

INTERNAL ASSIGNMENT QUESTIONS
Advanced Diploma in Business Management
Semester - I

2024



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. G.B. REDDY
Hyderabad – 7 Telangana State

Dear Students,

Every student of Advanced Diploma in Business Management semester I has to write and submit **Assignment** for each paper compulsorily. Each assignment carries **30 marks**. The marks awarded to the students will be forwarded to the Examination Branch, OU for inclusion in the marks memo. If the student fail to submit Internal Assignments before the stipulated date, the internal marks will not be added in the final marks memo under any circumstances. The assignments will not be accepted after the stipulated date. **Candidates should submit assignments only in the academic year in which the examination fee is paid for the examination for the first time.**

Candidates are required to submit the Exam fee receipt along with the assignment answers scripts at the concerned counter on or before **09-09-2024** and obtain proper submission receipt.

ASSIGNMENT WITHOUT EXAMINATION FEE PAYMENT RECEIPT (ONLINE) WILL NOT BE ACCEPTED

Assignments on Printed / Photocopy / Typed 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 (Instructions) :

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 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 STUDENT :
2. ENROLLMENT NUMBER :
3. NAME OF THE COURSE :
4. SEMESTER (I, II, III & IV) :
5. TITLE OF THE PAPER :
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 them in the concerned counter.
8. Submit the assignments on or before **09-09-2024** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

DIRECTOR

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**INTERNAL ASSIGNMENT
Semester - I - 2023 - 2024**

Advanced Diploma in Business Management

Paper : I Subject : Principles of Management and Organizational Behaviour - I

Total Marks: 30

Section – A

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

1. What is Staffing.
2. Distinction between Cooperation and Coordination.
3. Downsizing.
4. How do you distinguish Line and Staff Functions ?
5. Unity of direction.

Section – B

UNIT – II : Answer the following Questions (each question carries ten marks) 2x10=20

1. List out Fayol's principles of Management.
2. What is meant by Authority ? Discuss various theories of Authority.

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**INTERNAL ASSIGNMENT
Semester - I - 2023 - 2024**

Advanced Diploma in Business Management

Paper : II Subject : Marketing Management - I

Total Marks: 30

Section – A

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

1. Define Marketing.
2. Integrated Marketing.
3. Economic Environment.
4. Segmentation.
5. Marketing Organization.

Section – B

UNIT – II : Answer the following Questions (each question carries ten marks) 2x10=20

1. Discuss Marketing effort in detail.
2. Discuss bases for segmentation in detail with examples.

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Semester - I - 2023 - 2024

Advanced Diploma in Business Management

Paper : III Subject : Business Statistics & QT - I

Total Marks: 30

Section – A

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

1. Find Median of the data : 50, 60, 50, 40, 70, 60, 50, 30, 20 and 30.
2. Find Harmonic Mean of the data : 4, 5, 6, 10, 12.
3. Find Rank correlation for the following data :

X	4	8	7	6	5	10	9	1	2	3
Y	8	5	1	4	9	6	10	7	3	2

4. Regression equation X on Y. Explain.
5. Find Range of the series : 60, 50, 60, 70, 100, 3, 5, 8, 10, 130.

Section – B

UNIT – II : Answer the following Questions (each question carries ten marks) 2x10=20

1. Find the Karl Person's coefficient of correlation for the following data and comment.

X	3	5	7	5	6	7	9	4	8	6
Y	6	9	12	10	14	12	14	8	15	10

2. Find the Regression equation for the following data

(i) X on Y (ii) Y on X

X	1	3	5	7	9
Y	15	26	34	40	52

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Paper : IV Subject : Financial Accounting - I

Total Marks: 30

Section – A

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

1. Define Accounting.
2. Write about Golden rules of Accounting.
3. Define Accounting Equation.
4. Define Inventory and list out its methods.
5. Define Depreciation and list out its causes.

Section – B

UNIT – II : Answer the following Questions (each question carries ten marks) 2x10=20

1. Explain the Principles of Accounting.
2. Distinguish between Income Statement and Position Statement.
