

**D-7554**

**Sub. Code**

**41811/42111/  
40511**

DISTANCE EDUCATION  
COMMON FOR PGDHA, PGDHRM, PGDBM EXAMINATION  
MAY 2021 EXAMINATION  
&  
MAY 2020 ARREAR EXAMINATION

First Semester

MANAGEMENT PRINCIPLES AND PRACTICES

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Point out the difference between management and administration.
2. What is planning?
3. Define decision making.
4. What do you understand by training?
5. What is motivation?
6. Define recruitment.
7. What are the elements in communication?
8. What is coordination?

9. What is business ethics?
10. State any two control techniques.

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) What are the functions of management?
- Or
- (b) Assess the role of Henry Fayol in the development of management thought.
12. (a) Describe the major steps in the procedure of planning.
- Or
- (b) Explain the merits and demerits of decision making.
13. (a) What do you understand by delegation of authority?
- Or
- (b) Describe Maslow's theory of motivation.
14. (a) Explain in detail the various leadership styles.
- Or
- (b) What are the barriers to effective communication?
15. (a) Explain the relation between planning and controlling.
- Or
- (b) Enumerate the various techniques of control.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss the evolution of management.
  17. Explain the various forms of organization and its importance.
  18. Compare the pros and cons of centralization and decentralization.
  19. Leadership is situational. Critically examine this statement.
  20. Explain in detail process of control.
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**D-6635**

**Sub. Code**

**42112/40512**

DISTANCE EDUCATION

COMMON FOR P.G.DIP.HRM, P.G. DBM EXAMINATION.

MAY 2021 EXAMINATION

&

MAY 2020 ARREAR EXAMINATION

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. What do you mean by the term "Human Resources"?
2. What is job description?
3. What is Human Resource Planning?
4. Define recruitment.
5. What do you mean by training?
6. What do you understand by executive development programme?
7. Define trade union.
8. What do you understand by industrial relations?

9. What is collective bargaining?
10. What do you understand by human resource information system?

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the nature of Human Resource Management.

Or

- (b) How will you organize the HRM function in your organization?

12. (a) Distinguish between job description and job specification.

Or

- (b) What are the demerits of executive development programme?

13. (a) Explain the need for training in modern industry.

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.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. “Human Resource Management involves two categories of functions-managerial and operative.” Describe these functions.
17. Explain in detail various sources of recruitment.
18. How will you identify the training needs of an organization? Describe the process of training?
19. Explain in detail traditional and modern performance appraisal techniques.
20. Explain scope and importance of Human Resource Information system.
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**D-6633**

**Sub. Code**  
**41813/40513**

DISTANCE EDUCATION

COMMON FOR P.G.D.H.A, P.G.D (BM) EXAMINATION.

MAY 2021 EXAMINATION

&

MAY 2020 ARREAR EXAMINATION

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. Write the meaning of the word managerial economics.
2. Define Total and Marginal utility.
3. Explain Demand and Supply equilibrium.
4. Write about empirical estimations of productions.
5. Explain monopolistic completion and functions.
6. Define price and Non price competition.
7. Explain economic growth and development.

8. Write about Antitrust theory and regulations.
9. Explain Business cycle.
10. Explain sectoral and population distributions.

PART B — (5 × 5 = 25 marks)

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

11. (a) Define economic approach and working of economic system.

Or

- (b) Explain Decision making under risk and uncertainty.

12. (a) What is monopoly? Explain its competitive conditions.

Or

- (b) Determinants of Law of Demand.

13. (a) Explain Demand estimation and forecasting.

Or

- (b) Define market equilibrium and changes in market equilibrium.

14. (a) Write about cost function and cost output relationship.

Or

- (b) Define cost volume profit analysis.



15. (a) Explain factors nature and its importance of Macro economics.

Or

- (b) Explain the economics regulations of business.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Write about determinants of demand law of demand, demand estimation and forecasting.
17. Write about the meaning and characteristics of markets practical importance market structures.
18. Define cost and return cost behaviors traditional and modern theory of cost.
19. What is Macro economics explain economic growth and developments nature and its importance?
20. Write in details about antitrust theory and regulations structure conduct.

**D-6638**

**Sub. Code**

**40514**

DISTANCE EDUCATION

P.G. DIPLOMA IN BUSINESS MANAGEMENT (PGDBM)  
EXAMINATION.

MAY 2021 EXAMINATION

&

MAY 2020 ARREAR EXAMINATION

First Semester

PRODUCTION AND OPERATIONS MANAGEMENT

(CBCS 2018-19 Academic Year onwards)

Time : 3 hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Write note on job production.
2. What do you mean by CAM?
3. Define operations research.
4. Enumerate the importance of capacity planning.
5. What is location flexibility?
6. Describe work study.
7. Elucidate the characters of plant layout.
8. Write the merits of mixed model line balancing.

