INTERNAL ASSIGNMENT QUESTIONS
P.G. Diploma in Business Management
ANNUAL EXAMINATIONS
(2015-2016)

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. H.VENKATESHWARLU
Hyderabad – 7 , Telangana State

Dear Students,

Every student of P.G. Diploma in Business Management 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. 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. The assignment marks will not be accepted after the stipulated date,

You are required to **pay Rs.300/- fee** towards Internal Assignment marks through DD (in favour of Director, PGRRCDE, OU) and submit the same along with assignment at the concerned counter **on or before 06-08-2016** and obtain proper submission receipt.

ASSIGNMENT WITHOUT THE DD 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.

<u>**FORMAT**</u>

1. NAME OF THE COURSE	:	P.G. Diploma in Business Management
2. NAME OF THE STUDENT	:	
3. ENROLLMENT NUMBER	:	
4. TITLE OF THE PAPER	:	
5. D.D.No. & Date	:	
6. DATE OF SUBMISSION	:	

6. Write the above said details clearly on every subject assignments paper, otherwise your paper will not be valued.
7. Tag all the assignments paper wise and submit assignment number wise.
8. Submit the assignments on or before **06-08-2016** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

Prof.H.VENKATESHWARLU
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. Define Management ? Its Meaning and definitions .

2. Evolution of Management Thought

3. What are the strategies required for organisation structure ?

4. Formal Organisation.

5. Human Behaviour Approach.

SECTION – B

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

1. Explain Scientific Management theory propounded by F.W.Taylor ?

2. Compare the Merits and Demerits of Theory 'X' and Theory 'y'?

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INTERNAL ASSESSMENT

PAPER – II : MODERN ECONOMICS ANALYSIS

SECTION - A

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

1. Incremental Principle and Discounting Principle.

2. Elasticity of Demand and Types of Price Elasticity.

3. Monopolistic competition and Isoquants.

4. Types of Inflation.

5. Macro Economic Policies.

SECTION – B

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

1. What is Law of Demand ? Explain its determinants.

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. What are the measures of Central Tendency ?

2. Write the types of correlation ?

3. State the components of Time Series.

4. Write a short note on Construction of Index numbers.

5. What is simulation ? State the steps in simulation.

SECTION – B

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

1. What is probability ? write detailed notes on basic terminology used in it ?

2. What is Linear Programming ? State the characteristics of Linear Programming.

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INTERNAL ASSESSMENT

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. Integration

2. Manpower Planning

3. Psychological Tests

4. Induction and Placement

5. Job Evaluation.

SECTION – B

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

1. Evaluate the importance of Job Analysis in the effective management of personnel.

2. Discuss some of the more popular methods of performance appraisal.

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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. Define Marketing and its importance ?

2. What is marketing environment ?

3. What do you mean by "Market Segmentation"

4. Marketing Mix

5. What is meant by PLC ?

SECTION – B

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

1. What is macro marketing environment ? How does it affect a company ?

2. What is marketing organisation ? Briefly explain the evolution of Marketing organisation ?

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