

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

**PG DIPLOMA EXAMINATION, MAY – 2015  
COMMON PAPER**

**Paper - I : Perspectives of Management**

**Time : 03 Hours**

**Maximum Marks : 75**

**Answer any Five questions from the following**

**All questions carry equal marks**

- 1) Explain the nature and scope of management.
- 2) What are the approaches to the study of management.
- 3) State the merits and demerits of MBO.
- 4) Elucidate the steps involved in decision making.
- 5) Describe the principles of organisation.
- 6) Enumerate the tests employed in the selection of employees.
- 7) Bring out the process of communication.
- 8) Give an account of various styles of leadership.
- 9) Explain the modern techniques of control.
- 10) State the role of manager in the social responsibilities of business.



(DBM / DHRM 02)

**P.G. DIPLOMA EXAMINATION, MAY – 2015**  
**BUSINESS/HUMAN RESOURCE MANAGEMENT**

**Paper - II : Human Resource Management**

**Time : 3 Hours**

**Maximum Marks : 75**

**Answer any Five questions**

**All questions carry equal marks**

- 1) What are the principles followed in HRM?
- 2) Explain the procedure involved in Job analysis.
- 3) State the techniques followed in HRP.
- 4) Enumerate the sources of recruitment.
- 5) Bring out the techniques of performance evaluation.
- 6) Distinguish between training and development.
- 7) Describe the benefits available to employees in Indian corporates.
- 8) Discuss the causes and consequences of absenteeism.
- 9) Elucidate the agencies involved in HRD.
- 10) Why is the progress of collective bargaining slow in India?



PG DIPLOMA EXAMINATION, MAY – 2015

BUSINESS MANAGEMENT

Paper - III : Financial Management

**Time : 03 Hours**

**Maximum Marks : 75**

Answer any Five questions from the following

All questions carry equal marks

- 1) Explain the scope of finance function.
- 2) Critically examine Walter's model on dividends.
- 3) Describe the methods employed in valuing the firm.
- 4) What are different kinds of capital budgeting decisions.
- 5) Ramana Ltd as the following capital structure given below.  
Equity share capital Rs. 80,00,000  
6% Preference shares Rs. 20,00,000  
8% Debentures Rs. 60,00,000  
The market price of share Rs. 20. The company is expected to pay a dividend of Rs. 2, which will grow at 7% per annum. The tax rate is 50%.
  - a) Calculate WACC.
  - b) Compute WACC if the company is raising an additional Rs. 4,00,000 by way of 10% debentures @ 10 each. This may result in increasing dividend per share Rs. 3 but the price of share will be 15.
  - c) Calculate WACC if the growth rate is 10% after raising additional capital (b) above.
- 6) State the limitations of break even analysis.
- 7) Enumerate the evils of excess or inadequate working capital.

- 8) Explain the structure of Indian capital market.
- 9) What are the determinants of balanced capital structure.
- 10) A company is considering the purchases of a new machine, which will carry out some operations at present being performed by hands. The two machines A and B are under consideration regarding which one should be selected. Details about two machines are

	Machine A	Machine B
	Rs.	Rs.
Estimated life (Years)	10	12
Cost of machine (Rs.)	12,00,000	18,00,000
Estimated additional cost (Rs.)		
Indirect material (p.a.)	30,000	40,000
Maintenance (p.a.)	40,000	60,000
Supervision (p.a.)	60,000	80,000
Estimated savings in scrap (p.a.)	1,00,000	1,20,000
Estimated savings in direct wages		
a) Workers not required	100	130
b) Wages per worker p.a.	9,000	9,000

Using the method of pay back period, suggest which machine should be purchased assuming that tax rate is 40 per cent.



(DBM / DMM 04)

**PG DIPLOMA EXAMINATION, MAY – 2015**  
**BUSINESS/MARKETING MANAGEMENT**

**Paper - IV : Marketing Management**

**Time : 03 Hours**

**Maximum Marks : 75**

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**Answer any Five questions**

**All questions carry equal marks**

- 1) What are the societal dimensions of marketing?
- 2) Describe the relationship between marketing and accounting.
- 3) Discuss the steps involved in strategic planning.
- 4) Explain the factors that influence consumer behaviour.
- 5) Enumerate the stages involved in product life cycle.
- 6) State the objects of pricing.
- 7) Elucidate the functions rendered by retailers and wholesalers.
- 8) Explain the tools used in sales promotion.
- 9) Describe the steps involved in marketing research.
- 10) Explain the role of marketing in service sector.



**PG DIPLOMA EXAMINATION, DEC. - 2014**

**BUSINESS MANAGEMENT**

**Paper - V : Managerial Economics**

**Time : 03 Hours**

**Maximum Marks : 75**

**Answer any Five questions from the following**

**All questions carry equal marks**

- 1) What are the concepts used in the managerial economics?
- 2) How is the demand for new products estimated?
- 3) State the uses of managerial economics in decision making.
- 4) Explain the relationship between cost and output.
- 5) Enumerate the managerial uses of production function.
- 6) Describe price determination under monopoly.
- 7) Discuss the pricing strategies followed in the introductory stages.
- 8) Explain the different concepts employed in the measurement of profit.
- 9) Critically examine the behavioural theory of the firm.
- 10) Describe the techniques employed in the evaluation of investment proposal.

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