

D-5077

Sub. Code

42111/41811/40511

DISTANCE EDUCATION

**COMMON FOR P.G.D.H.A., P.G.D.B.M., P.G.D.H.R.M.
DIPLOMA EXAMINATION, MAY 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 the questions.

1. Define the scope of management.
2. What is MBO?
3. Define Henri Fayol's Theory.
4. Define Innovation.
5. Define Global Organizing.
6. What do you mean by Leadership Styles?
7. Define Holistic approach.
8. What is Co-ordination?
9. Define Leader.
10. What is Core Competence?

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain about Management and Society.

Or

- (b) Explain FW Taylor and Elton Mayo theories about management science.

12. (a) Explain the decision making in Projects and Budgets.

Or

- (b) List down the classification of organization and explain it.

13. (a) Define departmentalization. Explain about the span of control.

Or

- (b) Explain the general principles of staffing.

14. (a) Explain about Motivation theories.

Or

- (b) What is the role of communication in decision making?

15. (a) Explain about special control techniques.

Or

- (b) Write the importance in the organization.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Elaborately explain the Social Responsibility and Ethics.
 17. What is Motivation? Explain Physiological and Psychological aspects of Motivation.
 18. Explain the types, nature, significance and functions of leader.
 19. Explain elaborately about the objectives and the process of control devices of control.
 20. Discuss in detail about the relevance of values in management.
-

D-5085

Sub. Code

42112/40512

DISTANCE EDUCATION

**Common for PGDHRM & PGDBM EXAMINATION,
MAY 2022.**

First Semester

HUMAN RESOURCE MANAGEMENT

(CBCS 2018 – 2019 Academic Year Onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions

1. What is HRM?
2. What is meant by HR policy?
3. Define HR Planning
4. What is E-Recruitment?
5. What is Interview?
6. What is meant by Employee Training?
7. Define Knowledge Management.
8. What is meant by Compensation?
9. Write short note on Child Labour.
10. What is meant by Performance Appraisal?

PART B — (5 × 5 = 25 marks)

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

11. (a) Write a detailed note on the Evolution of HRM.

Or

- (b) Identify the various challenges of HRM.

12. (a) Analyze why do Organizations need to adopt HR policies?

Or

- (b) What are the need and objectives of HRP?

13. (a) Analyze the purpose and uses of Job Analysis.

Or

- (b) Categorize the various types of Incentives plans.

14. (a) Explain On-the-Job methods of training.

Or

- (b) Explain the process of Executive Development.

15. (a) Discuss the future of Trade Union.

Or

- (b) Summarize the factors distorting Performance evaluation.

PART C— (3 × 10 = 30 marks)

Answer any THREE questions

16. HR Managers play a pivotal role in managing today's workforce - Discuss.
17. As a HR Manager how would you plan out an Induction program for middle level manager?

18. Examine the influence of Knowledge management in HR Function.
 19. Draft a step-by-step procedure that has to be followed in implementing the developmental programme for executive development.
 20. Compare and contrast the Modern and Traditional approach to performance appraisal.
-

D-5079

Sub. Code

41813/40513

DISTANCE EDUCATION

COMMON FOR PGDHA, PGD (BM) DIPLOMA
EXAMINATION, MAY 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. Explain foundation of Managerial Economics.
2. Define Role of Managerial Economics in decision making.
3. Explain the measures and role of Business decisions.
4. Write about short run production function.
5. Define changes in Market Equilibrium.
6. Explain the Game theory.
7. Explain Measurement of Profit.
8. Define per capital income.
9. Explain Recent developments in Indian Economy.
10. Define Traditional and Modern Theory of cost.

PART B — (5 × 5 = 25 marks)

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

11. (a) Define General Foundations of Managerial Economics.

Or

- (b) Explain working of Economic system and circular flow activities.

12. (a) Explain production possibility curve.

Or

- (b) Describe cardinal and ordinal approaches to consumer behavior.

13. (a) Explain Marshallian approach and indifference curve analysis.

