

INTERNAL ASSIGNMENT QUESTIONS
P.G. Diploma in Business Management

ANNUAL EXAMINATIONS
(2016 - 2017)



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. SHIVARAJ
Hyderabad – 7 Telangana State

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 in subsequent years. If you fail to submit Internal Assignments before the stipulated date it will not be accepted, and the candidate has to forgo the Assignment Marks.

You are required to **pay Rs.300/-** 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 19-08-2017** 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.

FORMAT

1. NAME OF THE COURSE :
2. NAME OF THE STUDENT :
3. ENROLLMENT NUMBER :
4. NAME OF THE PAPER :
5. DD. NO. & DATE :

Note: Submit Examination fee payment acknowledge receipt at counter while submitting Internal Assignment Scripts.

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 **19-08-2017** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

**Prof. Shivaraj
DIRECTOR**

P.G. Diploma in Business Management

INTERNAL ASSESSMENT

PAPER – I : Principles of Management and Organizational Behaviour

SECTION - A

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

5x2=10

1. Management Functions ?
2. what is delegation ?
3. Factors, Effecting Individual Behaviour ?
4. Expectancy theory of Motivation ?
5. Strategies for Management Organizational conflict ?

SECTION – B

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

5x2=10

1. What is Management ? Write about Management theories ?
2. Discuss the role of Management in establishing organisational climate and write about work culture ?

P.G. Diploma in Business Management

INTERNAL ASSESSMENT

PAPER – II : Modern Economics Analysis

SECTION - A

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

5x2=10

1. Discounting principle.
2. Primary Demand
3. Cross elasticity of Demand
4. Monopoly
5. Gross Domestic Product

SECTION – B

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

5x2=10

1. Write the nature and scope of Managerial Economics
2. Describe the stages of Law of Diminishing Marginal returns.

INTERNAL ASSESSMENT

PAPER – III : Business Statistics and Quantitative Techniques

SECTION - A

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

5x2=10

1. Properties of a good measure of Central Tendency
2. Properties of Regression Coefficients.
3. Decision Tree Analysis
4. Components of Time Series
5. Steps in the simulation process and limitation

SECTION – B

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

5x2=10

1. Probability theories or approaches
2. Define Linear Programming and state characteristics of Linear Programming Problems.

INTERNAL ASSESSMENT

PAPER – IV : Financial Accounting

SECTION - A

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

5x2=10

1. Explain the concept of Accounting Cycle.
2. Explain any 2 Methods of Depreciation.
3. Write short Note on window. Dressing in Accounting.
4. Explain any 2 Profitability Ratios.
5. Explain about Human Resources Accounting.

SECTION – B

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

5x2=10

1. Explain the various Accounting concepts and conventions.
2. What do you mean by Good will ? Explain the various methods of valuation of good will.

INTERNAL ASSESSMENT

Optional – I Personnel Management

SECTION - A

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

5x2=10

1. Definition of Personnel Management
2. Manpower Planning
3. Recruitment Vs Selection
4. Job Analysis
5. Job Evaluation

SECTION – B

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

5x2=10

1. Compare and contrast the traditional and modern responsibilities of personnel Management.
2. What is Maslow's theory of Need Hierarchy ?

INTERNAL ASSESSMENT

Optional – II : Marketing Management

SECTION - A

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

5x2=10

1. Product concept
2. Segmentation
3. Derived Demand
4. Delphi Technique / Delphi Method.
5. Integrated Marketing.

SECTION – B

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

5x2=10

1. Discuss the importance and significance of Marketing in the globalized era.
2. Describe different methods of estimating current demand ?