

**All P.G Diploma in HRM/MM/FM/POM & DNM 1st Sem**  
**Assignment Test 1<sup>st</sup> Semester (NC)**  
**(Admission Batch- 2017) (REGULAR)**  
**Examination Dec. 2017 CBCS DDCE**

**Answer any Two      15 X 2 = 30 Word limit – 1000      Time – 1 hrs.**

**PGD HRM 1<sup>st</sup> SEM**

**Paper – 01 (Management Concepts and Practices)**

1. Which factor ability motivation to manage or opportunity should be most heavily in basic formula for managerial success? Critically examine.
2. What are the major findings of Hawthorne experiments? Examine their significance for the practicing manager.
3. Define the term 'span of management'. How do you determine the optimum span of management in a given situation?
4. Discuss how competition plays an important role for the development of organization.
5. How organization structure in the recent trend affects centralization and delegation?

**PAPER- 02 (OB)**

1. What do you understand by organizational behavior? Explain the different models of organizational behavior.
2. Discuss briefly the various theories of personality. Which one of them is convincing to you and why?
3. Bring out the major dimensions of various theories of learning.
4. Critically examine the Herzberg's theory of motivation. Make a comparison between theories of Herzberg and Maslow. Which of these theories would you prefer in India context?
5. What is the Trait theories of leadership and also discuss the Managerial Grid.

**PAPER- 03 (BE)**

1. What is business ethics? In two area of Globalization discuss the importance of business ethics in a MNC.
2. How the ethics discussed in Bhagabat Gita and Vedas.
3. Ethics is a core issue for a leader? Discuss.
4. How ethics is applicable in the field of Marketing and HR.
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**PAPER- 04 (HRM)**

1. Identify and discuss the managerial function and operative function of HR management.
2. What is Recruitment? What is the most important source of recruitment? Which of the sources is more important for recruiting software professionals?

3. What are the different techniques of selection followed by a personnel manager, while employing the personnel in an organization?
4. Describe, in detail, the process of the performance appraisal.
5. Define training. Briefly discuss the importance and types of training.

#### **PAPER- 05 (MCSI)**

1. "Change does not occur in vacuum. There are a number of factors operating both within and outside the organization which cause the change to take place". In light of the above statement briefly discuss the different types and forces imparting the change.
2. What are the different ways in which people resist to change in a business organization? Identify and discuss different methods of minimizing resistance in organization.
3. Does organization development consultancy really matter in designing and implementing organizational development interventions in an organizational context? Discuss.
4. What is the total quality management? How can human resource managers contribute to total quality management?
5. Discuss social responsibility business towards the stakeholders.

### **PGD FM 1<sup>st</sup> SEM**

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### PAPER- 04 (FA)

1. Define Accounting Equation? How do you prepare the Accounting Equation? Illustrate with five transactions.
2. On the 31<sup>st</sup> December 2013 the Cash Book showed an overdraft of Rs. 5, 670.

From the following information prepare a Bank Reconciliation Statement and ascertain the balance as per Bank Pass Book.

- (I) Cheque issued but not cashed before 31<sup>st</sup> December 2013 amounted to Rs.3, 946.
  - (II) Cheque deposited into the bank Rs. 2281/- but not collected and credited before 31<sup>st</sup> December 2013 in the Pass Book.
  - (III) A bill receivable for Rs. 520 previously discounted with the bank had been dishonored and debited in the Pass Book.
  - (IV) Debit is also made in the Pass Book for Rs. 120 on account of interest on overdraft and Rs. 55 on account of charges for collecting bills and cheques.
  - (V) The bank has collected interest on investment Rs. 760 in the Pass Book.
3. Explain the term Ledger and Trial Balance. What are the reasons for preparing a Trial balance?
  4. What do you mean by Cash Flow Statement? What are the activities recorded according to AS- 3 while preparing CFS.
  5. Explain the concept and objectives of financial statement analysis. Discuss the different techniques of financial statements analysis.

### PAPER- 05 (FM)

1. What is the role of EBIT- EPS analysis in corporate financial structure? Explain with an example.
2. Discuss the measures of degree of operating leverage and degree of financial leverage with an example. Also mention the significance of these measures.
3. Discuss the Net Income Approach and Net Operating Income Approach of capital structure with suitable example.
4. M/S ABC limited is considering two alternative proposals of purchasing machine P and Q each costing Rs. 50,000. The future cash flows are expected to be as under:

Year	Machine P	Machine Q	Discount factor
1	15000	5000	0.909
2	20000	15000	0.826
3	25000	20000	0.751

<b>4</b>	<b>15000</b>	<b>30000</b>	<b>0.683</b>
<b>5</b>	<b>10000</b>	<b>20000</b>	<b>0.621</b>

Evaluate the two alternative proposals according to NPV method ( a discount of 10% is to be used) and suggest which machine should be selected.

5. Discuss important Credit policy variables and their impact in the credit decisions.

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### **PAPER- 04 (MM)**

1. Describe the importance of marketing for the success of a business organization and state its scope of use.
2. What is the significance of Marketing Environment in strategic marketing decision making? Introduce each environment.

3. What is the need of marketing segmentation and how would you segment the following three markets:
  - (a) Ice cream
  - (b) Edible Oil
  - (c) Cosmetics
4. What is the importance of marketing research in marketing decision making and what are its scope of adoption? Outline the marketing research procedure.
5. What is product Life Cycle and what should be marketing mix strategies in different phase of this PLC? Illustrate your answer with suitable examples.

**Paper- 05 (RETAIL MGT.)**

1. Write the reason behind retail growth in India? Why big multinational are interested for retail FDI.
2. Explain different type of retailing in India? Differentiate organized and on organized retailing.
3. Explain Relillys Law with suitable examples.
4. What is store layout? Explain different types of layout.
5. Elaborate different types of promotional tools use in retailing.

**PGD DNM 1<sup>st</sup> SEM**

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### **PAPER- 04 (FND)**

1. Define food and state its function.
2. What are bodybuilding foods and what are their sources? Describe their composition.
3. What is meal planning and what are the principles on which a menu is planned?
4. What are the five basic food groups? Describe their importance.
5. Prepare a day's diet for a pregnant women who is a vegetarian.

### **PAPER-05 (PHPM)**

1. How is nutritional disorder caused? Explain.
2. Describe the role of dietitian in preventing nutritional disorders.
3. What is natural disaster? What are its causes and effects?
4. How can epidemics be prevented and treated?
5. What are the Nutritional policies for preventing anemia and goiter? Explain.