9. What is scheduling?
10. Give the meaning of ISO.

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Write note on industrial engineering.  
Or  
(b) Brief the various application of CAD.
12. (a) Elaborate the process of capacity planning.  
Or  
(b) Describe the facility design process.
13. (a) Enumerate the production planning process and highlight its characteristics.  
Or  
(b) Explain the work flow patterns.
14. (a) Discuss the various applications of REL chart.  
Or  
(b) What do you mean by aggregate production planning?
15. (a) Explain lean manufacturing.  
Or  
(b) Describe the various techniques for measuring the quality.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Define a production system. Give its major characteristics. Explain systems viewpoint of operations management. Take examples of a manufacturing company.
17. What is the importance of facility location? Describe the quantitative models of facility location.
18. How work study and time study help production manager in plant layout and production? Discuss with suitable example.
19. Brief the concept and process of Material Requirement Planning.
20. Elaborate the various network techniques with suitable examples in detail.

**D-7149**

**Sub. Code**

**40521**

DISTANCE EDUCATION

P.G.D. (BM) DIPLOMA EXAMINATION.

MAY 2021 EXAMINATION

&

MAY 2020 ARREAR EXAMINATION

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. What do you mean by finance?
2. State the meaning of Time Value of money.
3. Write short note on Bridge finance.
4. Mention the basics of capital Budgeting.
5. What do you mean by preference share capital?
6. Write short note on Optimum Capital Structure.
7. What is simulation analysis?
8. State the meaning of receivables management.

9. Mention the meaning of Credit management.
10. Define Dividend.

PART B — (5 × 5 = 25 marks)

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

11. (a) Elucidate the key role of modern financial manager.

Or

- (b) Narrate the advantages of Equity Shares.

12. (a) Narrate the tax considerations in finance decision areas.

Or

- (b) Daji Industries ltd issues 5000, 12% debentures of Rs.100 each at par. The tax rate is 40%. Calculate before tax and after tax cost of debt.

13. (a) Explain the significance of Capital Budgeting.

Or

- (b) A project cost Rs. 5,00,000 and yields annually a profit of Rs. 80,000 after depreciation at 12% pa. but before tax of 50%. Calculate payback period.

14. (a) Discuss the types of working capital.

Or

- (b) Calculate EOQ.

- (i) Annual consumption of material – 600 Units  
(ii) Ordering Cost Rs. 12 per order  
(iii) Price per unit Rs. 20  
(iv) Carrying cost per annum 20%.

15. (a) Discuss the stable dividend policy and why should it be followed.

Or

- (b) X ltd gives you the following information :

Earnings per share : Rs. 45

Cost of capital : 18%

Return on Investment : 18%.

Ascertain the market value per share using Gordon's model, if the payout is (i) 30% and (ii) 60%.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Why is it inappropriate to seek profit maximization as the goal of financial decision making? Give reasons to answer.
17. Project X initially costs Rs. 25,000. It generates the following cash inflows :

Year	Cash Inflows (Rs.)	Present value of Re.1 at 10%
1	9000	0.909
2	8000	0.826
3	7000	0.751
4	6000	0.683
5	5000	0.621

Taking the cut-off rate as 10%, suggest whether the project should be accepted or not.

18. A company needs Rs.6,00,000 for construction of a new plant. The following three financial plans are feasible.
- (a) The company may issue 60000 equity shares of Rs. 10 each.
- (b) The company may issue 30,000 equity shares of Rs. 10 each and 3000 debentures of Rs. 100 each bearing 8% coupon rate of interest.

- (c) The company may issue 30,000 equity shares of Rs.10 each and 3,000 preference shares of Rs.100 each bearing 8% rate of dividend.

The profit before interest and taxes (PBIT) is expected to be Rs. 1,50,000. Corporate tax rate is 50%.

Calculate the earnings per share under three plans. Which plan would you recommend and why?

19. Kamlesh Ltd is engaged in customer retailing. You are required to forecast their working capital requirements from the following information.

Projected annual sales Rs.6,50,000

% of N.P. to cost of sales- 25%

Average credit allowed to debtors- 10 weeks

Average credit allowed by creditors- 4 weeks

Average stock carrying (in terms of sales requirement) - 8 weeks

Add 20% to allow for contingencies.

