P.G. Diploma in Management

2011–2012
ASSIGNMENTS

Chairperson
Department of Studies and Research in Commerce and Management

Karnataka State Open University
Mansagangotri, Mysore - 570006
KSOU Objectives

To provide access and equity through open – flexible learning, which is relevant to the learners, at their doorsteps.
To create individualized virtual learning spaces to the needs of the new age learners.
To enable universal knowledge resources sharing through innovative pedagogy.
To assure better quality and excellence through institutional collaboration and accessibility.
To ensure institutional determination towards emancipatory learning.
To widen student access through innovative technology for life long learning.
To create learning environment and knowledge media of first choice for learners and professionals worldwide.
To keep pace with new age requirement and encourage proactive convergence of media and technology for teaching – learning.
To innovate, explore and practice new avenues in knowledge, management and sharing, for positive social intervention.
To ensure sustained efforts to interpret and operationalise learners needs to develop new skills through collaborative and interactive learning.
DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT
KARNATAKA STATE OPEN UNIVERSITY,
MYSORE-6
PGDFM- ASSIGNMENT : 2011-12

Note:- You are required to read the following instructions carefully before you answer.

1. You should write your Roll No., Name and Title of the course at the beginning of your answer of each subject.
2. You should write the assignment separately with regard to each course.
3. You should write one assignment question on each course for 10 marks.
4. You should not reproduce the answer as given in the study material.
5. Assignments without Roll No. and Name will be summarily rejected.
6. After writing the assignment, you should tag all the assignments together, put them in cover, and send it to the address given below.
7. Assignment cover should be superscribed by “Assignments of PGDFM: 2011-12”. With Name & Roll No.
8. Assignment cover should reach the “The Chairman” Department of Studies & Research in Management, Karnataka State Open University, Manasagangotri, Mysore-570006. The assignments received after the last date will be summarily rejected.
9. You are required to submit Assignments on or before 30th April 2012 without fail.
10. Students are advised to **keep one copy of the assignment with them.** So that they can submit it whenever required.

11. The list of assignments received by the Department will be hosted on the website [www.ksoumysore.edu.in](http://www.ksoumysore.edu.in) after **31st May 2012**. Any discrepancy should be brought to the notice of the department within **15 days of announcement**.

12. **Please note that once the results are announced no complaints from students will be entertained by the department.**
POST GRADUATE DIPLOMA IN FINANCIAL MANAGEMENT (PGDFM) ASSIGNMENT QUESTIONS

Course-I Financial Management
1. What are the basic financial decisions? How do they involve risk-return tradeoff?
2. What do you mean by managing funds? Explain briefly the key activities of financial management.

Course-II Security Analysis and Portfolio Management
1. Explain the special role played by the SEBI in regulating of stock exchange in India.
2. a) Explain various types of risk associated with a business organization.
   b) Discuss the application of CAPM model in Indian context.

Course-III Derivatives
1. Explain briefly the Binomial Model and Black Scholes Model for pricing of options with relevant examples.
2. What are Swaps? Explain briefly the possible opportunities for swap agreement.
Course-IV   Management of Infrastructure Finance
1. Enumerate the scope of infrastructure finance in present scenario. Identify the major players in infrastructure projects in India.
2. Describe the role of banks and financial institution in infrastructure finance.

Course-V   Merchant Banking and Financial Services
1. Trace the history and growth of Indian stock exchanges. Explain how stock exchanges are organized in India.
2. Explain the mechanics of public issue management. Elaborate the role of issue manager in the realm of public issue management.

Course-VI   International Financial Management
1. What is Foreign Exchange Market? Explain the functions and structure of foreign exchange market.
2. Briefly explain transaction exposure and translation exposure.

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POST GRADUATE DIPLOMA IN HUMAN RESOURCE MANAGEMENT (PGDHRM)
ASSIGNMENT QUESTIONS

Course-I  Management and Behavioral Process
1. Distinguish between Formal and Informal organization and bring out the strengths and weakness.
2. Discuss the role of Team Building in Management.

Course-II  Human Resource Management
1. Discuss the significance of HR-Manager in MNCs.
2. Explain the role of Management Development Programmes on Professional Leadership.

Course-III  Management of Training and Development
1. Discuss the theories of learning and explain the role of learning curves in training.
2. Differentiate between In-Plant and Class Room Training. Bring out their merits and demerits.

