

**(DHHM01/DBM01/DMM01/DHRM01/
DFM01/DIM01/DBFM01/DIB01)**

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PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2016

Common Paper

PERSPECTIVES OF MANAGEMENT

Time : 3 Hours

Maximum Marks:70

Answer any Five questions.

All questions carry equal marks .

- Q1)** What are the approaches to Management?
- Q2)** Describe the objectives of Planning.
- Q3)** What are the various methods of Recruitment?
- Q4)** Define directing what are the elements of directing?
- Q5)** Write a detailed note about management development in India.
- Q6)** What are the internal and external environment forces in Management.
- Q7)** What is linear programming? What are its objectives?
- Q8)** Explain the differences between centralization and decentralisation.
- Q9)** What is communication? Explain the role of media in communication.
- Q10)** Define Control. Explain about PERT and CPM in brief.

(DBM02/DHRM02)

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**PG DIPLOMA DEGREE EXAMINATION, DEC – 2016
BUSINESS / HUMAN RESOURCE MANAGEMENT**

Human Resource Management

Time : 3 Hours

Maximum Marks : 70

**Answer any FIVE questions
All questions carry equal marks.**

- Q1)** Define human resource management .What are the policies and procedures of it?
- Q2)** Define job Analysis. What are the methods to describe it ?
- Q3)** What are the different forecasting techniques in human resource planning ?
- Q4)** Discuss the recruitment practices in India. .
- Q5)** What is the need and importance of training and development ?
- Q6)** What are the steps involved in selection process ?
- Q7)** Write a detailed note on communication and Counselling.
- Q8)** Discuss the mental conservative grievance settlement procedures.
- Q9)** Discuss about the industrial relations at enterprise level with reference to collective Bargaining.
- Q10)** What do you mean by T-group training ? What is the role of behaviour modification in human resource development?

(DBM03)

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PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2016

BUSINESS MANAGEMENT

Financial Management

Time : 3 Hours

Maximum Marks: 70

Answer any Five Questions

All questions carry equal marks

- Q1)** What do you understand by financial management? What are the goals of the financial management?
- Q2)** What are the various forms of business organization?
- Q3)** What are the different profitability distribution approaches?
- Q4)** Explain the meaning and measurement of financial leverages.
- Q5)** You are Financial analyst for XYZ Ltd. The director of capital Budgeting has asked to analyse two proposed investments projects A, B. The initial outlay for each project is Rs. 10 lakhs with an expected life of 4 yrs. Which project would you recommend and why? Use the following techniques with a discount rate of 12% to evaluate the projects.
- a) Pay back period
 - b) Net Present Value.

(DBM03)

Expected Net Cash Flows		
Year	Project A	Project B
1	6,50,000	3,50,000
2	3,00,000	3,50,000
3	3,00,000	3,50,000
4	1,00,000	3,50,000

Q6) Explain any one capital structure theory of your choice.

Q7) Explain the following terms:-

- a) Cost of retained earnings.
- b) Cost of convertible securities

Q8) What are the objectives and techniques of inventory management?

Q9) Describe the Walter – Gordon’s model of dividend theory.

(DBM03)

Q10) Two firms have the following information:

(Rs Lakhs)

	Sales	Variable Cost	Fixed Cost
Firm A	1,800	450	900
Firm B	1,500	750	375

You are required to calculate

- a) Profit to sales ratio
- b) Break Even Point
- c) The degree of operating leverage.



(DBM04 / DMM04)

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PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2016

BUSINESS / MARKETING MANAGEMENT

Marketing Management

Time : 3 Hours

Maximum Marks: 70

Answer any FIVE Questions
All questions carry equal marks

- Q1)** Define marketing. What are the various ethics to be observed in Marketing?
- Q2)** Discuss the marketing organization and interface with other departments in a company.
- Q3)** What are the components of marketing plan?
- Q4)** What are the features and determinants of purchase behaviour?
- Q5)** What are product modifications? Explain with examples.
- Q6)** Differentiate between skimming price and penetration price.
- Q7)** What are the functions and levels of marketing channels?
- Q8)** What are the objectives of promotion and advertising?
- Q9)** Write short notes on
- a) Marketing audit.
 - b) Marketing intelligence.
- Q10)** What is the nature and scope of non – business attitudes towards marketing?



(DBM05)

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PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2016

BUSINESS MANAGEMENT

Managerial Economics

Time : 3 Hours

Maximum Marks: 70

Answer any Five Questions.

All questions carry equal marks.

- Q1)** What are the fundamental concepts of managerial economics?
- Q2)** Write about demand elasticities and demand estimates.
- Q3)** What are the empirical estimates of production and costs?
- Q4)** What are the various output decisions taken by the firm and industry?
- Q5)** What are managerial theories of the firm? Explain any one theory of your choice.
- Q6)** Discuss the various public investment decisions.
- Q7)** Explain the small group and large group case analysis of market structure.
- Q8)** Describe the market environment of price output decisions by the firm and industry.
- Q9)** Define 'profit'. Write a note on profit analysis.
- Q10)** Write briefly about methods of capital budgeting.

