term borrowings @ 15% interest p.a.

(c) 50% through ordinary shares and another 50% through preference shares with 14% dividend.

The company's expected EBIT is Rs. 8,00,000. Assuming a tax rate of 30% determine EPS in each alternative.

3 **D–1090**

18. ABC Ltd. is considering an investment proposal to install a new control machine. The project will cost Rs. 1,50,000. Expected life is 5 years and no salvage value. The firm uses straight line depreciation. The estimated cash flows before tax (CFBT) from the proposal as follows.

Year	1	2	3	4	5
CFBT Rs.	30,000	37,500	37,500	45,000	75,000

You are required to compute the following :

(a) Payback period

(b) Average rate on Average Investment

(c) Post pay back Profitability Index

(d) NPV@10% cost of capital

(e) Profitability Index (Gross)

19. Elaborate the operating cycle and its role in financial management.

20. A company has a total investment of Rs. 5,00,000 in assets and 50,000 outstanding ordinary shares at Rs. 10 per share (par value). It earns a rate of 15 percent on its investment and has a policy of retaining 50 percent of the earnings. If the appropriate discount rate of the firm is 10 percent, determine the price of its shares using Gordon's model. What shall happen to the price of the share if the company has a payout of 80 percent or 20 percent?

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D–1090

DISTANCE EDUCATION

P.G.D.B.M. EXAMINATION, DECEMBER 2021.

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. Who is consumer?

2. What is pricing?

3. Define product.

4. Write short note on internal sources of recruitment?

5. What do you mean by product line?

6. What is marketing mix?

7. Give the meaning of personal selling.

8. What is called a channel of distribution?

9. What is modem market?

10. Define product planning.

PART B — (5 × 5 = 25 marks)

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

11. (a) Describe the different types of Selling.

Or

(b) Explain the different stages of a product life cycle.

12. (a) Explain the steps in selling.

Or

(b) What are the online sales promotion methods?

13. (a) Describe the significance of consumer behaviour.

Or

(b) Explain the importance of Consumer goods.

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

Or

(b) What are the benefits of Advertisement?

15. (a) Comment the different types of customers.

Or

(b) Discuss the Benefits of E-marketing.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Define product Mix and explain the component of product mix.

17. Describe the sources of Management Information System.

D–1091

18. Explain the various functions of whole seller.

19. Describe in detail the importance of marketing.

20. Discuss the process of Marketing Research.

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DISTANCE EDUCATION

P.G.D.B.M DIPLOMA EXAMINATION, DECEMBER 2021.

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. What do you mean by Business Plan?

3. What are the Skills required to be an Entrepreneur?

4. Define Business Plan.

5. What is mean by Project appraisal Methods?

6. Define working capital.

7. List out the role of a banks.

8. List out the characteristics of entrepreneur.

9. How to Growth on Entrepreneurial Motivation?

10. Describe Trade mark.

PART B — (5 × 5 = 25 marks)

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

11. (a) Outline the advantages of partnership.

Or

(b) Write notes on Role of entrepreneurial in economic development.

12. (a) Define partnership. Mention its disadvantages.

Or

(b) Write short notes on DIC.

13. (a) What are the various institutions giving financial assistance to the SSI units?

Or

(b) Explain the role and functions of NSIC.

14. (a) What is a Business Plan? Why it is important to an Entrepreneur?

Or

(b) Explain the process of generation of new ideas for products and services.

15. (a) Explain the financial appraisal of new project.

Or

(b) Discuss the elements of the business plan.

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PART C — (3 × 10 = 30 marks)

Answer any THREE out of Five questions.

16. Discuss the characteristics of an Entrepreneur.

17. Write short notes on Labour law and District Industries Centre (DIC).

18. Why it is necessary to update a business plan? What are the factors to be considered in evolving and updating a business plan?

19. Discuss the factors which have a bearing on the requirements of working capital.

20. Describe the developing women and rural entrepreneurs.

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DISTANCE EDUCATION

P.G.D.B.M. EXAMINATION, DECEMBER 2021.

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. List out List of IS.

2. Write limitations of MIS.

3. Define communication channel.

4. Define AI.

5. Define Client.

6. Define E-Commerce.

7. What do you meant by supply chain management?

8. Define EDI.

9. What is meant by secondary storage devices?

10. Define hardware.

PART B — (5 × 5 = 25 marks)

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

11. (a) Differentiate MIS and data processing.

Or

(b) What are the basic requirements of MIS?

12. (a) Explain in detail about video conferencing.

Or

(b) Explain in detail about Al and expert system.

13. (a) Explain in details about ERP systems.

Or

(b) Explain in detail about M-Commerce.

14. (a) Explain in detail about risks to online operations.

Or

(b) Explain in detail about IS architecture.

15. (a) Explain in details about global information technology management.

Or

(b) Write down societal challenges of IT.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain in detail about MIS and DSS.

17. Explain in detail about Communication networks.

18. Explain in detail about MIS for market development.

D–1093

19.   Explain in detail about input and output devices.

20.   Explain in detail about Ethics for IS professional.

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