

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

P.G. DIPLOMA EXAMINATION, DECEMBER 2008.

Common Paper

Paper I — PERSPECTIVES OF MANAGEMENT

Time : Three hours

Maximum : 75 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Define Management and explain various functions of Management.
2. Explain the process of Management in the organization.
3. What is Management by objectives? Explain the process of MBO.
4. Explain briefly the concept of Decision Tree Analysis.
5. Explain the differences between Formal and Informal Organization.
6. Briefly discuss the steps involved in selection process.
7. What is the role of media in Communication?
8. What is Leadership? Explain Blake and Mouton's Managerial grid.
9. Discuss the steps involved in the process of controlling.
10. Explain the role of management in the development of economic conditions of the country.

(DBM 02/DHRM 02)

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Business/Human Resource Management

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 75 marks

Answer any FIVE questions.

(5 × 15 = 75)

1. Explain the scope and significance of human resource management.
2. Explain various internal and external environmental factors which effect HRM programmes in detail.
3. What is job analysis and explain the methods and procedure of job analysis.
4. Describe the importance of human resource planning.
5. Explain various recruitment practices in India.

6. Explain the steps in selection process.
7. Describe various methods of training and development.
8. Explain the concept and significance of human resources development.
9. Describe various methods of human resources development.
10. Explain various human resources development practices in India.

(DBM 03)

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Business Management

Paper III — FINANCIAL MANAGEMENT

Time : Three hours

Maximum : 75 marks

Answer any FIVE questions.

1. Discuss the scope, nature and importance of financial intermediaries.
2. Discuss the important items found on the profit and loss account, and balance sheet.
3. Briefly explain the various concepts of value and the computation.
4. Explain the assumptions, merits and limitations of NPV and IRR methods.
5. SRF Ltd's debt-equity ratio is 0.8. Its weighted average cost of capital is 15 percent and its tax rate is 30 percent.
 - (a) If its cost of equity is 20 percent, what is its pre-tax cost of debt?
 - (b) If that firm can issue debt at an interest rate of 13 percent, what is its cost of equity?
6. How is the cost of preference share capital calculated?
7. Discuss the sources of long term funds and their salient features.
8. Explain the MM hypothesis with regard to capital structure.
9. Why do investors have a strong preference for dividends?
10. Write short notes on :
 - (a) Methods of estimating working capital needs.
 - (b) Financing working capital.

(DBM 04/DMM 04)

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Business/Marketing Management

Paper IV — MARKETING MANAGEMENT

Time : Three hours

Maximum : 75 marks

Answer any FIVE questions.

(5 × 15 = 75)

1. Discuss the societal dimensions of marketing in detail.
2. Describe how the macro environmental forces affect the marketing with relevant examples.
3. Evaluate the pros and cons of regionalized segmenting markets on a geographic basis.
4. Explain the competitive strategies followed by a market leader.
5. What should be the focus for marketing research studies at each stage of the product life cycle?
6. Describe the concept and importance of pricing strategy.
7. Explain different marketing channel functions and flows.
8. Define advertising and explain how the company can proceed to establish its advertising budget for each product.
9. Describe about marketing control.
10. Explain the concept of marketing in Non-Business organisations.

(DBM 05)

P.G.

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Business Management

Paper V — MANAGERIAL ECONOMICS

Time : Three hours

Maximum : 75 marks

Answer any FIVE of the following.

(5 × 15 = 75)

1. Explain the basic techniques used in management economics.
2. Discuss the demand analysis.
3. What is demand forecasting? Explain any two of the techniques.
4. Explain the empirical estimates of production and costs.
5. Discuss the market environment of price output decisions.
6. What are the pricing strategies?
7. Explain managerial theories of theorem.
8. What is the concept of profit? Explain the analysis of profit.
9. Discuss the capital budgeting techniques and their use in investment analysis.

10. Explain economics of risk and uncertainty.
