

P.G. Diploma in Business Administration Examinations

October / November 2014
(Directorate of Distance Education)
(New / Old Scheme)

BAA 110: Paper – Principles And Practice Of Management

Time: 3 hrs.]

[Max. Marks: 80/75

Section - A

Answer the following Sub – questions in two or three sentences each. Each question carries Two marks (5 X 2 = 10)

1. a) What is Centralization?
- b) Define Planning.
- c) What is Motivation?
- d) State the meaning of informal communication.
- e) What is Environment analysis?

Section - B

Answer any Five of the following question. Each question carries Seven marks. 5 x 7 = 35

2. Define Management. Explain its nature and significance.
3. What are the various factors which is essential of a good plan? Explain.
4. Write a brief note on Span of Management.
5. Bring out the different barriers of communication.
6. Discuss any two theories of Leadership.
7. Outline the ingredients of an incentive plan.

Section - C

Answer any Three of the following question. Each question carries Ten marks. 3 x 10 = 30

8. Discuss Henry Fayol's contribution to the Management.
9. "Decision making is the primary task of the management". Explain.

Contd.....2

10. Elaborate the steps for making communication effective.
11. Critically examine the techniques of controlling.

Section - D
(Compulsory for New Scheme Students)

Answer the following question. Each question carries Five marks.

1 x 5 = 5

12. Write a brief note on different Managerial skills.

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BAA 120: Paper – Business Communication

Time: 3 hrs.]

[Max. Marks: 80/75

Section - A

Answer the following Sub – questions in two or three sentences each. Each question carries Two marks (5 X 2 = 10)

1. a) Define circular letters.
b) What are statutory reports?
c) What is personification in a letter?
d) What is press note?
e) State the types of listening.

Section - B

Answer any Five of the following question. Each question carries Seven marks. 5 x 7 = 35

2. What is the importance of listening in effective communication?
3. What are the qualities of good report?
4. Define the important factors considered by the communicator while making a formal presentation.
5. What is an agenda? What is its role in conducting a formal meeting?.
6. What is a memorandum? What are its types?
7. What are the important guidelines for preparing effective written communication?

Section - C

Answer any Three of the following question. Each question carries Ten marks. 3 x 10 = 30

8. Explain the role of communication in establishing sound public relations.

Contd.....2

9. Draft a letter to your banker requesting for providing an additional over draft facility in light of unforeseen business opportunity..
10. Explain the key factors considered while preparing a press note by the organization. Provide a brief framework of a press note (assuming your own imaginary condition).
11. Develop a communication infrastructure for a newly established organization; with an objective of an providing quality human resource solutions to reputed private sectors in your business zone. Highlight the key role that technology could play in accomplishing your business venture.

Section – D
(Compulsory for New Scheme Students)

Answer the following question. Each question carries Five marks.

1 x 5 = 5

12. How are business letter different from social correspondence? Bring out the qualities of sound business letter.

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BAA 130: Paper – Accounting And Financial Management

Time: 3 hrs.]

[Max. Marks: 80/75

Section - A

Answer the following Sub – questions in two or three sentences each. Each question carries Two marks (5 X 2 = 10)

1. a) Why does money have time value?
- b) Define cost accounting.
- c) How do you calculate present value?
- d) What do you mean by Dividend payout ratio?
- e) What do you mean by working capital?

Section - B

Answer any Five of the following question. Each question carries Seven marks. 5 x 7 = 35

2. “A Bird in hand is more preferable than two birds in the bush”. Explain.
3. Define cost accounting. Explain its scope & objectives.
4. What is optimum capital structure? Discuss its features.
5. A new machine costs Rs 20000, requires no increase in working capital and is expected to yield Rs 6000 profit per year for 10 years, at that time its scrap value will be negligible. Assume straight – line depreciation & a 30 per cent tax rate. If Management requires at least a 10% return on any new investment, would this investment qualify? At a rate of return what is the present value per rupee of investments.
6. Journalize the following transactions in the books of Vishwanath.
 - a. Vishwanath started his business with the following:

Contd.....2

Cash in hand	1500
Cash at bank	3500
Goods in hand	3000
Furniture	2000
Buildings	10000

- b. Gave charity Rs 20
 - c. Loan taken from the bank Rs 5000
 - d. Purchased a motor car in exchange for goods Rs 2000 and cheque Rs 3000
 - e. Paid proprietor's life insurance premium Rs 100
 - f. Bought goods from Lakshman on account Rs 2000
 - g. Furniture costing Rs 300 was destroyed by fire.
7. Differentiate between cost and management accounting.

