

(DHHM/DBM/DMM/DHRM/DFM01)

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P.G. DIPLOMA DEGREE EXAMINATION, DECEMBER – 2018

Common Paper

PERSPECTIVES OF MANAGEMENT

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Explain the evolution of management thought & Approaches to Management.
- Q2)** Define Management. Explain its Nature, Scope and Significance.
- Q3)** What is meant by Decision making? Explain Decision making process.
- Q4)** Explain the significance of planning in a large scale organization. Outline the various types of planning.
- Q5)** “Controlling is a continuous process” Elaborate.
- Q6)** Explain the Reporting System for control.
- Q7)** What do you understand by span of control? Examine the factors which are influencing span of control.
- Q8)** What is meant by structure of organisation? Explain the principles of organization.
- Q9)** What is meant by direction? Explain the elements of direction.
- Q10)** What do you understand by effective communication? Explain the barriers to communication.



(DBM02/DHRM02)

Total No. of Questions : 10]

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P.G. DIPLOMA DEGREE EXAMINATION, DECEMBER – 2018

BUSINESS / HUMAN RESOURCE MANAGEMENT

Human Resource Management

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Explain the concept of HRM? Discuss the scope and principles of HRM.
- Q2)** What are the factors influencing HR Planning?
- Q3)** Discuss the concept of Performance Appraisal and its Evaluation Techniques.
- Q4)** Explain the objectives and needs of training and development.
- Q5)** Write a note on internal and external sources of recruitment.
- Q6)** What is conservative concept? Explain physical conservation on employees safety and health.
- Q7)** Explain the nature and scope of Human Resources Development.
- Q8)** What are the forecasting techniques in Human Resource Planning?
- Q9)** Examine the essential elements of compensation packages.
- Q10)** Explain the steps involved in collective bargaining.



(DBM03)

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P.G. DIPLOMA DEGREE EXAMINATION, DECEMBER – 2018

BUSINESS MANAGEMENT

Financial Management

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** What is Investment decision? Explain the nature of investment decision.
- Q2)** Write about techniques of capital budgeting in brief.
- Q3)** State the instruments of Capital market.
- Q4)** Discuss about net income approach of capital structure.
- Q5)** How do you calculate weighted average cost of capital? Explain.
- Q6)** Explain the factors affecting capital structure.
- Q7)** Define costs of capital and explain its significance in financial decision making.
- Q8)** What are the essentials of Walter's dividend model? Explain its short comings.

(DBM03)

Q9) A company is planning to purchase a machine for ` 1,20,000; the expected cash inflows form this machine in the next three years are :

Year	Cash Inflows (`)
2009	50,000
2010	40,000
2011	60,000

Calculate Net Present Value of the proposal at the required rate of return of 10% and 12%. If the cost of capital of the company is 10%, advise using IRR method whether the machine should be purchased.

Q10) The following information is available in respect of two firms P Ltd., and Q Ltd.:

	(` in lacs)	
	P. Ltd.	Q.Ltd.
Sales	500	1000
(-) Variable Cost	<u>200</u>	<u>300</u>
Contribution	300	700
(-) Fixed Cost	<u>150</u>	<u>400</u>
EBIT	150	300
(-) Interest	<u>50</u>	<u>100</u>
Profit before tax	100	200

You are required to calculate different leverages to both the firms and also comment on their relative risk position.



(DBM04/DMM04)

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P.G. DIPLOMA DEGREE EXAMINATION, DECEMBER – 2018

BUSINESS / MARKETING MANAGEMENT

Marketing Management

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Explain the demographic conditions of Marketing environment.
- Q2)** What do you mean by marketing? Discuss the core concept of marketing.
- Q3)** What is Consumer Behaviour? Explain its Determinants.
- Q4)** Discuss the steps involved in consumer's buying decision process.
- Q5)** Explain sales promotional tools.
- Q6)** Explain the emerging trends in marketing.
- Q7)** Explain different types of Marketing Control.
- Q8)** What are the societal dimensions of marketing? Discuss in detail.
- Q9)** What are the implications of Marketing managers?
- Q10)** Discuss factors influencing pricing strategies and policies.



(DBM05)

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P.G. DIPLOMA DEGREE EXAMINATION, DECEMBER – 2018

BUSINESS MANAGEMENT

Managerial Economics

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** “Managerial economics basically deals with decision making process of business firms”. Discuss.
- Q2)** Explain the different types of elasticity of demand.
- Q3)** Explain the concept of production and managerial uses of production function.
- Q4)** Discuss the cost – output relationship in the short-run.
- Q5)** Explain the price and output determination under perfect competition with a diagram.
- Q6)** What are different types of risks associated with the business?
- Q7)** Define production function. Explain and illustrate isoquants and isocost curves.
- Q8)** Explain economics theory of firm.
- Q9)** Discuss the criteria for good forecasting method.
- Q10)** Explain the law of variable proportions with diagrams.

