

D-7077

Sub. Code

**41811/42111/
40511**

DISTANCE EDUCATION

**COMMON FOR P.G.D.H.A./P.G.D.H.R.M./P.G.D.B.M
EXAMINATION, DECEMBER 2022.**

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. What is planning?
3. Define requirement.
4. What is informal organisation?
5. Define motivation.
6. What is leadership?
7. Define communication.
8. What is coordination?
9. Define business ethics.
10. What is strategic alliances?

PART B — (5 × 5 = 25 marks)

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

11. (a) Write short notes on functions of management.

Or

- (b) Write about planning premises.

12. (a) Explain theories of organisation.

Or

- (b) Write short notes on span of control.

13. (a) Performance appraisal – Explain.

Or

- (b) Physiological aspects of motivation – Explain.

14. (a) Explain leadership styles.

Or

- (b) Explain coordination process.

15. (a) Explain ethics committee in the organisation.

Or

- (b) Write short notes on balance score-card.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Discuss patterns of the management analysis.
17. Explain projects and budgets.
18. Explain organisational culture and global organising.
19. Discuss leadership theories.
20. Explain ethics committee in the organisation.

D-7085

Sub. Code

42112/40512

DISTANCE EDUCATION

COMMON FOR P.G. DIPLOMA (HRM)/PGDBM DEGREE
EXAMINATION, DECEMBER 2022.

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 HRM.
2. List the need for HR policies.
3. Why do employees resist Training?
4. Define Recruitment.
5. Define Socialization.
6. What is Vestibule Training?
7. What is the employee safety program?
8. What is meant by Performance Feedback?
9. Define Assessment Centre.
10. Define Social Security.

PART B — (5 × 5 = 25 marks)

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

11. (a) Summarize the operational and strategic roles of Human Resource Manager.

Or

- (b) Compile the need and scope of HRM.

12. (a) Explain the types of human resource policies.

Or

- (b) Explain the process of formulating HR Policies.

13. (a) Evaluate the external factors affecting recruitment.

Or

- (b) Describe Off-the-Job methods of training.

14. (a) Evaluate the guidelines for designing an effective executive development programme.

Or

- (b) Illustrate the various types of promotion.

15. (a) Describe the various ways to cope with demotion.

Or

- (b) How would you show your understanding of the compensation plan of an employee?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. How does workplace diversity affect HR Function?
17. Organizations have adapted to E - Recruitment methods. Examine the Pros and Cons.

18. Trace out the impact of Training and Development on employee performance and productivity
 19. How do you understand by competency based pay? Is it different from skill based pay? Discuss and draft a suitable Rewards and Recognition program for a Medium Sized start-up.
 20. Draft a suitable Grievance Handling Procedure to be implemented at a large scale Automobile Manufactures.
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D-7079

Sub. Code

41813/40513

DISTANCE EDUCATION

COMMON FOR P.G.D.H.A., P.G.D.B.M. EXAMINATION,
DECEMBER 2022.

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 managerial economics?
2. Specify utility analysis.
3. Write about demand estimation.
4. What do you understand by supply equilibrium?
5. What is market equilibrium?
6. Write a note on game theory.
7. What is profit?
8. Define Schumpeter.
9. Set out macro-economic.
10. What is business cycle?

PART B — (5 × 5 = 25 marks)

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

11. (a) What are the general foundations of managerial economics?

Or

- (b) Write the role of managerial economics in decision making.

12. (a) Explain the law of diminishing marginal utility.

Or

- (b) How do you derive the market demand?

13. (a) What are managerial uses of production function?

Or

- (b) Write the different types of strategy of Prisoner's Dilemma.

14. (a) Discuss about the relationship between risk and return.

Or

- (b) Write the meaning of profit and investment analysis.

15. (a) Write the meaning and theory of national income.

Or

- (b) Discuss about the factors causing inflation and deflation.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explore the cardinal and ordinal approaches to consumer behaviour.
17. Rationalize the short run and long run production.

18. Elaborately explain about the monopoly monopolistic completion and oligopoly.
 19. Explain the investment and evaluation analysis techniques of IRR, NPV and APV.
 20. Discuss about the balance payment trend and its implications in managerial decision.
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D-7091

Sub. Code

40514

DISTANCE EDUCATION

P.G.D.B.M. EXAMINATION, DECEMBER 2022.

