



DRAVIDIAN  **UNIVERSITY**
Directorate of Distance Education (DDE)
KUPPAM – 517 426:: A.P.
Course: I year MBA/PGDBA
Paper – I Management Organizational Behavior
Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

3x10=30

1. What is meant by organizational Behavior? Explain the nature and scope and linkages with other social sciences?
2. What do you mean by dynamic nature of motivation? Explain Maslow's theory higherarchial needs. Suggest ways to motivate employees at work.
3. What one the basic theories of learning? Describe then briefly?
4. Explain the decision Making process of formal organization and informal organizations?
5. Explain the concept of OD what are the different techniques and applications to the organizational development and change?


Set - I

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Paper – II Business environment and law
Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

3x10=30


1. Define Economic environment and explain the importance of it?
2. What are the forms of Business? Explain Briefly?
3. Write about New industrial policy?
4. Explain about importance of Balance of payments in the economy?
5. What are the essential elementals of contract? Discuss types of contracts?

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Paper – III Accounting for Management
Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

3x10=30


1. What is a accounting period concept? Show how this concept is related to other concepts and assumptions of accounting?
2. What is a Balance sheet? Why is it prepared?
3. Explain about Financial statement analysis?
4. What is the difference between cash flow statement and fund flow statement?
5. Discuss about classifications of costs?


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Paper-IV :Economics for Managers
Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

3x10=30

1. Explain the role of managerial economics in decision – Making?
2. Explain Engel's law? Discuss about cardinal and ordinal approaches? Briefly?
3. Discuss Cobb- Douglas and CES Product or function?
4. What is the difference between Monopoly and oligopoly and Monopolistic competitions?
5. Explain about types of inflation and what are the remedial solutions? Explain?



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Paper- V : Quantitative Techniques for Managers
Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

3x10=30

1. Define Sampling? Explain about Sampling Techniques?
2. Explain about Mean deviation, standard deviation, and quartile deviation.
Briefly?
3. Define Regression analysis? Explain comparison between correlation and regression analysis?
4. Discuss about significance of probability in business application?
5. What is Marginal profit? Discuss about elasticity of demand with respect to the price?

Set - I



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Course: I year MBA/PGDBA
Paper-VI : MIS and IT for Managers
Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

3x10=30

1. What are the Recent trends in it evolution. Explain Briefly?
2. What is the difference between internet and intranet and extranet?
3. What are the Global issues of intelligent systems?
4. Discuss about Quantitative Techniques and management information systems Mterfacing?
5. Explain about MIS office automation?

Set - I



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Course: I year MBA/PGDBA
Paper-VII: Human Resource Management
Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

3x10=30

1. What is HRM? What are the functions and objectives of HRM?
2. From an HR Manager's point of view what are the Uses of job analysis?
3. Define the terms career and career planning. Write any two Models of career choices and preferences?
4. Outline the appraisal process and Methods?
5. What is Quality of work life? What are the factors influences QWL?

Set - I



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Course: I year MBA/PGDBA
Paper- : VIII Marketing Management
Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

3x10=30

1. Define Marketing and Explain scope and Nature of Marketing Management?
2. Explain Segmentation, Targeting and positioning for a new product?
3. What is core product? Discuss the stages in the new product development?
4. What are the objectives of pricing? Explain different Pricing Methods?
5. What are the different Marketing channel levels?


Set - I


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Course: I year MBA/PGDBA
Paper- : IX Financial Management
Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

3x10=30

1. Explain the Role and functions of financial Manager?
2. Under what circumstances so the Net present value and internal rate of return Method differ? Which method would you prefer and why?
3. How is the cost of debt computed? How does it differ from the cost of preference capital?
4. What are the determinists of working capital Management?
5. Explain and illustrate the impact of mergers on Earnings per share, Market price per share and book value per share of the acquiring company?


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Course: I year MBA/PGDBA
Paper- : X Business Research Management
Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

3x10=30

1. What is meant by Research? Explain the importance of Research in management?
2. Explain Briefly about Research Methods?
3. Define Sampling? Explain sampling Techniques briefly?
4. Define Research design? Explain Types of Research designs? Elaborately?
5. Define Research Report writing? Discuss Various Mechanism of writing a research report?

Set - I

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Course: I year MBA/PGDBA
Paper- : **XI Production of operations Management**
Question Paper for Assignment

Answer any **THREE** of the following **FIVE** Questions.

3x10=30

1. Explain the scope and \nature of production Management?
2. Explain the functions of production planning and antrol?
3. Discuss types of layouts. Briefly?
4. What are the factors affecting productivity?
5. What is material Management? Explain its importance, objectives and scope of Material management?