

**(DIB/DIM/DBFM/DHHM/DBM/DMM/DHRM/DFM01)**

**Total No. of Questions : 10]**

**[Total No. of Pages : 01**

**PG DIPLOMA DEGREE EXAMINATION, MAY - 2017**

**(Common Paper)**

**Perspectives of Management**

**Time : 3 Hours**

**Maximum Marks : 70**

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**Answer any Five questions**

**All questions carry equal marks**

- Q1)** Define management. Explain nature & scope of management.
- Q2)** Explain various approaches to management.
- Q3)** Define planning. Explain about concept of MBO.
- Q4)** Briefly explain about decision making process.
- Q5)** What do you mean by organizing? Explain principles of organization.
- Q6)** Explain various executive development programmes.
- Q7)** What are various barriers to communication?
- Q8)** Define leadership. What are the essential features required for a successful leader?
- Q9)** Outline the factors influencing span of control.
- Q10)** Explain the scenario of Indian management with suitable examples.

**(DBM02/DHRM02)**

**Total No. of Questions : 10]**

**[Total No. of Pages : 01**

**P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2017**

**BUSINESS/HUMAN RESOURCE MANAGEMENT**

**Human Resource Management**

**Time : 3 Hours**

**Maximum Marks : 70**

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

**(5×14=70)**

- Q1)** Identify and discuss the Managerial and Operative functions of personal management.
- Q2)** What are the two important approaches to job design? What is the relevance of each approach to the present industrial situation in India?
- Q3)** What is manpower planning? What factors do you consider while forecasting manpower needs of an organization?
- Q4)** What is recruitment? What are the different sources of recruitment?
- Q5)** Distinguish performance appraisal from potential appraisal.
- Q6)** What is employee training? Explain the importance techniques of training.
- Q7)** Explain different methods of wage payments.
- Q8)** Illustrate the grievances settlement procedure.
- Q9)** Discuss the following:  
a) Attitudes  
b) Collective bargaining
- Q10)** Explain the concept of Transactional analyse in detail.



(DBM 03)

Total No. of Questions : 10]

[Total No. of Pages : 02

P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2017

**BUSINESS MANAGEMENT**

**Financial Management**

Time : 3 Hours

Maximum Marks: 70

*Answer any Five questions*

*All questions carry equal marks*

- Q1)** Define finance. Explain the objectives of Financial Management.
- Q2)** Write a brief account on financial intermediaries.
- Q3)** What is capital budgeting? Discuss different types of Capital Budgeting.
- Q4)** Define financial leverage and discuss the Degree of financial leverages.
- Q5)** The following is an extract from the financial statement of XYZ Ltd.

Particulars	(Rs. Lakhs)
Operating Profit	180
Less: Interest on Debenture	48
	<hr/>
	132
Less: Income Tax (50%)	66
	<hr/>
Net Profit	66
Equity Share Capital (share of Rs. 10 each)	300
Reserve and surplus	150
16% Non-convertible debentures	300
	<hr/>
	750

The Market price per equity share is 11 and per debenture Rs. 95.

- a) What is the earning per share?
- b) What is percentage cost of capital to the company for the equity share and debenture fund?
- Q6)** Explain any two theories of capital structure.

**Q7)** Discuss the problems in Determination of Cost of capital.

**Q8)** Explain Working capital policy in detail.

**Q9)** Discuss different techniques of Inventory Management.

**Q10)** The following information has been submitted by a borrower:

- |    |  |                |
|----|--|----------------|
| a) | Expected level of production                             | 1,20,000 units |
| b) | Raw material to remain in stock on an average            | 2 months       |
| c) | Processing period for each unit of production            | 1 month        |
| d) | Finished goods remain in stock on an average             | 3 months       |
| e) | Credit allowed to the customer from the date of dispatch | 3 months       |
| f) | Expected ratio of cost of selling price                  |                |
|    | i) raw material 60%                                      |                |
|    | ii) direct wage 10%                                      |                |
|    | iii) overheads 20%                                       |                |
| g) | Selling price per unit                                   | Rs. 10         |
| h) | Expected margin on sales                                 | 10%            |

You are required to estimate the working capital requirement of the borrower.



**(DBM04/DMM04)**

**Total No. of Questions : 10]**

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**P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2017**

**BUSINESS/MARKETING MANAGEMENT**

**Marketing Management**

**Time : 3 Hours**

**Maximum Marks : 70**

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**Answer any five questions**  
**All questions carry equal marks**

- Q1)** Define Marketing. Discuss the nature, scope and importance of Marketing.
- Q2)** Explain components of Marketing Environment.
- Q3)** Explain various errors in positioning.
- Q4)** Describe the Models of Consumer behaviour.
- Q5)** Discuss the features and classifications of product.
- Q6)** Explain the factors affecting pricing decisions.
- Q7)** What is meant by effectiveness of channels of distribution?
- Q8)** Explain the Integrated Marketing Communication Mix in detail.
- Q9)** Give the differences between Online Marketing and Traditional Marketing.
- Q10)** Explain how services marketing represents various factors through which the need of services marketing came into force.

(DBM05)

Total No. of Questions : 10]

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P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2017

**BUSINESS MANAGEMENT**

**Managerial Economics**

**Time : 3 Hours**

**Maximum Marks: 70**

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**Answer any five questions**

**All questions carry equal marks**

- Q1)** Define 'Economic Growth' and explain factors influencing economic growth.
- Q2)** What is elasticity of demand? Write the Managerial decisions which require the elasticity of demand.
- Q3)** Show diagrammatically how optimum input combination is arrived for a two input and one output production situation with the help of 'isoquant cost and isoquant maps.
- Q4)** Explain any four methods of pricing band on strategy.
- Q5)** Discuss Economic Theory of firm.
- Q6)** Explain the need for market analysis in detail.
- Q7)** Differentiate between perfect and imperfect markets.
- Q8)** Statistical and mathematical technique complicate the process of demand forecasting? Do you agree? Support your answer.
- Q9)** Explain the nature, significance of capital budgeting.
- Q10)** Discuss the determinants of public investment decisions.

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