Or

- (b) Explain Marginalism and their role in Business decisions.

14. (a) Explain Managerial uses of Production function.

Or

- (b) Empirical Estimations of Production functions.

15. (a) Explain Trends and its implication in managerial decision.

Or

- (b) Explain Concept of Profit and Hawley (Risk) profit maximization.

PART C — (3 × 10 = 30 marks)

Answer any THREE out of Five questions.

16. Explain the relationship between Economic theory and Managerial Economics.
 17. Define Concept of Opportunity Cost and Incremental Concepts.
 18. Explain Laws of Demand and Elasticity of Demand.
 19. Explain Pricing and Output decisions under different Competitive Conditions.
 20. Briefly explain about theories of pricing, profit – planning and forecasting.
-

D-5091

Sub. Code

40514

DISTANCE EDUCATION

P.G.D.(BM) EXAMINATION, MAY 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. Define production management.
2. What do you mean by Mass production?
3. What is CAD?
4. What is capacity measurement?
5. Bring out the production process.
6. What do you mean by work study?
7. State the job design.
8. What do you mean by plant layout?
9. Define inventory control system.
10. State the network techniques.

PART B — (5 × 5 = 25 marks)

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

11. (a) Functions of production management?
Or
(b) Discuss relationship between production and other functions.
12. (a) Explain the principles of Toyota production system.
Or
(b) Explain CAD and CAM.
13. (a) Write note on importance of capacity planning?
Or
(b) Explain process of manufacturing and service industry.
14. (a) What are the steps involved in production process.
Or
(b) Explain process selection with PLC.
15. (a) What are the objectives of plant layout.
Or
(b) What are the steps involved in forecasting methods.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions

16. Discuss different types of production system with suitable examples.
17. Briefly explain process and techniques of planning selection.

18. Discuss the material requirement planning.
 19. Explain the inventory control systems and techniques.
 20. Discuss the different techniques used for quality management.
-

D-5092

Sub. Code

40521

DISTANCE EDUCATION

P.G.D. (BM) EXAMINATION, MAY 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 questions.

1. Write short note on financial management.
2. What do you know about the technique of compounding?
3. Write short note on sinking fund.
4. What is IRR?
5. What do you mean by simulation analysis?
6. Write short note on working capital management.
7. What is minimum order quantity?
8. Define operating leverage.
9. Mention the meaning of dividend.
10. What is stock dividend?

PART B — (5 × 5 = 25 marks)

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

11. (a) Outline the methods and tools of financial management.

Or

- (b) Individuals do have a time preference for money-state the reasons for such preference.

12. (a) Narrate the disadvantages of Equity shares.

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 Profitability Index in Capital Budgeting.

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%.

14. (a) What is composite leverage? How is it measured?

Or

- (b) Find out degree of operating leverage from the information given below:

EBIT (2008)-Rs.50000

EBIT (2009)-Rs.60000

Sales (2008)-20000 Units

Sales (2009)- 28000 Units

15. (a) Discuss the role of credit standards in the credit policy of a firm.

Or

- (b) The following data relate to Babuji 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 × 10 = 30 marks)

Answer any THREE questions.

16. How is the goal of wealth maximization a better operative criterion than profit maximization? Discuss.
17. Project X initially costs Rs.25000. It generates the following cash inflows:

Year	Cash Inflows (Rs.)	Present value of Re.1 at 10%
1	9,000	0.909
2	8,000	0.826
3	7,000	0.751
4	6,000	0.683
5	5,000	0.621

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

18. A company needs Rs.600000 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 30000 equity shares of Rs.10 each and 3000 debentures of Rs.100 each bearing 8% coupon rate of interest.
- (c) The company may issue 30000 equity shares of Rs.10 each and 3000 preference shares of Rs. 100 each bearing 8% rate of dividend.

The profit before interest and taxes (PBIT) is expected to be Rs.150000. Corporate tax rate is 50%.

