

**Annexure – 18**

**PERIYAR UNIVERSITY**  
**SALEM – 636 011**



**PERIYAR INSTITUTE OF DISTANCE EDUCATION (PRIDE)**

**DIPLOMA IN BUSINESS MANAGEMENT**

**REGULATIONS AND SYLLABUS**  
(Effective from the Academic Year 2007 – 2008)

# **DIPLOMA IN BUSINESS MANAGEMENT**

## **REGULATIONS AND SYLLABUS**

(Effective from the Academic Year 2007 – 2008)

### **1. OBJECTIVE OF THE COURSE**

To impart knowledge in management and to provide basic conceptual skills and aptitude in the primary business activities so as to enable the aspiring students to exploit the business related opportunities.

### **2. ELIGIBILITY FOR ADMISSION**

A candidate who has passed Higher Secondary Examinations / Students undergoing UG/PG degree courses.

### **3. DURATION OF THE COURSE**

One year

### **4. COURSE OF STUDY AND SCHEME OF EXAMINATIONS**

<b>Paper</b>	<b>Title of the Paper</b>	<b>Duration</b>	<b>Marks</b>
DBM 01	Principles of Economics	3 hours	100
DBM 02	Management Concepts	3 hours	100
DBM 03	Management Information System	3 hours	100
DBM 04	Functional Management	3 hours	100

## **5. EXAMINATIONS**

Examinations shall be of three hours duration for each paper. Examination will be held at the end of one year. The candidates failing in any subject (s) may be permitted to reappear in the subsequent examinations.

## **6. QUESTION PAPER PATTERN**

Time: 3 Hours

Maximum Marks: 100

### **Part - A (10 x1 = 10 marks)**

Answer all 10 Questions

Choose the correct answer for 10 Multiple Choice Questions

### **Part – B (5 x 6 = 30 marks)**

Answer any 5 questions

Answer to each question shall not exceed two pages

### **Part – C (3 x 20 = 60 marks)**

Answer any 3 questions

Answer to each question shall not exceed five pages

## **7. PASSING MINIMUM**

The Candidates shall be declared to have passed the examination, if they secure not less than 40 marks in each examination.

## **8. CLASSIFICATION OF SUCCESSFUL CANDIDATES**

Successful candidates passing all the examinations securing the marks (i)60% and above and (ii) 50% and above but below 60% in the aggregate of the marks prescribed for all subjects shall be declared to have passed the examination in **First class** and **Second class** respectively. All other successful candidates shall be declared to have passed in the examination in the **Third class**.

## **9. COMMENCEMENT OF THE REGULATIONS**

The above regulations shall take with effect from the academic year 2007-2008.

## **10. TRANSITORY PROVISIONS**

As stipulated by the University.

**DBM 01**  
**PRINCIPLES OF ECONOMICS**  
**(Core Subject)**

**UNIT - I**

Introduction – Definition – Meaning and Scope of Economics – Micro and macro economics – Human wants – basic concepts.

**UNIT -II**

Demand Analysis – Demand schedule – Demand curves – Elasticity of demand – Consumer's surplus. Production function – factors of production – Law of variable proportions.

**UNIT - III**

Nature of costs in Economics – Opportunity cost Vs. Real cost – Fixed cost Vs. Variable costs – Notion of Marginal cost – Break-even analysis.

**UNIT - IV**

Market structure and pricing – nature of competition – types of competition, monopoly, monopolistic competition and oligopoly.

**UNIT - V**

Theories of Distribution – Rent – wage – Interest – Profit - Theories and Concepts.

## **BOOKS RECOMMENDED**

1. S.Sankaran, Business Economics, Margham Publications.
2. S.Sankaran, Principles of Economics, Margham Publications.
3. K.L.Maheswari and R.L.Varshney, Managerial economics, Sultan Chand.
4. I.C.Dhingra, Business Economics, S.Chand
5. K.P.M.Sundaram & E.N.Sundaram, Business Economics, sultan Chand
6. Samuelson, Economics, Tata Mcgraw Hill
7. Gupta, Managerial Economics, Sultan Chand

**DBM 02**  
**MANAGEMENT CONCEPTS**  
**(Core Subject)**

**UNIT – I**

Management: Meaning – Features, Objectives, Levels of Management. Differences between Administration and Management – Contributions of Henry Fayol.

