

Exam. Code : 304501
Subject Code : 4944

**P.G. Diploma in Personnel Management & Industrial
Relations (PGDPM & IR) Ist Semester**
PGDPM-104 MANAGEMENT CONCEPTS

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Attempt **five** questions, selecting at least **one** question from each Section. The fifth question can be attempted from any Section. Each question carries **10** marks.

SECTION—A

1. Differentiate between operating leverage and financial leverage. What factors should be considered in determining the capital structure of a company ? Explain.
2. Explain 'Capital Market' as a source of Long-term finance. Describe the role of venture capital institutions in providing long term finance to business.

SECTION—B

3. Has marketing changed in the 'Connected world'? Discuss the strategy implications of the Internet for marketing.
4. (a) Discuss various types of advertising appeals.
(b) Write short notes on :
 - (i) Political Advertising
 - (ii) Cyber Advertising
 - (iii) Television Advertising.

SECTION—C

5. What are the objectives and functions of production planning and control system ? Discuss its main elements.
6. Explain briefly the techniques of controlling inventory.

SECTION—D

7. Write short notes on :
 - (i) PERT and CPM
 - (ii) Balanced and Unbalanced transportation problem.
 - (iii) Strategic importance of resources.
8. 'Strategy includes the determination and evaluation of alternative paths to an already established mission or objective and eventually, choice of the alternatives to be adopted.' Explain the statement underlining the process of strategy formulation.