

(DBM 03)

**P.G.DIPLOMA EXAMINATION, MAY 2007.**

**Business Management**

**Paper III – FINANCIAL MANAGEMENT**

Time: Three hours

Maximum: 75 Marks

**Answer any FIVE Questions**

**All Questions carry equal marks.**

(5 x 15=75)

1. Discuss the role of a finance manager
2. What are the different ways of classifying financial markets ?
3. What is Capital Budgeting ? Explain the types of capital budgeting decisions.
4. How is degree of Operating Leverage and Degree of Financial Leverage measures ?
5. Discuss the various determinants of Capital Structure
6. How is cost of debt and cost of preference calculated ?
7. What are the two important characteristics of Current Assets ? Explain their implications for Working Capital Management.
8. Describe the five C's of credit.
9. Discuss the important provisions of Company Law pertaining to dividends.
10. Write short notes on:  
a) Liquidation value of a firm                      (b) Valuation of preference shares.

(DBM 04 / DMM 04)

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**Business / Marketing Management**

**Paper IV – MARKETING MANAGEMENT**

Time: Three hours

Maximum: 75 Marks

**Write any FIVE of the following**

(5 x 15 =75)

1. Define 'Marketing'. Explain the concept of Marketing and Social responsibility.
2. What is Marketing Environment ? How Macro environment influence in marketing particularly developing country like India ?
3. Explain the bases for segmenting consumer markets.
4. Explain the Consumer purchase decision process and the use of Howard-Sheth model in understanding the process.
5. What is a Product life cycle ? Explain different stages in PLC.
6. Discuss various factors influencing pricing strategies.
7. What factors are considered while deciding the length and width of channel of distribution ?
8. What are the various methods of measuring advertising effectiveness ?
9. What is Marketing research ? Explain different sources of data collection.
10. How services marketing playing important role in India ?

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**Business Management**

**Paper V – MANAGERIAL ECONOMICS**

Time: Three hours

Maximum: 75 Marks

**Answer any FIVE questions**

1. Discuss the importance of Managerial Economics
2. Explain the concept and state the importance of Market share of Demand.
3. What do you understand by cost-output relationship in short-run ?
4. How is the price determined by a firm under the conditions of monopolistic competition ?
5. Explain the pricing strategies to be used to determine the price of a new product.
6. How is profit affected by Inventory valuation ?
7. Critically examine the various methods of evaluating capital budgeting proposals.
8. "Sound Financial Management is a key to the progress for Corporation". Discuss.
9. Explain methods of determining price and output under oligopoly.
10. The following figures relates to Johnson's Ltd., manufacturing a varied range of products.

	Sales	Profit.
	Rs.	Rs.
Period I	15,000	400
Period II	19,000	1,150

Calculate

- (a) P/V ratio                      (b) The profit when sales are Rs.12,000