



मैट्स विश्वविद्यालय मुक्त एवं दूरवर्ती शिक्षा कार्यक्रम आरंग, रायपुर (छ0ग0)

MATS UNIVERSITY OPEN & DISTANCE LEARNING CENTRE ARANG, RAIPUR (C.G.)

सत्रीय कार्य / Assignment Work – 2014-15
PGDBM (SEM- II)

Max Marks – 30

Min Marks-12

निर्देश : सत्रीय कार्य के प्रत्येक विषय में कुल 30 अंक हैं। सभी प्रश्नों के अंक समान होंगे। सभी प्रश्न हल कीजिए। (Assignment Work of each paper carries 30 Marks. All questions carry equal marks. Attempt all questions.)

Paper-I (Business Policy and Strategic Analysis)

1. What is do you mean by Target Marketing? Explain process of target marketing.
2. What do you mean by Product Services? Explain product decisions for services.
3. Explain essential of Personal Selling.
4. Explain in detail Vertical Marketing System.
5. Write short note on: (a) Network Marketing (b) Event Marketing.

Paper-II (Management Science)

1. Give a brief introduction to Management Science & explain its concept in your own words.
2. Write down the characteristics & Assumptions of Linear Programming.?
3. Briefly explain Integer Programming.
4. Write short notes on: (a) Crew assignment problems (b) North west corner rule
5. Define Inventory. Discuss the importance and functions of Inventory.

Paper – III (Human Resource Management)

1. What are the factors affecting human resource planning?
2. What is selection? What is the difference between Selection and Recruitment?
3. What is the process of Training?
4. Explain various components of Compensation and Rewards of Employees.
5. What do you understand from personnel welfare?

Paper – IV (Financial Management)

1. What are the various Accounting concepts?
2. What are subsidiary books and their advantages?
3. What are the Limitations of Trail Balance?
4. Distinguish between :-
(a) Trading Account and Profit & Loss Account. (b) Trial Balance and Balance-Sheet.
5. What are the functions and scope of Financial Management?

Paper – V (Marketing Management)

1. What do you mean by the term “Market”? Discuss various types of Market.
2. Explain the concept of Branding.
3. What general factors affect the pricing decisions?
4. What are the objectives of logistics?
5. Briefly explain some of the conflict resolution techniques and methods.

Paper –VI (Production & Operation Management)

1. What do you mean by Production Management? Describe objectives of Production Management.
2. Explain various functions of Purchasing Department.
3. What is meant by Capacity planning and the strategies related to it.
4. Define in detail the three elements of Statistical Quality Control.
5. Explain Product oriented layout with its various advantages and disadvantages?