**UNIT – II**

Planning : Nature, Merits and Limitations, Steps. Decision making : Meaning and process.

**UNIT - III**

Organising : Nature and Types of Organisation Structure – Principles of organisation. Delegation of Authority, Centralisation Vs. Decentralisation.

**UNIT – IV**

Directing : Principles of Directing, Leadership; Meaning – Types of leadership styles. Communication; Meaning – types - barriers.

**UNIT – V**

Co-ordinating: Meaning and need. Controlling: Meaning – principles – steps in controlling process – methods of control.

## **BOOKS RECOMMENDED**

1. Dinkar Pagare, Business Management, Sultan chand & Sons
2. Prasad L.M, Principles and Practice of Management, Sultan chand & Sons
3. Koontz and O'Donnel , Essentials of Management, Mc Graw Hill
4. Tripathi P.C. Reddy P.N, Principles of Management, TMH



**DBM 03**  
**MANAGEMENT INFORMATION SYSTEM**  
**(Core Subject)**

**UNIT – I**

System – types of systems – management information system – Role, concepts and impact – information flow need and sources – management decisions.

**UNIT – II**

Characteristics of computer information system – role of computer – software – hardware – input, output devices – computer applications in MIS – computer based methods – meaning – types and components of DBMS.

**UNIT – III**

Functions and operations of system – System design – functions of system analyst – implementation, evaluation and maintenance of MIS. Decision support system – expert system – knowledge based system.

**UNIT – IV**

Transaction processing information system – information system for managers – managing E-business – technology in business organization – office automation – communication systems.

**UNIT – V**

Functional management information system - production, marketing, accounting, personnel, financial and their relationship – impact and role in the managerial decision making.

## **BOOKS RECOMMENDED**

1. CVS Murthy, Management Information System, HPH
2. Davis and Olson Management information system, , MGH
3. S.P.Rajagopalan, Management information system, , Margham Publications

**DBM 04**  
**FUNCTIONAL MANAGEMENT**  
**(Core Subject)**

**UNIT – I**

Production Management – Meaning – Plant Location – Factors. Plant layout; Meaning and Types. Plant Maintenance; Meaning and advantages of various types of maintenance. Functions of production planning and control.

**UNIT – II**

Materials Management – Meaning – Inventory Control – Techniques – Quality Control – TQM fundamentals – Purchasing procedure and principles.

**UNIT - III**

Human Resource Management – Meaning – Functions-Human Resource Planning - Job Analysis – Job Description – Job Specification - Recruitment – Selection procedure – Methods of Training.

**UNIT - IV**

Financial Management – Meaning – Objectives – sources of finance -capital structure; Meaning and Determinants. Capital Budgeting – Needs and Methods. Working capital Management; Meaning – Factors – Advantages (Theory only).

## **UNIT – V**

Marketing Management – Meaning - Functions of Marketing – An overview of Marketing Mix – Meaning and importance of Product, Price, Place and Promotion. Advertising – functions – advantages

### **BOOKS RECOMMENDED**

1. R.N.Gupta, Business Organisation and Management, S.Chand
2. Y,K.Bhusan, Business Organisation and Management, Sultan chand & sons
3. Basu, Organisation and Management, S.Chand.
4. M.C.Shukla, Business Organisation and Management, S.Chand.
5. O.P.Kanna, Industrial Engineering and Management Dhanapatrai Publications Private Ltd.
6. S.S.Khanka, Human Resource Management , S.Chand
7. Philip Kotler, Marketing Management, PHI
8. RSN Pillai & Bagavathi, Modern Marketing, S.Chand
9. S.N.Maheswari, Financial Management ,Sultan Chand & Co.

**DIPLOMA IN BUSINESS MANAGEMENT**

**MODEL QUESTION PAPER**

**PRINCIPLES OF ECONOMICS**

**(CORE SUBJECT)**

**DBM 01**

**Time: 3 hours**

**Maximum: 100 marks**

**Part – A (10x 1 = 10 marks)**

**Answer all the questions**

**Choose the correct answer**

1. In \_\_\_\_\_ economics the unit of study is a firm.  
(a) micro                      (b) macro                      (c) managerial
  
2. \_\_\_\_\_ is a factor of production.  
(a) Interest                      (b) labour                      (c) Profit
  
3. Human wants are \_\_\_\_\_  
(a) limited                      (b) unlimited                      (c) non recurring
  
4. Demand for \_\_\_\_\_ items is always inelastic.  
(a) luxurious                      (b) durable                      (c) essential
  
5. Variable costs vary with the changes in the volume of \_\_\_\_\_  
(a) sales                      (b) production                      (c) revenue
  
6. \_\_\_\_\_ is the difference between sales and variable cost.

