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DHHM01/DBM01/DMM01/DHRM01/DFM01/DBFM01/DIB01

P.G. DIPLOMA DEGREE EXAMINATION, JUNE/JULY - 2019

PGDHHM

Perspectives of Management

Time : 3 Hours

Maximum Marks : 70

Answer any Five questions
All questions carry equal marks

- Q1)* Define Management. Explain internal forces influencing management.
- Q2)* Discuss the functions of management.
- Q3)* What are the objectives of planning? Explain the types of plans in detail.
- Q4)* What is the purpose of organising? Elucidate the principles of organisation.
- Q5)* Explain the elements of directing.
- Q6)* Discuss the barriers to effective communication.
- Q7)* Write a note on PERT and CPM.
- Q8)* Explain the social responsibilities of business.
- Q9)* What is the nature and purpose of staffing? Explain the internal sources of recruitment.
- Q10)* Distinguish between Management and Administration. Explain the significance of management in an organisation.



Total No. of Questions : 10]

DBM02/DHRM02

**P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2019
BM/HRM
Human Resource Management**

Time : 3 Hours

Maximum Marks : 70

Answer any five questions
All questions carry equal marks

- Q1)** What is HRM? Discuss the internal environment that effect HRM programmes.
- Q2)** Discuss the need and methods of job analysis.
- Q3)** What is the importance of human resource planning? Discuss the forecasting techniques of human resource planning.
- Q4)** Explain the various sources of recruitment.
- Q5)** Discuss in detail the steps in selection process.
- Q6)** Discuss the different methods of performance appraisal in brief.
- Q7)** Critically examine the Maslow's theory of motivation.
- Q8)** Write a note on collective bargaining.
- Q9)** Describe the methods of wage payments.
- Q10)** Write about the following :
- a) Syndicate method.
 - b) Quality circles.
 - c) Role playing.

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DBM03

**P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2019
BUSINESS MANAGEMENT
Financial Management**

Time : 3 Hours

Maximum Marks : 70

Answer any five questions
All questions carry equal marks

- Q1)** Critically analyse the functions of financial manager in a large scale Industrial establishment.
- Q2)** Enumerate the Important developments that have taken place in recent years in the Indian capital market.
- Q3)** Explain various tools and techniques used for Inventory Management.
- Q4)** Discuss various theories of dividend.
- Q5)** What is meant by Break-even analysis? Discuss the assumptions & limitations of this technique.
- Q6)** Explain in detail the method of valuation of equity share.
- Q7)** Using Imaginary figures show how to determine the value of firm under
- a) Net Income approach.
 - b) Net operating Income approach.
- Q8)** Describe the need and determinates of working capital in a business.
- Q9)** From the following information calculate the net present value and payback period of the Two Projects and suggest which of the Two Projects should be accepted assuming a discount of 10%

		Project X	Project Y		
Initial Investment	20,000	30,000			
Estimated Life		5 years	5 years		
Scrap value	1,000	2,000			
Profits Before depreciation and after taxes :					
1	5,000	20,000			
2	10,000	10,000			
3	10,000	5,000			
4	3,000	3,000			
5	2,000	2,000			
P.V @ 10% : - Year	1	2	3	4	5
P.V @ 10%	0.909	0.826	0.751	0.683	0.620

Q10) J.K. Ltd. has the following book value capital structure as on March 31, 2011 :

Equity share capital	40,00,000
11.5% preference shares	10,00,000
10% Debentures	30,00,000
	80,00,000

The equity share of the company sells for A 20. It is expected that the company will pay next year dividend of A 2 per equity share. Which is expected to grow at 5% for ever. Assume a 35% tax rate.

Required :

- Compute weighted average cost of capital (WACC) of the company based on the existing capital structure.
- Compute the new WACC, if the company raises an additional A 20 lakhs debt by issuing 12% debentures. This would result in increasing the expected equity dividend to A 2.40 and leave the growth rate unchanged, but the price of equity share shall fall to A 16 per share.



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DBM04/DMM04

**P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2019
PGDBM
Marketing Management**

Time : 3 Hours

Maximum Marks : 70

Answer any five questions
All questions carry equal marks

- Q1)** What are the social and ecological pressures on marketing?
- Q2)** Describe the influence of demographic, economic, cultural factors on marketing environment.
- Q3)** Explain the types of positioning strategies.
- Q4)** Discuss the Freudian model of consumer behaviour.
- Q5)** Explain the process of product development.
- Q6)** Explain the following pricing strategies -
- Skimming pricing.
 - Penetration pricing.
 - Geographic pricing.
- Q7)** Discuss the functions of marketing channels of distribution.
- Q8)** What are the objectives of Advertising? Explain its merits and demerits.
- Q9)** Describe the steps involved in marketing research.
- Q10)** List out the nature and scope of marketing in non-business organisation. Discuss the non-business attitude towards marketing.

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DBM05

**P.G. DIPLOMA DEGREE EXAMINATION,
JUNE/JULY - 2019
BUSINESS MANAGEMENT
Managerial Economics**

Time : 3 Hours

Maximum Marks : 70

Answer any Five of the following questions
All questions carry equal marks

- Q1)** Define managerial economics. Describe the scope and significance of managerial economics.
- Q2)** What is demand? Explain the determinants of demand.
- Q3)** What is an indifference curve? Discuss the Consumer's equilibrium with the help of an indifference curve.
- Q4)** Enumerate the pricing strategies followed by a small company.
- Q5)** Explain the following :
- a) Opportunity cost.
 - b) Demand schedule.
 - c) Skimming Pricing Vs Penetration Pricing.
- Q6)** Explain the concept of kinked demand curve with the help of a diagram.
- Q7)** Discuss the different techniques used for evaluating investment proposals.
- Q8)** Describe the behavioural theory of firm.
- Q9)** What are the features of perfect competition? Explain how price is determined in the short run?

Q10) Explain the various types of elasticity of demand.

