

**INTERNAL ASSIGNMENT QUESTIONS**  
**P.G. Diploma in Business Management**

**ANNUAL EXAMINATIONS**  
**June / July 2018**



**PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION**  
(RECOGNISED BY THE DISTANCE EDUCATION BUREAU, UGC, NEW DELHI)

**OSMANIA UNIVERSITY**

(A University with Potential for Excellence and Re-Accredited by NAAC with "A" + Grade)

**DIRECTOR**  
**Prof. C. GANESH**  
**Hyderabad – 7 Telangana State**

**PROF.G.RAM REDDY CENTRE FOR DISTANCE EDUCATION  
OSMANIA UNIVERSITY, HYDERABAD – 500 007**

Dear Students,

Every student of **PG Diploma in Business Management** Course has to write and submit **Assignment** for each paper compulsorily. Each assignment carries **20 marks**. The marks awarded to you will be forwarded to the Controller of Examination, OU for inclusion in the University Examination marks. The candidates have to pay the examination fee and submit the Internal Assignment in the same academic year. If a candidate fails to submit the Internal Assignment after payment of the examination fee he will not be given an opportunity to submit the Internal Assignment afterwards, if you fail to submit Internal Assignments before the stipulated date the Internal marks will not be added to University examination marks under any circumstances.

You are required to **submit Internal Assignment Answer Script along with Rs. 300/- DD in favour of the Director,PGRRCCDE,OU and Online Examination Fee Receipt** at the concerned counter on or before **30<sup>th</sup> June, 2018**.

**ASSIGNMENT WITHOUT THE FEE RECEIPT WILL NOT BE ACCEPTED**

**Assignments on Printed / Photocopy / Typed papers will not be accepted and will not be valued at any cost. Only hand written Assignments will be accepted and valued.**

**Methodology for writing the Assignments:**

1. First read the subject matter in the course material that is supplied to you.
2. If possible read the subject matter in the books suggested for further reading.
3. You are welcome to use the PGRRCDE Library on all working days including Sunday for collecting information on the topic of your assignments.  
(10.30 am to 5.00 pm).
4. Give a final reading to the answer you have written and see whether you can delete unimportant or repetitive words.
5. The cover page of the each theory assignments must have information as given in FORMAT below.

**FORMAT**

1. NAME OF THE COURSE :
2. NAME OF THE STUDENT :
3. ENROLLMENT NUMBER :
4. NAME OF THE PAPER :
5. DATE OF SUBMISSION :
6. Write the above said details clearly on every assignments paper, otherwise your paper will not be valued.
7. Tag all the assignments paper-wise and submit
8. Submit the assignments on or before **30<sup>th</sup> June, 2018** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

**Prof. C. GANESH  
DIRECTOR**

# **P.G. DIPLOMA IN BUSINESS MANAGEMENT**

## **INTERNAL ASSESSMENT**

### **PAPER – I : PRINCIPLES OF MANAGEMENT AND ORGANISATIONAL BEHAVIOUR**

#### **SECTION - A**

**UNIT – I : Answer the following short questions (each question carries two marks)**

**5x2=10**

1. Managerial Functions
2. Systems Approach
3. Formal and Informal Groups
4. Sources of conflict
5. Theory 'x' and theory 'y'

#### **SECTION – B**

**UNIT – I : Answer the following questions (each question carries two marks)**

**2x5=10**

1. The Principles of Management advocated by Herry Fayol.
2. Compare Maslow's Motivational theory with Heizberg's two factor theory.

# **P.G. DIPLOMA IN BUSINESS MANAGEMENT**

## **INTERNAL ASSESSMENT**

### **PAPER – II : MODERN ECONOMICS ANALYSIS**

#### **SECTION - A**

**UNIT – I : Answer the following short questions (each question carries two marks)**

**5x2=10**

1. Okio Nomoos.
2. Opportunity Cost
3. Semi variable Cost
4. Shut down point
5. Monospony

#### **SECTION – B**

**UNIT – I : Answer the following questions (each question carries two marks)**

**2x5=10**

1. Write the nature and scope of Modern Economics
2. Explain the Factors affecting demand.

# P.G. DIPLOMA IN BUSINESS MANAGEMENT

## INTERNAL ASSESSMENT

### PAPER – III : BUSINESS STATISTICS & QUANTITATIVE TECHNIQUES

#### SECTION - A

**UNIT – I : Answer the following short questions (each question carries two marks)**

**5x2=10**

1. Baye's theorem.
2. Let 10,15,8,6,9,12,15,20,18,12 we need to find the quartile deviation
3. Find the Arithmetic Mean.

<b>Wages</b>	0-10	10-20	20-30	30-40	40-50	50-60
<b>Frequency</b>	12	18	27	20	17	6

4. Expected Monetary value (EMV)
5. Correlation Analysis.

#### SECTION – B

**UNIT – I : Answer the following questions (each question carries two marks)**

**2x5=10**

1. Find the Mean, Median, Mode.

<b>Marks</b>	0-10	10-20	20-30	30-40	40-50	50-60	60-70
<b>Frequency</b>	6	5	8	15	7	6	3

2. Calculate the ranks correlation for the following of data ranks.

<b>A:</b>	6	5	3	10	2	4	9	7	8	1
<b>B:</b>	5	8	4	7	10	2	1	6	9	3

# **P.G. DIPLOMA IN BUSINESS MANAGEMENT**

## **INTERNAL ASSESSMENT**

### **PAPER – IV : FINANCIAL ACCOUNTING**

#### **SECTION - A**

**UNIT – I : Answer the following short questions (each question carries two marks)**

**5x2=10**

1. Name various Accounting concepts
2. What is Journal ?
3. Briefly define the classification of Accounts and the Golden Rules of Accounting.
4. What are the various methods of Material Issue ? Define LIFO and FIFO methods.
5. What is Depreciation ? Briefly discuss straight Line method and reducing down balance methods of Depreciation.

#### **SECTION – B**

**UNIT – I : Answer the following questions (each question carries two marks)**

**2x5=10**

1. Define the trading, Profit and Loss Account, present the format for posting of items in trading and profit and loss account.
2. What is the Purpose of Ratio Analysis. Briefly discuss the various ratios considered for Analysis by the company.

# **P.G. DIPLOMA IN BUSINESS MANAGEMENT**

## **INTERNAL ASSESSMENT**

### **PAPER – V : PERSONNEL MANAGEMENT**

#### **SECTION - A**

**UNIT – I : Answer the following short questions (each question carries two marks)**

**5x2=10**

1. Third party Method
2. Integration Function
3. Grid Training
4. Disciplinary policy
5. Career paths

#### **SECTION – B**

**UNIT – I : Answer the following questions (each question carries two marks)**

**2x5=10**

1. Analyse the uses of training personnel in modern organisation.
2. What is performance appraisal ? How is it important in improving the efficiency and effectiveness in organisations.

# **P.G. DIPLOMA IN BUSINESS MANAGEMENT**

## **INTERNAL ASSESSMENT**

### **PAPER – VI : MARKETING MANAGEMENT**

#### **SECTION - A**

**UNIT – I : Answer the following short questions (each question carries two marks)**

**5x2=10**

1. Marketing Functions
2. Consumer Marketing
3. The Howard – Sheths Model
4. Market Targeting
5. Niche Marketing.

#### **SECTION – B**

**UNIT – I : Answer the following questions (each question carries two marks)**

**2x5=10**

1. Define Marketing and explain the importance of marketing ?
2. What is new marketing environment? How does it affect a company ?

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