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

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

Projected annual sales Rs.650000

% 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:

A Ltd.	B Ltd.	C Ltd.
$r = 15\%$	$r = 10\%$	$r = 8\%$
$K = 10\%$	$K = 10\%$	$K = 10\%$
$E = \text{Rs. } 10$	$E = \text{Rs. } 10$	$E = \text{Rs. } 10$

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) 20%, (ii) 50% and (iii) 100%.
- (b) Comment on the results drawn.

D-5093

Sub. Code

40522

DISTANCE EDUCATION

P.G.D.B.M. EXAMINATION, MAY 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 product mix.
2. What is retailing?
3. Define marketing channel system.
4. Write short note on market segmentation.
5. What is advertising?
6. Give the meaning of pricing.
7. Define market segmentation.
8. Define MIS.
9. What is consumer behavior?
10. Define marketing.

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the scope of marketing.
Or
(b) Describe the meaning and stages of product life cycles.
12. (a) What are the bases of market segmentation?
Or
(b) Explain the importance of consumer behaviour.
13. (a) What are the internal and external factors of marketing environment?
Or
(b) Explain the various types of competitors.
14. (a) Explain importance of advertisement.
Or
(b) What are the competitive strategies?
15. (a) What are the role of recruitment and selection in marketing?
Or
(b) Distinguish between personal selling and impersonal selling.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions

16. Explaining the marketing management process.
17. Describe the benefits and approaches of market segmentation.

18. Explain the objectives of pricing and procedures of pricing policy.
 19. Narrate the steps in selling process.
 20. Explain the modern marketing concept.
-

D-5094

Sub. Code

40523

DISTANCE EDUCATION

P.G.D.B.M. DEGREE EXAMINATION, MAY 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. What is an enterprise?
2. List four factors influencing entrepreneurial growth.
3. What is feasibility study?
4. Define unemployment.
5. What is role of IDBI?
6. What is partnership?
7. Expand: (a) IRCI (b) LIC
8. Define finance
9. Give the meaning of quality.
10. Give the barriers of entrepreneurship.

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the concept of entrepreneurship.

Or

- (b) Explain the methods of generating ideas.

12. (a) What are five advantages of entrepreneurship?

Or

- (b) Explain the components of a business plan.

13. (a) Discuss the characteristics of high growth new ventures.

Or

- (b) What are the project appraisal methods.

14. (a) Explain the entrepreneurial guidance bureau.

Or

- (b) Write short notes on SISI.

15. (a) Explain the rural entrepreneurs.

Or

- (b) Explain the features management of change.

PART C — (3 × 10 = 30 marks)

Answer any THREE out of five questions

16. Discuss the characteristics of an entrepreneur.
17. Explain the marketing the new venture.

18. Explain the regulation governing SSI.
 19. What are the disadvantages of owning an entrepreneurship?
 20. Discuss the sales tax concessions.
-

D-5095

Sub. Code

40524

DISTANCE EDUCATION

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

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 questions

1. What is information system?
2. Write the uses of social media in business organizations.
3. Write the four types of systems?
4. Give a brief note on local area networks.
5. What is e-commerce?
6. Write a note on video conferencing
7. What is a decision support system?
8. Write the different types of artificial intelligence.
9. What are the types of networking?
10. What is a value-added network?

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the various approaches to MIS development.

Or

- (b) What are the different activities of an information system?

12. (a) What methods are used to review system after implementation?

Or

- (b) Write the characteristics features of MIS?

13. (a) What are the five main types of management information systems?

Or

- (b) What are the benefits and limitations of MIS?

14. (a) Explain the four main components in building a DSS?

Or

- (b) What is enterprise resource planning? Explain with example?

15. (a) How a value-added network works?

Or

- (b) Explain the risks associated with the online operations.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions

16. What are the five main components of an information system?
 17. Explain the recent developments in information technology.
 18. What are the advantages and disadvantages of a decision support system?
 19. What is the difference between an input and output device?
 20. What is the purpose of information system in organization?
-