

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

**ASSIGNMENT - 1**

P.G. DIPLOMA EXAMINATION, MARCH 2023.

PERSPECTIVES OF MANAGEMENT

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Define 'Management'. Discuss the significance and scope of Management.
2. Elucidate various functions of Management in a large scale organisation.
3. Outline the objectives and different types of plans.
4. Explain the process involved in Decision Making.
5. What is a Formal Organisation? Distinguish between formal and informal organisation.

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

**ASSIGNMENT - 2**

P.G. DIPLOMA EXAMINATION, MARCH 2023.

PERSPECTIVES OF MANAGEMENT

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Identify the reasons for conflicts between line and staff. Suggest preventive measures.
  2. Define 'Communication'. What are the various Barriers of Communication?
  3. Define 'Motivation'. Discuss its need and importance in Management.
  4. Write briefly about PERT and CPM.
  5. Evaluate the need and importance of Social Responsibility of Business in the present business environment.
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**(DBM02 DHRM02)**

**ASSIGNMENT - 1**

P.G. DIPLOMO EXAMINATION, „MARCH 2023.

BM

HUMAN RESOURCE MANAGEMENT

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Define human resource management. Explain its scope, nature and importance.
2. Discuss the methods of job analysis in brief.
3. Explain the process of human resource planning in detail.
4. Define recruitment. Explain the recruitment practices in India.
5. Explain the nature and scope in HRD.

**(DBM02/ DHRM02)**

**ASSIGNMENT - 2**

P.G. DIPLOMO EXAMINATION, „MARCH 2023.

BM

HUMAN RESOURCE MANAGEMENT

**MAXIMUM : 30 MARKS**

**ANSWER ALL QUESTIONS**

1. Explain the modern methods of performance appraisal system.
  2. Illustrate evaluation of training programmes in the modern organization.
  3. Write a note on management inventory.
  4. Define motivation. Explain any two process theories of motivation.
  5. Define collective bargaining. Explain its process
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**(DBM03)**

**ASSIGNMENT - 1**  
P.G. DIPLOMA EXAMINATION, MARCH 2023.  
BM  
FINANCIAL MANAGEMENT  
**MAXIMUM : 30 MARKS**  
**ANSWER ALL QUESTIONS**

1. Explain the role of Finance Manager in Modern large size Manufacturing Organization.
2. Explain the different forms of Business Organization.
3. Define operating and financial leverage. How can you measure the degree of operating and financial leverage?
4. Define capital structure and explain the factors affecting the capital structure of a firm.
5. What is investment decision? Explain the significance of investment decisions.

(DBM03)

**ASSIGNMENT -2**  
P.G. DIPLOMA EXAMINATION, MARCH 2023.  
BM  
FINANCIAL MANAGEMENT  
**MAXIMUM : 30 MARKS**  
**ANSWER ALL QUESTIONS**

1. Explain cost of capital and its importance.
2. Define working capital and briefly explain the factors which determine the working capital needs of a firm.
3. A company whose cost capital is 12% is considering two mutually projects X and Y, the details of which are given below:

	Project X	Project Y
	Rs.	Rs.
Investment	70,000	70,000
Cash inflow after taxes : (Rs.)		
Year 1	10,000	50,000
Year 2	20,000	40,000
Year 3	30,000	20,000
Year 4	45,000	10,000
Year 5	60,000	10,000

Question:

Compute the Net present value and internal rate of return of the two projects and suggest which project should be undertaken?

4. What is stable dividend policy? Why should a firm follow such a policy?
  5. Explain the assumptions and arguments used by Modigliani and Miller in support of the Irrelevance of dividends.
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**(DBM04 DMM04)**

**ASSIGNMENT - 1**

P.G. DIPLOMA EXAMINATION, MARCH 2023.

PGDBM

MARKETING MANAGEMENT  
**MAXIMUM : 30 MARKS**  
**ANSWER ALL QUESTIONS**

1. Explain the role of marketing in India's economic growth especially after the liberalisation of Indian economy.
2. Explain the significance of marketing.
3. Explain the microenvironment of marketing in detail.
4. Illustrate the market positioning and discuss types of positioning strategies.
5. Define product. Discuss the different stages of product life cycle.

**(DBM04 DMM04)**

**ASSIGNMENT - 2**

P.G. DIPLOMA EXAMINATION, MARCH 2023.

PGDBM

MARKETING MANAGEMENT  
**MAXIMUM : 30 MARKS**  
**ANSWER ALL QUESTIONS**

1. What are the objectives of pricing? Explain various factors to be considered while setting the price of a product.
  2. Explain the methods used for evaluating the effectiveness of advertising.
  3. Discuss about the growing importance of direct marketing in recent times.
  4. Explain the nature and functions of channel design decisions.
  5. Discuss the importance of marketing in manufacturing and service sector.
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**(DBM05)**

**ASSIGNMENT - 1**

P.G. DIPLOMA EXAMINATION MARCH 2023.

PGDBM

MANAGERIAL ECONOMICS  
**MAXIMUM : 30 MARKS**  
**ANSWER ALL QUESTIONS**

1. Describe the nature, scope and practical significance of Managerial Economics.
2. Describe fully the concept of price elasticity of demand.
3. What are the major macroeconomic issues related directly to business decision-making? What is their significance in business decisions?
4. What is Delphi method? What is the use of this method in demand forecasting?
5. What is indifference curve? What are the properties of indifference curves? What role does it play in consumer analysis?

**(DBM05)**

**ASSIGNMENT - 2**

P.G. DIPLOMA EXAMINATION MARCH 2023.

PGDBM

MANAGERIAL ECONOMICS  
**MAXIMUM : 30 MARKS**  
**ANSWER ALL QUESTIONS**

1. Examine critically profit maximization as the objective of business firms. Explain the first and second order conditions of profit maximization.
  2. What is inflation? How does it affect economic growth and employment?
  3. Define Capital Budgeting. Explain different methods of capital budgeting in brief.
  4. Discuss the concept of economics of Risk and uncertainty.
  5. Explain Innovation theory of profit.
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