

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

P.G. HHM/BM/MM/HRM/FM/IB/
IM/BFM DIPLOMA EXAMINATION,
DECEMBER 2019.

First Year

PERSPECTIVES OF MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Define Management. Discuss the scope and process of Management.
2. Highlight the 14 principles of management given by Fayol.
3. “Decision making is the primary task of management”. Discuss this statement and explain the decision making process.
4. Explain the causes of Line and Staff Conflict.
5. What do you mean by Staffing? Discuss the selection process.
6. Define Communication. Explain the process of two way communication.
7. What is leadership? Discuss the merits and demerits of controlling style and dynamic style of leadership.
8. What are the essentials of an effective control? Discuss the design of an effective control system.
9. What are the objectives of planning? Explain management by objectives and management by exception.
10. Explain the concept of management and current management development in India.

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

(DBM 02)

P.G. DIPLOMA EXAMINATION, DECEMBER 2019.

First Year

PGDBM

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the external environment that effects HRM programmes.
 2. Write a note on :
 - (a) Job design.
 - (b) Job description.
 - (c) Job Enrichment.
 3. Discuss the methods of recruitment in detail.
 4. What is the need for training and development? Explain the types of training methods in brief.
 5. What are the principles of HRM? Explain.
 6. Discuss the employees safety and health measures taken by employers for their employees.
 7. Explain the nature, scope and elements of HRD.
 8. Enumerate the process of participation of employees in decision making.
 9. What are the techniques employed to appraise the performance of employees?
 10. Give an account of Programmed Learning and 3D management in HRD.
-

(DBM 03)

P.G. DIPLOMA EXAMINATION,
DECEMBER 2019.

PGDBM

FINANCIAL MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. "Finance function of a business is closely related to its other functions" Discuss.
2. What is capital budgeting? Briefly explain various steps involved in capital budgeting process.
3. What do you understand by money market? Distinguish clearly between capital market and money market.
4. Explain various factors influence the dividend decision of a firm.
5. Define capital structure. Explain theories of capital structure in detail.
6. Explain various tools and techniques used for inventory management.
7. Discuss the different approaches to the computation of the cost of equity capital.
8. The following figures relate to two companies

	ABC LTD	XYZ LTD
	(in ₹ Lakhs)	(in ₹ Lakhs)
Sales	500	1,000
Variable cost	200	300
Fixed cost	150	400
Interest	50	100

You are required to

- (a) Calculate the operating, financial and combined leverages for the two companies, and
- (b) Comment on the relative risk position of them.

9. A proforma cost sheet of a company provides the following particulars:

Elements of cost	
Material	40%
Direct labour	20%
Overheads	20%

The following further particulars are available:

- (a) It is proposed to maintain a level of activity of 2,00,000 units
- (b) Selling price is ₹ 12/- per unit
- (c) Raw materials are expected to remain in stores for an average period of one month
- (d) Material will be in process, on averages half a month and is assumed to be consisting of 100% raw material, wages and overheads
- (e) Finished goods are required to be in stock for an average period of one month
- (f) Credit allowed to debtors is two months
- (g) Credit allowed by suppliers in one month.

You may assume that sales and production follow a consistent pattern. You are required to prepare a statement of working capital requirements.

10. A firm can make investment in either of the following two projects. The firm anticipates its cost of capital to be 10% and the net (after tax) cash flows of the projects for five years are as follows:

(Figures in Rs' 000)						
Year	0	1	2	3	4	5
Project A	(500)	85	200	240	220	70
Project B	(500)	480	100	70	30	20

The discount factors are as under:

Year	0	1	2	3	4	5
------	---	---	---	---	---	---

PVF (10%)	1	0.91	0.83	0.75	0.68	0.62
PVF (20%)	1	0.83	0.69	0.58	0.48	0.41

Required:

- (a) Calculate the NPV and IRR of each project
 - (b) State with reasons which project would you recommend
 - (c) Explain the inconsistency in ranking of two projects.
-

(DBM 04)

P.G. DIPLOMA (BM/MM) EXAMINATION, DECEMBER 2019.

First Year

MARKETING MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the following :
 - (a) Production Concept.
 - (b) Marketing Concept.
 - (c) Selling Concept.
 2. Discuss the micro environment that influences the marketing environment.
 3. Describe the competitive strategies of market place.
 4. What is Consumer Behaviour? Explain the determinants of consumer behaviour.
 5. Explain the various stages in PLC.
 6. Enumerate the factors influencing pricing strategies.
 7. What is the nature of marketing channel? Explain the types of channel flows.
 8. Explain the objectives of Publicity and Sales Promotion. List out their merits and demerits.
 9. Critically examine the methods of Sales Promotion.
 10. State the significance of marketing in service sector.
-

(DBM 05)

P.G. (BM) DIPLOMA EXAMINATION,
DECEMBER 2019.

First Year

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 70 marks

Answer any FIVE of the following questions.

All questions carry equal marks.

1. Explain the nature and significance of managerial economics.
 2. Why does the demand curve slope downwards from left to right? Discuss its exceptions.
 3. What is demand forecasting? Explain the purpose of forecasting and factors involved in demand forecasting.
 4. What is production function? Explain the law of variable proportions.
 5. Discuss the features of Monopolistic Market structures and the price-output determination in short run.
 6. Explain about various methods of Pricing.
 7. Discuss any two theories of profit.
 8. What do you mean by risk and uncertainty? What are the different methods of measuring risk?
 9. Explain any three techniques of evaluating investment proposals.
 10. Discuss in detail the law of equi-marginal utility with the help of a diagram.
-