


DRAVIDIAN UNIVERSITY
Directorate of Distance Education (DDE)
KUPPAM – 517 426:: A.P.
Two year PG Examinations DDE
Course: I year M.Com (Accountancy)
Paper – I Perspective of Management
Question Paper for Assignment

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

3x10=30

1. Explain Management Vs Administration?
2. Explain Decision making process. Briefly?
3. Discuss Centralization Vs Decentralization?
4. Define leadership? What is the leadership style? Explain?
5. Explain about Reporting system for control?


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Paper – II Business Environment.
Question Paper for Assignment

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

3x10=30

1. Explain the discuss about the scope and nature of Business Environment?
2. Discuss Economic planning in India? Briefly?
3. Explain monetary policy? Briefly?
4. Explain about EXIM Policy?
5. Discuss about Balance of Payments? Briefly?


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Course : I year M.Com (Accountancy)
Paper – III Marketing Management.
Question Paper for Assignment

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

3x10=30

1. Explain about marketing orientation Vs Production orientation?
2. What is the difference between micro Environment Vs Macro Environment?
3. Define positioning? Explain types positioning strategies. Briefly?
4. Explaining about promotion tools. Briefly?
5. Define Marketing mix? Explain about skimming pricing and penetration pricing?

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Paper – IV Financial Management.
Question Paper for Assignment

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

3x10=30

1. What is financial management? Explain about objectives of financial management?
2. Explain briefly capital budgeting techniques?
3. What is the different between financial leverages and operating leverages?
4. Explain about
 - (a) Net Income approach
 - (b) Net operating approach
5. Discuss about cash management? Elaborately?


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Course : I year M.Com (Accountancy)
Paper – V Human Resource Management.
Question Paper for Assignment

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

3x10=30

1. Elucidate the evaluation of H.R.M. discuss its signification?
2. What is selection and Recruitment? Explain the relationship between selection and recruitment?
3. Explain briefly about performance evolution Techniques?
4. Write a short note on employee learning?
5. What is the difference between sensitivity training and T – Group training?