

IMBA Assignment Test 6th Semester (R & B)

Examination June 2018 CBCS DDCE

Answer any Two 10 X 2 = 20 Word limit – 300 Time – 30 mins.

Paper – 26 (HRM)

1. Write the important features of Human Resource Management highlighting on its emergence.
2. Describe the HR planning process that is practiced in an organization.
3. “Recruitment attracts manpower and selection rejects”, Describe.

Paper – 27 (FM)

1. Define Financial Management. Discuss the functions of financial management.
2. Write Short Notes: Profit Maximisation & Wealth Maximisation.
3. What is Capital Budgeting? Discuss the factors affecting the capital budgeting decisions of a firm.

Paper – 28 (MM)

1. What is “Product Life Cycle” (PLC) and what is the importance of this in effective product planning as well as planning of other elements of marketing?
2. What do you mean by marketing? Explain various concept of marketing.
3. What is NPD? Explain different stages of NPD.

Paper – 29 (POM)

1. What are the duties and responsibilities of operations manager?
2. What do you mean by production Management? Explain its objectives and scope.
3. What do you mean by Production System? Explain different types of production system.

Paper – 30 (MIS)

1. Discuss the different MIS Models for representing the systems.
2. Define MIS. Explain the different functions and characteristics of MIS.
3. Give a structured system development life cycle model and explain various stages in it.