- (a) Contribution (b) Profit (c) Margin of safety
7. Single seller-many buyers is the feature of a \_\_\_\_\_ market.  
(a) Oligopoly (b) Duopoly (c) monopoly
8. In perfect competition prices are influenced by \_\_\_\_\_  
(a) Buyers (b) Market forces (c) Sellers
9. Land: Rent, Capital: \_\_\_\_\_  
(a) Profit (b) Money (c) Interest..
10. Higher the \_\_\_\_\_, higher will be the profit.  
(a) Income (b) return (c) risk

**Part – B (5x6 = 30 marks)**

**Answer any 5 questions**

**Answer to each question shall not exceed two pages**

11. What are the features of micro economics?
12. What are the exceptions to law of demand?
13. Explain the concept of consumer surplus.
14. What is Break-even point? How is it computed?
15. Distinguish between opportunity cost and marginal cost.
16. What are the features of a market?
17. What are the essentials of perfect competition?
18. “Profit is the reward for risk bearing”. Explain.

**Part – C (3x20 = 60 marks)**

**Answer any 3 questions**

**Answer to each question shall not exceed five pages**

19. Explain the scope of economics.
20. Enumerate the law of variable proportions.
21. Elaborate the nature of costs.
22. Discuss the features of monopolistic competition.
23. Explain liquidity preference theory of interest.

**DIPLOMA IN BUSINESS MANAGEMENT**

**MODEL QUESTION PAPER**

**MANAGEMENT CONCEPTS**

**(CORE SUBJECT)**

**DBM 02**

**Time: 3 hours**

**Maximum : 100 Marks**

**Part – A (10x 1 = 10 marks)**

**Answer all the questions**

**Choose the correct answer**

1. Fayol's contributions were first published in the book, Administration Industrial and Generale in French Language in  
(a) 1949                      (b) 1929                      (c) 1916
  
2. \_\_\_\_\_ refers to the concepts of one plan one organization.  
(a) Decentralization              (b) Initiative              (c) Unity of Direction.
  
3. \_\_\_\_\_ has dual objectives  
(a) Organization              (b) Directing              (c) Co-ordinating
  
4. \_\_\_\_\_ refers to observing the things or situations from others points of view.  
a) Sympathy    b) Empathy    c) Telepathy



5. The term : Grapevine arose during the days of  
(a) II World war            (b) U.S.Civil war            (c) I world war
6. The type of communication which possesses the capacity of being stored for future reference is known as  
(a) Oral communication      (b) Written communication      (c) Conference communication
7. \_\_\_\_\_ is a co-ordinated integrated system  
(a) Organisation system      (b) Direction system      (c) Control system
8. \_\_\_\_\_ Concentrates in efforts of executives on major problems  
(a) Management by objectives            (b) Management by exception  
(c) Management by execution
9. \_\_\_\_\_ leads to building of an institution  
(a) Direction            (b) Co-operation            (c) Co-ordination
10. Co-ordination refers to  
(a) Individual effort            (b) Individual plan            (c) Group efforts

**Part – B (5x6 = 30 marks)**

**Answer any 5 questions**

**Answer to each question shall not exceed two pages**

11. Explain the objectives of management
12. Explain the features of planning
13. Explain the principles of organization
14. Differentiate centralization from decentralization
15. What are the barriers of communication?
16. Explain the principles of Directing
17. Explain the needs for co-ordinating
18. What is the need for control?

**Part – C (3x20 = 60 marks)**

**Answer any 3 questions**

**Answer to each question shall not exceed five pages**

- 19) Explain the contributions of Henry Fayol
- 20) Explain the process of decision making
- 21) Explain the qualities of a goods leader
- 22) Explain the steps in controlling process
- 23) Describe the principles of co-ordination.

