INTERNAL ASSIGNMENT QUESTIONS
P.G. Diploma in Business Management

2019

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, PGRRCDE,OU and Online Examination Fee Receipt** at the concerned counter on or before **15th July, 2019**.

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 **31st July, 2019.** 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. Line and Staff

2. Management

3. Delegation

4. Organisation Climate

5. Leadership

SECTION – B

UNIT – I : Answer the following questions (each question carries two marks)   2x5=10

1. Functions of Management – Eloborate.

2. Discuss the theory of Motivation by Abraham.

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PAPER – II : MODERN ECONOMICS ANALYSIS

SECTION - A

UNIT – I : Answer the following short questions (each question carries two marks)   5x2=10

1. Opportunity Cost

2. Law of Demand

3. Break Even Point

4. Effective Demand

5. Consumption Function

SECTION – B

UNIT – I : Answer the following questions (each question carries two marks)   2x5=10

1. Explain methods of Demand Forecasting.

2. Examine the Factors of Economic Development.

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PAPER – III : BUSINESS STATISTICS & QUANTITATIVE TECHNIQUES

SECTION - A

UNIT – I : Answer the following short questions (each question carries two marks)   **5x2=10**

1. Mean = 36.2, Meadian = 30.8 find mode ?

2. Find the rank correlation A = 2,7,1,3,5,6,4

   B = 7,6,1,3,5,2,4

3. If ½ P (c) = ½ P(A) = P(B) find P(B)?

4. Be harmonic mean of 5,6,7,8 ?

5. Find range of the series 4,10,2,100,5,8,7,120

SECTION – B

UNIT – I : Answer the following questions (each question carries two marks)   **2x5=10**

1. Calculate spearman's Rank correlation and comment.

X	480	330	400	90	160	160	650	240	460	570
Y	130	130	240	60	150	40	200	90	60	190

2. X = 15, Y = 110, V (X) = 25, V (Y) = 625 and r (X, Y) = 0.81 then we use both the regression equations?

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PAPER – IV : FINANCIAL ACCOUNTING

SECTION - A

UNIT – I : Answer the following short questions (each question carries two marks)   **5x2=10**

1. Explain about Double entry system of book keeping.
2. Distinguish between capital and revenue expenses. Give example
3. Differentiate between Banking and Non- Banking financial companies.
4. State the differences between Funds Flow Statement and Cash Flow Statement.
5. Give a brief note on Inflation Accounting.

SECTION – B

UNIT – I : Answer the following questions (each question carries two marks)   **2x5=10**

1. Explain the Various Accounting Principles and Conventions.

2. Define Good will and explain the various methods of valuation of good will.

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PAPER – V : PERSONNEL MANAGEMENT

SECTION - A

UNIT – I : Answer the following short questions (each question carries two marks)　　　**5x2=10**

1. Recruitment and Selection

2. Induction and Placement

3. Job Analysis

4. Motivation

5. Grievances Redressal

SECTION – B

UNIT – I : Answer the following questions (each question carries two marks)　　　**2x5=10**

1. What are the modern methods of performance appraisal system ?

2. What are the different types of training methods ?

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PAPER – VI : MARKETING MANAGEMENT

SECTION - A

UNIT – I : Answer the following short questions (each question carries two marks)   5x2=10

1. Market Segmentation

2. Functions of Marketing

3. Environmental Scanning

4. The Howard – Sheth Model

5. Mixed Marketing Organisations

SECTION – B

UNIT – I : Answer the following questions (each question carries two marks)   2x5=10

1. What is a new product ?What are the stages involved in New Product Development process ?

2. What is marketing mix ? Explain the variables of Marketing Mix ?

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