

**(DHHM/DBM/  
DMM/DHRM/  
DFM/DIB/  
DIM/DBFM 01)**

P.G. DIPLOMA EXAMINATION, NOVEMBER 2021.

PGDIB

**PERSPECTIVES OF MANAGEMENT**

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carries equal marks.

1. Explain the effects of external factors on management process.
  2. What do you understand by management by objectives? Enumerate its advantages in planning process.
  3. State the importance of decision making techniques. Explain the phases of a decision – making process.
  4. “Management is a multi-disciplinary”. Support the statement with suitable examples.
  5. Explain the traditional principles of organisation structure.
  6. What is decentralisation? In what ways decentralisation overcome the draw backs of centralisation.
  7. Explain the theories of motivation. What are the various incentives assigned in an organisation to motivate the employees.
  8. Explain the role of communication in an organisation. Do you think that Indian organisations are updating their communication patterns now a days? Support your answer with suitable examples.
  9. Mention a few critics regarding the social responsibilities of business in recent scenario.
  10. What are the major differences and similarities between PERT and CPM?
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**(DBM 02/DHRM 02)**

P.G. **DIPLOMA** EXAMINATION,  
NOVEMBER 2021.

First Year

PGDBM

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carries equal marks.

1. What do you mean by HRM? Discuss in detail about the functions of HRM.
  2. Explain in detail about job analysis.
  3. What do you mean by job enrichment? Explain its importance.
  4. Explain the need for and significance of demand forecasting of human resources in organizations.
  5. Explain in detail the steps in selection process.
  6. What are the different interview techniques used in selection of employees? Explain.
  7. Discuss about various performance appraisal techniques used in evaluating performance of employees.
  8. What is the significance of management development in a globalized scenario?
  9. Discuss in brief about various methods of human resource development.
  10. Elucidate on HRD practices in India.
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**(DBM03)**

P.G. DIPLOMA (BM) EXAMINATION,  
NOVEMBER 2021.

First Year

FINANCIAL MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What is the meaning and objectives of financial management? Explain the role of a finance manager.
2. What are the elements in a Indian financial system? Explain them in brief.
3. Explain the concept of capital budgeting decisions. What are the risks associated with capital budgeting decisions?
4. Discuss the concept of leverage. How can you measure the financial leverage, operational leverage and a combined leverage?
5. Briefly explain the capital structure theories. Compare and contrast the assumptions of net operating and net income approach.
6. Define cost of capital. What are the types and formulae for cost of capital?
7. Explain the role of working capital management in a business organization. What are the techniques for financing and control of working capital.
8. ABC Ltd. Uses inventory turnover as one performance measure to evaluate its production manager. Currently its inventory turnover is 10 times per annual as compared with industry average of 4. Average sales are Rs. 4,50,000. p.a. Variable costs of inventory have consistently remained as 70% of sales with fixed costs of Rs. 10,000. Carrying costs of inventory are 5% P.A. Sales force complained that low inventory levels are resulting in lost-sales due to stock outs. Sales manager has made an estimate based on stock-out reports as under:

Inventory policy	Inventory turnover	Sales (Rs.)
Current		
A	10	4,50,000
B	8	5,00,000
C	6	5,40,000
	4	5,65,000

- (a) On the basis of above estimates, assuming a 40% Tax rate and an after tax required rate of return of 20% on investment in inventory, which policy would you recommend?

9. Discuss the Walter and Gorden's model of dividend theories.
  10. Briefly explain the concept of Book value, replacement value, market value and going concern value.
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**(DBM 04/DMM 04)**

P.G. DIPLOMA EXAMINATION,  
NOVEMBER 2021.

First Year

PGDBM

**MARKETING MANAGEMENT**

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Define marketing. Explain the concepts of marketing.
  2. Describe the macro environmental factors influencing the marketing.
  3. What is positioning? Discuss in detail about the positioning strategies in marketing.
  4. What is consumer behaviour? Explain the consumer decision making process.
  5. Elucidate the different stages in product life cycle (PLC).
  6. Explain the pricing strategies used by marketing manager of a company.
  7. How to resolve marketing channel conflicts- Discuss?
  8. Explain the terms
    - (a) Advertising
    - (b) Sales promotion.
  9. Define marketing research. Discuss the need and importance of marketing research in marketing management.
  10. Discuss the role of marketing in services sector.
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**(DBM 05)**

P.G. DIPLOMA EXAMINATION,  
NOVEMBER 2021.

PGDBM

MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 70 marks

Answer any FIVE of the following questions.

All questions carry equal marks.

1. Explain nature and scope of managerial economics.
  2. Explain law of demand. Explain exception to law of demand.
  3. Discuss short-term cost output relationship in detail.
  4. Discuss various techniques of demand forecasting.
  5. Explain price-output determination under monopolistic market.
  6. Discuss various pricing strategies in detail.
  7. Explain behavioral theory of firm.
  8. Define profit. Explain various theories of profit in brief.
  9. Define capital budgeting. Explain various techniques of capital budgeting in detail.
  10. Write about public instrument decisions.
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