**DIPLOMA IN BUSINESS MANAGEMENT**  
**MODEL QUESTION PAPER**  
**MANAGEMENT INFORMATION SYSTEM**  
**(CORE SUBJECT)**  
**DBM 03**

**Maximum: 100 marks**

**Time: 3 Hours**

**Part – A (10x 1 = 10 marks)**

**Answer all the questions**

**Choose the correct answer**

1. Business Organization is a
  - a) Open system
  - b) closed system
  - c) none
  
2. Decision making is the responsibility of
  - a) top level
  - b) middle level
  - c) field level
  
3. Computer is a
  - a) Machine
  - b) electronic machine
  - c) none
  
4. Example of Expert system is
  - a) Doctor's knowledge
  - b) organization
  - c) none
  
5. Physical components of a computer is called
  - a) Hardware
  - b) Software
  - c) Hard disk
  
6. Role of Librarian in a library information system is
  - a) system analyst
  - b) system developer
  - c) end user

7. Information is transferred in E-business with the help of  
a) SCS    b) EDI    c) E-transfers
8. Excel software consists of  
a) Presentation screen    b) spread sheet    c) frame
9. Accounting software is  
a) ACI    b) MS Access    c) Tally
10. \_\_\_\_\_ is very useful for marketing.  
a) MIS    b) System    c) Decision making system

**Part B (5 x 6 = 30 marks)**

**Answer any 5 questions.**

**Answer to each question shall not exceed two pages**

11. Explain different types of system.
12. Differentiate information from data.
13. Write a short note on computer's functions.
14. Explain the components of DBMS
15. What is called expert system? Explain.
16. Write a short note on E-business
17. Explain the functions of office automation software.
18. Write a short note on the role of a manager in decision making.

**Part C (3 x 20 = 60 marks)**

**Answer any 3 questions**

**Answer to each question shall not exceed five pages**

19. Explain the term MIS and its role in management.
20. Explain the functions of input, output devices.
21. Explain system design and functions of system analyst.
22. Explain office automation software.
23. Explain any two functional management information systems.

**DIPLOMA IN BUSINESS MANAGEMENT**

**MODEL QUESTION PAPER**

**FUNCTIONAL MANAGEMENT**

**(CORE SUBJECT)**

**DBM 04**

**Time: 3 hours**

**Maximum: 100 Marks**

**Part – A (10x 1 = 10 marks)**

**Answer all the questions**

**Choose the correct answer**

1. TQM can be expanded as
  - a) Total Quality Management
  - b) Total Quality Maintenance
  - c) Total Quality Marketing
  
2. Plant location refers to
  - a) Right Place
  - b) Right Machinery
  - c) Right Labour
  
3. Human Resource Management is primarily concerned with
  - a) Exchange of product for value
  - b) Choosing the investment proposals
  - c) Human Capital
  
4. Job Description includes
  - a) Welfare
  - b) Wage and salary
  - c) Duties and Responsibilities
  
5. Working Capital means
  - a) Current Liability
  - b) The nature of business
  - c) Excess of current assets over current liabilities

6. Budget is a

- a) Financial and quantitative statement
- b) Statement to Obtain bank credit
- c) Margin of profit

7. Pricing refers to the

- a) Exchange value of commodity / services
- b) Margin of profit
- c) Market value expressed in terms of money

8. Product Life Cycle starts with

- a) Introduction
- b) Growth
- c) Saturation

9. Marketing focuses on

- a) Product
- b) Company
- c) Customer

10. Advertising refers to

- a) Communication
- b) Promotion
- c) Communication to Promote goods/services

**Part B (5 x 6 = 30 marks)**

**Answer any 5 questions.**

**Answer to each question shall not exceed two pages**

- 11) What are the sources of Recruitment?
- 12) What are the components of Marketing Mix?
- 13) Explain the sources of Capital.
- 14) What are the types of Maintenance?
- 15) Explain the training advantages.
- 16) Write down the fundamentals of TQM.
- 17) Explain the importance of Plant Layout.
- 18) Trace out the Production Planning and Control.

**Part C (3 x 20 = 60 marks)**

**Answer any 3 questions**

**Answer to each question shall not exceed five pages**

- 19) Discuss the functions of Production Planning and Control.
- 20) Write short notes on
  - a) ABC analysis
  - b) VED analysis
  - c) FSN analysis
  - d) EOQ
- 21) Write about the selection Procedure
- 22) Explain the factors determining the quantum of working capital?
- .23) what are the functions of marketing?