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 do you mean by Industrial Engineering?
2. What is the Models of Production Systems?
3. What do you mean by Capacity Planning?
4. Bring out the break even analysis.
5. Write different steps involved in Production Process?
6. What is the plant location techniques?
7. What do you mean by planning phase?
8. State the Forecasting Methods.
9. Write the scope of Materials management
10. Bring out the Quality Management.

PART B — (5 × 5 = 25 marks)

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

11. (a) Critically analyze the nature and scope of production/operation management.

Or

- (b) Discuss the various steps involved in the selection of an operation research.

12. (a) Explain different functions of Production System.

Or

- (b) Explain capacity Requirement Planning.

13. (a) Briefly explain the production process planning.

Or

- (b) Explain importance and functions of plant layout.

14. (a) Explain the Various levels of Production Planning Control.

Or

- (b) Explain about Inventory Control.

15. (a) Explain Preventive Vs Breakdown maintenance for quality.

Or

- (b) Discuss about Inventory Control and Techniques.

PART C — (3 × 10 = 30 marks)

Answer any THREE out of five questions.

16. Elaborate - Production Management is the process of planning, organizing and controlling the activities of production function.

17. Explain the functions of project planning, scheduling and control.
 18. Explain the role of Work Study in increasing the productivity.
 19. Write notes on:
 - (a) Planning Phase
 - (b) Action Phase
 - (c) Control Phase
 20. What are the characteristics of production process systems?
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D-7092

Sub. Code

40521

DISTANCE EDUCATION

P.G. DIPLOMA IN BUSINESS MANAGEMENT
EXAMINATION. DECEMBER 2022

Second Semester

FINANCIAL MANAGEMENT

(CBCS 2018 – 2019 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 tax incentive?
2. List out the objectives of financial management.
3. What is the scope of investment function?
4. What are the various sources of long term capital?
5. What is optimum capital structure?
6. Define internal rate of return.
7. What is operating cycle?
8. Enumerate the factors affecting working capital requirements.
9. What is mean by stock dividend
10. List out the factors affecting dividend decision.

PART B — (5 × 5 = 25 marks)

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

11. (a) Analyse the nature of financial management.

Or

- (b) The current market price of the shares of A Ltd. is Rs. 95. The flotation costs are Rs.5 per share amounts to Rs.4.50 and are expected to grow at a rate of 7%. You are required to calculate the cost of equity share capital.

12. (a) Illustrate the effect of the EBIT changes on EPS.

Or

- (b) There are two projects A and B. A has a service life of one years. The initial cash outlay for both the projects assumed to be Rs. 20,000 each. The cash precede from project A (at the end of first year) amounts to Rs 24,000. The cash generated by project S at the end of fifth year is likely to be Rs. 40,200. Assume that the required rate of return is 10 percent. Compute and compare NPV and IRR of the two projects.

13. (a) Explain the factors which influence the planning of the capital structure of a company.

Or

- (b) Enumerate the roles and guidelines of SEBI in capital issues.

14. (a) A firm has sales of Rs. 20,00,000. variable cost of Rs. 14,00,000, fixed cost of Rs.4,00,000 and debt of Rs. 10,00,000 at 10% interest. Calculate operating, financial and combined leverage

Or

- (b) Describe the concept, nature and need of working capital
15. (a) What are the legal and financial aspects of a dividend policy?

Or

- (b) Explain the limitations of Walter's model.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. A company issues Rs.20,00,000, 10% redeemable debenture at a discount of 5%. The cost of flotation amount to Rs.50,000. The debentures are redeemable after 8 years. Calculate before tax and after tax. Cost of debts assuring a tax rate of 55%.
17. Explain the functions of finance manager.
18. Equipment A has a cost of Rs.75,000 and net cash flow of Rs. 20,000 per year, A substitute equipment B would cost Rs.50,000 and generate net cash flow of Rs. 14,000 per year for six years. The required rate of return of both equipments is 11 %. Calculate the IRR and NPV for the equipment. Which equipment should be accepted and why?