Section - C

Answer any Three of the following question. Each question carries Ten marks. 3 x 10 = 30

8. Briefly discuss the different types of dividend policy.
9. Prepare a Trial Balance of Shri Rajan as on 31st March 2000

Capital	9,20,000	Cash at bank	1,45,340
Creditors	1,88,520	Bills receivable	58,440
Bills payable	69,300	Purchases	8,55,220
Sales	12,18,500	Carriage inwards	12,910
Provision for doubtful debts	13,200	Carriage outwards	8,000
Interest received	3,400	General expenses	60,850
Buildings	7,00,000	Insurance	7,830
Machinery	1,20,000	Bad debts	6,130
Furniture	16,400	Audit fees	4,000
Debtors	1,56,000	Traveling expenses	3,250
Opening stock	150,400	Discount paid	6,200
Cash in hand	9,880	Sales returns	2,850
		Investments	89,220

Contd.....3

10. Calculate the operating leverage for each of the following firms, A, B, C and D from the following price and cost data. What is conclusions can you draw with respect to levels of fixed cost and the degree of operating leverage result? Explain Assume number of units sold is 5000

	Firms			
	A	B	C	D
Sales price per unit	Rs 20	Rs 32	Rs 50	Rs 70
Valuable cost per unit	6	15	20	50
Fixed operating cost	80,000	40,000	2,00,000	Nil

11. The following is the trial balance of ABC Ltd as at 31.3.1997.

	Dr (Rs)	Cr (Rs)
Stock on 1/4/1996	70,000	-
Purchases	2,40,000	-
Wages	50,000	-
Discounts	5,000	6,000
Salaries	14,000	-
Rent & General expenses	25,000	-
P & L a/c 1/4/1996	-	65,000
Dividend paid	9,000	-
Equity capital	-	1,00 000
Debtors & Creditors	12,000	11,000
Plant & Machinery	36,000	-
Reserve	-	15,000
Cash	4,000	-
Bad debts	3,000	-
Sales	-	2,71,000
	4,68,000	4,68,000

You are required to make out the Trading account and profit & loss account for the year ended 31.3.1997 and the Balance Sheet as at the dare. You are also to make provisions in respect of the following.

Contd.....4

- a. Stock on 31.3.1997 Rs 86,000
- b. Depreciate Plant & Machinery by 10% PA
- c. Provide 5% as discount on debtors.
- d. Provide 2 ½% discounts on creditors.

Section – D
(Compulsory for New Scheme Students)

Answer the following question. Each question carries Five marks.

1 x 5 = 5

12. Explain the “Money measurement concept”.

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BAA 140: Paper – Marketing Management

Time: 3 hrs.]

[Max. Marks: 80/75

Section - A

Answer the following Sub – questions in two or three sentences each. Each question carries Two marks (5 X 2 = 10)

1. a) What is Intrapreneurial marketing?
- b) Give the meaning of Holistic Marketing concept.
- c) What are the levels of Market Segmentation?
- d) What are the stages in the PLC?
- e) What is the Vertical Marketing system?.

Section - B

Answer any Five of the following question. Each question carries Seven marks. 5 x 7 = 35

2. What are the points of difference between selling and marketing concepts?
3. Explain the important macro environmental factors while affect marketing functions.
4. Explain the talents of economic models of consumer behaviour.
5. What are the types of branding decisions a marketer face in consumer market?
6. Explain the various sales promotion methods.
7. What are the Logistic functions of a distribution channel?

Section - C

Answer any Three of the following question. Each question carries Ten marks. 3 x 10 = 30

8. Discuss the various marketing concept adopted by marketers from time to time.

Contd.....2

9. Discuss the strength and weakness of various forms of marketing organisations.
10. Explain the product life cycle strategies across various stages.
11. Explain the different types of product line pricing strategies.

Section - D
(Compulsory for New Scheme Students)

Answer the following question. Each question carries Five marks.

1 x 5 = 5

12. Explain the various levels of a product.

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BAA 150: Paper – Human Resource management

Time: 3 hrs.]

[Max. Marks: 80/75

Section - A

Answer the following Sub – questions in two or three sentences each. Each question carries Two marks (5 X 2 = 10)

1. a) Define HRM?
- b) What do you mean by Attrition?.
- c) What is strike?
- d) Define Grievance.
- e) What is job rotation?

Section - B

Answer any Five of the following question. Each question carries Seven marks. 5 x 7 = 35

2. Explain the functions of HRM.
3. Discuss any Two performance modern appraisal method.
4. Explain the functions of Trade Union.
5. Elucidate the types of Motivation.
6. Outline the importance of Training.
7. Elaborate procedure relating to the Settlement of employees grievances,

Section - C

Answer any Three of the following question. Each question carries Ten marks. 3 x 10 = 30

8. Explain the mechanisms available for settlement of Industrial conflict.
9. “Rapid industrialization in India is heavily dependent on harmonious industrial relations”. Discuss.

Contd.....2

10. Explain the objectives of Trade union in India
11. Discuss the different methods of Compensation Management.

Section - D
(Compulsory for New Scheme Students)

Answer the following question. Each question carries Five marks.

1 x 5 = 5

12. Discuss the different reasons for Absenteeism.

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