

INTERNAL ASSIGNMENT QUESTIONS

Advanced Diploma in Business Management

I Semester - 2026



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

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**PROF.G.RAM REDDY CENTRE FOR DISTANCE EDUCATION
OSMANIA UNIVERSITY, HYDERABAD – 500 007**

Dear Students,

Each student has to write the answers to the Assignment questions with neat own handwriting using Blue Pen (Black Ink not allowed) for each paper. Assignments have to submit after the payment of Rs.500/- by showing the receipt of the same. If the Assignment is not submitted within stipulated time i.e. before the theory exams / last date is treated as absent.

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 **17.08.2026** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

DIRECTOR

ADVANCED 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. Expand POSDCORB.
2. Principles of Scientific Management.
3. Define “Organisational Behaviour”.
4. Define a) Staffing b) Controlling
5. Mention 14 principles of Management.

SECTION – B

UNIT – I : Answer the following questions (each question carries two marks) 2x10=20

1. Define Management. Importance of Management.
2. Explain Hawthorne Experiment.

ADVANCED DIPLOMA IN BUSINESS MANAGEMENT

INTERNAL ASSESSMENT

PAPER – II : Marketing Management

SECTION - A

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

5x2=10

1. What are the major factors influencing buying behaviour?
2. Explain the need of knowing characteristics of consumer goods.
3. Does segmentation help in identifying the customer ? Justify.
4. Explain the marketing environment and its role in marketing.
5. What are the methods of sales forecasting ? Explain.

SECTION – B

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

2x10=20

1. How does a company decide which customer group(s) to focus its marketing efforts ?
2. Explain the strategic process used by companies to identify evaluate and select the most valuable customer groups for achieving competitive advantage.

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INTERNAL ASSESSMENT

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 merits and demerits of mean, medium and mode ?
2. What are the applications of standard deviation?
3. What are the types of correlation ?
4. What are the properties of Regression Coefficients?
5. Explain the fitting of Linear Trend in Time series with suitable example.

SECTION – B

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

2x10=20

1. Find mean, median and mode of the following :

CI	10-20	20-30	30-40	40-50	50-60	60-70
F	120	180	190	210	195	135

2. Calculate Karl Pearson coefficient of correlation for the following data.

X	16	18	12	18	20	30	15
Y	17	10	14	16	19	26	16

ADVANCED DIPLOMA IN BUSINESS MANAGEMENT

INTERNAL ASSESSMENT

PAPER – IV : FINANCIAL ACCOUNTING

SECTION - A

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

5x2=10

1. Define Accounting.
2. What is Inventory ?.
3. Write about dual aspect concept.
4. What is a banking Company ?
5. What is Revenue and Capital Expenditure ?

SECTION – B

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

2x10=20

1. Explain in detail the Concepts and Conversions of Accounting.
2. Define Depreciations and discuss three Methods.
