

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
ASSIGNMENT
MBA/PGDBM 1st Semester (2017)
PGBA S1 01: Management Process and Organisational Behaviour
Marks: 50

- Q1: Answer the following questions** (within 50 words) **(3 x 2= 6)**
- a. Define management.
 - b. State the Top –down approach of planning.
 - c. State the importance of staffing.
- Q2: Answer the following question** (within 75 words) **(4x3=12)**
- a. Discuss the management skills required in an organization.
 - b. Discuss different types of control.
 - c. What do you mean by Perception?
- Q3: Answer the following question** (within 150 words) **(2x6=12)**
- a. Discuss the major challenges in the study of Organisational Behaviour (OB).
 - b. Discuss any two traditional methods of performance appraisal.
- Q4: Answer the following question** (within 300 words) **(2x10=20)**
- a. Discuss in detail Herzberg’s two factor theory of motivation.
 - b. Discuss different styles of leadership and explain its application in an organization.

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ASSIGNMENT
MBA/PGDBM 1st Semester (2017)
PGBA S1 02: Managerial Economics
Marks: 50

- Q1: Answer the following questions** (within 50 words) **(3 x 2= 6)**
- a. Define Managerial economics.
 - b. What is opportunity cost?
 - c. What is meant by convexity of an iso-quant?
- Q2: Answer the following question** (within 75 words) **(4x3=12)**
- a. State different determinants of Demand
 - b. Discuss any four factors affecting elasticity of Supply.
 - c. Distinguish between fixed cost and variable cost.
- Q3: Answer the following question** (within 150 words) **(2x6=12)**
- a. Discuss any two methods of Demand forecasting.
 - b. Discuss the laws of demand.
- Q4: Answer the following question** (within 300 words) **(2x10=20)**
- a. What is an Indifference Curve? Discuss the properties of Indifference Curves .
 - b. Provide an explanation of the Baumol's Managerial theory of Sales Revenue Maximisation.

KRISHNA KANTA HANDIQUE STATE OPEN UNIVERSITY
ASSIGNMENT
MBA/PGDBM 1st Semester (2017)
PGBA S1 03: Accounting for Managers
Marks: 50

Q1: Answer the following questions (within 50 words) **(4 x 2= 8)**

- d. Define Income.
- e. Write the meaning of “Principle of Consistency”?
- f. Define Journal.
- g. Define Trial Balance.

Q2: Answer the following question (within 75 words) **(4x3=12)**

- d. State the meaning of Trading Account.
- e. State any two techniques used as tools of management accounting?
- f. Define Capital Reserve and Revenue Reserve?

Q3: Answer the following question (within 150 words) **(2x5=10)**

- c. Outline the differences between standard costing and budgetary costing.
- d. Discuss the Break even Analysis with an illustration.

Q4: Answer the following question (within 300 words) **(2x10=20)**

- c. Discuss in detail the important bases on which costs are classified.
- d. Give a detail note on the concept of Trading Account. Also explain Profit and loss account and how it is prepared.

KRISHNA KANTA HANDIQUÉ STATE OPEN UNIVERSITY
ASSIGNMENT
MBA/PGDBM 1st Semester (2017)
PGBA S1 04: Information Technology in Management
Marks: 50

Q1: Answer the following questions (within 50 words) **(4 x 2= 8)**

- h. Define Custom List.
- i. Define E-Commerce.
- j. What is meant by Information Security
- k. Define Web Browsers.

Q2: Answer the following question (within 75 words) **(4x3=12)**

- g. State the advantages of Information Technology.
- h. Define Local Area Network (LAN) and Wide Area Network (WAN).
- i. Write the meaning of Hypertext and Hypermedia.

Q3: Answer the following question (within 150 words) **(2x5=10)**

- e. Define Internet. Also discuss the evolution of Internet
- f. Outline the various areas of Information Technology.

Q4: Answer the following question (within 300 words) **(2x10=20)**

- e. Discuss the need of MS PowerPoint. Explain the steps in creating a PowerPoint Presentation also discuss the various parts of PowerPoint window.
- f. Explain “Multimedia Computing”. Discuss the major aspects for legal restrictions on Software.

KRISHNA KANTA HANDIQUÉ STATE OPEN UNIVERSITY
ASSIGNMENT
MBA/PGDBM 1st Semester (2017)
PGBA S1 05: Human Resource Management
Marks: 50

Q1: Answer the following questions (within 50 words) **(4 x 2= 8)**

- l. Define Motivation.
- m. Define Recruitment Policy.
- n. Define Job Rotation
- o. State the meaning of BPO.

Q2: Answer the following question (within 75 words) **(4x3=12)**

- j. State any four objectives of Human Resource Planning.
- k. Discuss any four benefits of Human Resource Information System.
- l. Outline the objectives of Discipline.

Q3: Answer the following question (within 150 words) **(2x5=10)**

- g. Outline the differences between Human Resource Management and Personnel Management.
- h. Discuss the causes of Grievance.

Q4: Answer the following question (within 300 words) **(2x10=20)**

- g. Discuss in detail the internal and external sources of Recruitment.
- h. Write the meaning of Performance Appraisal. Also discuss the traditional and modern methods of Performance Appraisal.

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY
ASSIGNMENT
MBA/PGDBM 1st Semester (2017-18)
PGBA S1 06: Marketing Management
Marks: 50

Q1: Answer the following questions (within 50 words) **(3 x 2= 6)**

- p. State two functions of marketing.
- q. Define micro environment of marketing.
- r. What is variety seeking buying behaviour?

Q2: Answer the following question (within 75 words) **(4x3=12)**

- m. Differentiate between consumer and business buying behaviour.
- n. Discuss the demographic segmentation of the market.
- o. State the importance of marketing channels.

Q3: Answer the following question (within 150 words) **(2x6=12)**

- i. Discuss any two methods of pricing.
- j. Write a short note on advertising media.

Q4: Answer the following question (within 300 words) **(2x10=20)**

- i. Discuss different stages of Product development process.
- j. Write short note on
 - i. Relationship marketing
 - ii. Green marketing