20. Details regarding three companies are given below:

Nel Ltd	Mel Ltd	Gel Ltd
$r = 18\%$	$r = 20\%$	$r = 8\%$
$K = 15\%$	$K = 20\%$	$K = 10\%$
$E = \text{Rs.}30$	$E = \text{Rs.}40$	$E = \text{Rs.} 20$

By using Walter's model, you are required to

- (a) Calculate the value of an equity share of each of these companies when dividend payout is (i) 30%, (ii) 60%, (iii) 100%
- (b) Comment on the results drawn.



**D-7150**

**Sub. Code**

**40522**

DISTANCE EDUCATION  
P.G.D.B.M. EXAMINATION  
MAY 2021 EXAMINATION

&

MAY 2020 ARREAR EXAMINATION

Second Semester

MARKETING MANAGEMENT

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define marketing.
2. What is selling?
3. Define product.
4. Write short note on retail marketing.
5. What is consumer behavior?
6. Give the meaning of marketing environment.
7. Define market segmentation.
8. Define direct marketing?
9. What is price policy?
10. Define product mix.

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Distinguish between consumer, buyer and customers.

Or

- (b) Explain how change in demographic environment affect marketing decision?

12. (a) Explain the benefits of market segmentation.

Or

- (b) What are the objectives of pricing?

13. (a) Describe the different types of selling.

Or

- (b) Explain the functions of packaging.

14. (a) Explain the steps in marketing research?

Or

- (b) Point out the importance of Advertisement.

15. (a) What are the role of marketing manager?

Or

- (b) Distinguish between market segmentation and product differentiation.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE out of Five questions.

16. Explaining the process of consumer buying decision.
  17. Describe the market environment in India.
  18. Explain the various types of market segmentation.
  19. Narrate the various kinds of pricing.
  20. Explain the marketing management process.
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**D-7151**

**Sub. Code**

**40523**

DISTANCE EDUCATION  
P.G.D.B.M. EXAMINATION  
MAY 2021 EXAMINATION  
&  
MAY 2020 ARREAR EXAMINATION  
Second Semester  
ENTREPRENEURSHIP  
(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL the questions.

1. Who is an Entrepreneur?
2. List four factors influencing entrepreneurial growth.
3. What are small scale industries?
4. What are the objectives of financial management?
5. Expand: (a) SIDBI (b) NABARD.
6. Define SSI.
7. Give the barriers of entrepreneurship.
8. Define wholesalers.
9. What is break-even analysis?
10. Explain excise duty.

SECTION B — (5 × 5 = 25 marks)

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

11. (a) Discuss the factors responsible for emergence of entrepreneurship.

Or

- (b) List the tasks that the successful entrepreneurs usually perform.
12. (a) Discuss the role of small entrepreneurs in the economic development of a country.

Or

- (b) Define partnership? Mention its disadvantages.
13. (a) Give the uses of fund flow statement.

Or

- (b) Discuss how small business is important in Indian economy.
14. (a) Brief the essential features of entrepreneurship.

Or

- (b) Explain the different stages of product identification.
15. (a) Explain the role and functions of ICICI.

Or

- (b) Write about various incentives and subsidies provided to the entrepreneurs.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss the different stages of new product introduction.
  17. Highlight the strengths and weakness of small business with example.
  18. Elaborate on the characteristics of an entrepreneur.
  19. Discuss in detail about the technological innovation process.
  20. Narrate the functions of SIDCO for growth of small-scale industries.
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**D-7152**

**Sub. Code**

**40524**

DISTANCE EDUCATION  
P.G.D.B.M. EXAMINATION  
MAY 2021 EXAMINATION

&

MAY 2020 ARREAR EXAMINATION

Second Semester

MANAGEMENT INFORMATION SYSTEM

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is information system?
2. Define DSS.
3. Define operations research.
4. Define communication.
5. Write short note on MIS for finance.
6. Define server
7. Define secondary storage media
8. Explain the term spooling
9. Define security
10. Define software.

SECTION B — (5 × 5 = 25 marks)

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

11. (a) What are the basic requirements of MIS

Or

- (b) Differentiate MIS and data processing.

12. (a) Explain in detail about AI.

Or

- (b) Write down advantages and disadvantages of communication channels.

13. (a) Explain in detail about digital networks.

Or

- (b) Explain in detail about applications of internet and website management.

14. (a) Explain about supply chain management.

Or

- (b) Differentiate E-commerce and M-commerce.

15. (a) How can MIS be used in research production?

Or

- (b) How to use social media in business organization?

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain in detail about DSS models and software.

17. Explain in detail about LAN.



18. Explain in detail about types of social media.
  19. Explain in detail about types of computer system processing.
  20. Explain in detail about value added networks.
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