Course-IV  Management of Industrial Relations
1. Give an account of the role of Industrial Relations in the globalized environment.
2. Discuss the problems of trade union in India in post globalization period.
Course-V        Labour Laws
1. Discuss the major provisions in Minimum Wage Act (MWA).
2. Evaluate the impact of International Labour Organization (ILO) on the Indian Labour Scenario.

Course-VI       International Human Resource Management
1. Distinguish between selection processes for Domestic and International Assignments.
2. Discuss a model for Expatriate Performance Management.

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POST GRADUATE DIPLOMA IN MARKETING MANAGEMENT (PGDMM) ASSIGNMENT QUESTIONS

Course-I Marketing Management
1. Marketers can create wants- Do you agree? Give reasons to support your answer.
2. Discuss the significance and challenges of marketing in the liberalized economy.

Course-II Services Marketing
1. Explain the growth prospects of service sector in India.
2. Critically assess methods used by banks to develop ongoing relationship with their customers.

Course-III Industrial Marketing
1. Discuss the strategy for successful market segmentation.
2. Industrial marketing plan is an important phase in marketing industrial product – Discuss.
Course-IV    Sales and Logistic Management
1. Give an account on management of physical distribution/logistics.
2. Explain the recent trends in retailing and wholesaling.

Course-V    Advertising and Sales Management
1. DAGMAR Approach – A model that helps advertisers to analyses the effectiveness of their messages. Discuss its relevance.
2. What are the various types of outdoor advertising? Explain the essentials of good outdoor advertising.

Course-VI    International Marketing
1. Discuss the unique problems in international marketing.
2. Explain the important reasons for the companies to go for international marketing.

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**DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT**  
**KARNATAKA STATE OPEN UNIVERSITY,**  
**MYSORE-6**  
**PGDBA- ASSIGNMENT : 2011-12**

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Course-I    Principles of Management
1. Evaluate the strengths of Japanese style of Management.
2. “Planning is not an exact science” Critically comment.

Course-II    Business Policy and Environment
1. Critically evaluate approaches to making ethical judgments.
2. Discuss various growth strategies with suitable examples.

Course-III   Marketing Management
2. Explain the concept of product life cycle and its usefulness.

Course-IV    Human Resource Management
1. “A good HR manager is no longer just a hirer and firer of men” – Comment.
2. Critically evaluate the various performance appraisal practices adopted in India.
Course-V Accounting For Managers
1. Critically examine the emerging trends in accounting standards.
2. Following is the Balance Sheet of X Company Ltd., as at 31st Dec., 2010:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Rs.</th>
<th>Particulars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share Capital</td>
<td>6,00,000</td>
<td>Plant and Machinery</td>
</tr>
<tr>
<td>Reserves &amp; Surplus</td>
<td>1,20,000</td>
<td>Land &amp; Building</td>
</tr>
<tr>
<td>Net Profit for 2006</td>
<td>35,000</td>
<td>Stock</td>
</tr>
<tr>
<td>20% Debentures</td>
<td>1,50,000</td>
<td>Debtors</td>
</tr>
<tr>
<td>Bank overdraft</td>
<td>2,00,000</td>
<td>Cash</td>
</tr>
<tr>
<td>Creditors</td>
<td>1,50,000</td>
<td>Preliminary</td>
</tr>
<tr>
<td>Outstanding expenses</td>
<td>30,000</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>12,85,000</td>
<td>Total</td>
</tr>
</tbody>
</table>

You are required to calculate the following ratios:
A) Interest coverage ratio.
B) Quick ratio.
C) Current ratio.
D) Solvency ratio.
E) Liquidity ratio.
F) Return on shareholders fund.

Course-VI International Business Environment
1. Critically evaluate the impact of economic turbulence on International Business in the present context.
2. Explain the role of World Trade Organization (WTO) in promoting International Business.
KSOU Mission and Responsibilities

Affordable education to the masses without discrimination
Initiatives to strengthen local, national and global co-operation Fill
up the gaps in higher education and to bring in much needed
correction and chances Generate quality Human resources with a
sense of education Induct flexibility in Higher Education without
sacrificing quality and variety Democratizing and de-elitizing
higher education Elevating the teaching – learning experience
under distance education to a new height. To provide an alternative
non-formal, non-instructional and cost effective channel for
tertiary education.
To help reduce cultural disparities and social imbalances with
affordable higher education opportunities.
To promote time-honoured values and commitment to quality.