19. Elaborate the financing approaches in working capital management.
 20. Rachel Company earns a rate of 12% on its total investment of Rs. 6,00,000 in assets. It has 6,00,000 outstanding common shares at Rs. 10 per share. Discount rate of the firm is 10% and it has policy of retaining 40% of the earnings. Determine the price of its share using Gordon's model, What shall happen to the price of the share if the company has payout of 60% or 20%?
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D-7093

Sub. Code

40522

DISTANCE EDUCATION

P.G.D.B.M. EXAMINATION, DECEMBER 2022.

Second Semester

MARKETING MANAGEMENT

(CBCS 2018-2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define promotional mix.
2. What is selling?
3. What is training?
4. Define Marketing.
5. What is market environment?
6. Give the meaning of sales promotion.
7. Define market segmentation.
8. Write the note on consumer data base.
9. What is Competitor analysis?
10. Write short note on market segmentation.

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the types of competitors.
Or
(b) What are the methods and practices of sales promotion?
12. (a) Explain the modern marketing approaches.
Or
(b) Explain the importance of consumer buying process.
13. (a) Explain the modern trends in retailing.
Or
(b) Explain the middlemen functions.
14. (a) Explain the compensation plans.
Or
(b) What are the branding policies and strategies?
15. (a) Explain the product planning and development.
Or
(b) What are the objectives of price mix management?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explaining the scope and process of marketing management.
17. Describe the importance and objectives of advertising.

18. Explain the identifying and analyzing of competitors.
 19. Enumerate the marketing channel system and marketing channel decisions.
 20. Explain the product life cycle.
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D-7094

Sub. Code

40523

DISTANCE EDUCATION

P.G.D.B.M. DEGREE EXAMINATION, DECEMBER 2022.

Second Semester

ENTREPRENEURSHIP

(CBCS 2018-2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Is entrepreneurship a process? — Comment.
2. What is opportunity recognition?
3. What are the Simple Business ideas?
4. Define SSI.
5. Expand: DIC and SIDBI.
6. Define market.
7. What is Promoting enterprise?
8. Define Bankruptcy.
9. What is entrepreneurial culture?
10. What is Capital subsidy?

PART B — (5 × 5 = 25 marks)

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

11. (a) Discuss the Factors responsible for emergence of Entrepreneurship.

Or

- (b) What are the Five benefits of entrepreneurship?

12. (a) Give the uses of Fund Flow statement.

Or

- (b) Give the uses of fund flow statement.

13. (a) Write short note on District Industries Centre.

Or

- (b) What are the key concepts of entrepreneurship?

14. (a) What is the difference between manager and entrepreneur?

Or

- (b) Explain the succession and harvesting strategy.

15. (a) Write a note on Recent trends.

Or

- (b) Explain the Entrepreneurial Society.

PART C — (3 × 10 = 30 marks)

Answer any THREE out of five questions.

16. Discuss the history of entrepreneurship development.
17. Difference between entrepreneur and entrepreneurship.

18. Explain the skills required to be an entrepreneur.
 19. Discuss the Entrepreneurial motivation.
 20. Explain the scope and role of financial management.
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D-7095

Sub. Code

40524

DISTANCE EDUCATION

P.G.D.B.M. EXAMINATION, DECEMBER 2022.

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 are the three types of information systems?
2. What is system and its concepts?
3. What is MIS and example?
4. What is Artificial Intelligence (AI)?
5. What are the types of Decision Support Systems?
6. What is purpose of ERP?
7. What is networking and example?
8. What is the basic of e-commerce?
9. What is VAN communication?
10. What is an Online Service?

PART B — (5 × 5 = 25 marks)

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

11. (a) What is information systems design and development?

Or

- (b) What are the approaches to management information system?

12. (a) Purpose of a Decision Support System.

Or

- (b) What are three channels of communication?

13. (a) What are disadvantages of E-commerce?

Or

- (b) What are the Benefits of EDI?

14. (a) What is an enterprise resource planning system?

Or

- (b) What are the six types of social media?

15. (a) What are limitations of management information system?

Or

- (b) What Does Secondary Storage Device Mean?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain the information systems design and management.

17. What is the difference between a decision support system DSS and a management information system MIS?

18. Discuss the various types of communication channels.
 19. Fundamentals of Computer Network Communication.
 20. What is input and output devices explain with examples?
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