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

<table>
<thead>
<tr>
<th>Paper</th>
<th>Title of the Paper</th>
<th>Duration</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>DBM 01</td>
<td>Principles of Economics</td>
<td>3 hours</td>
<td>100</td>
</tr>
<tr>
<td>DBM 02</td>
<td>Management Concepts</td>
<td>3 hours</td>
<td>100</td>
</tr>
<tr>
<td>DBM 03</td>
<td>Management Information System</td>
<td>3 hours</td>
<td>100</td>
</tr>
<tr>
<td>DBM 04</td>
<td>Functional Management</td>
<td>3 hours</td>
<td>100</td>
</tr>
</tbody>
</table>
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.
UNIT - I

UNIT - II

UNIT - III

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

UNIT - V
BOOKS RECOMMENDED

1. S.Sankaran, Business Economics, Margham Publications.

2. S.Sankaran, Principles of Economics, Margham Publications.


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

UNIT – II

UNIT - III

UNIT – IV

UNIT – V
BOOKS RECOMMENDED

1. Dinkar Pagare,  Business Management, Sultan chand & Sons

2. Prasad L.M,  Principles and Practice of Management, Sultan chand & Sons


UNIT – I

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

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
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

UNIT - III

UNIT - IV
UNIT – V


BOOKS RECOMMENDED

1. R.N.Gupta, Business Organisation and Management, S.Chand
2. Y.K.Bhusan, Business Organisation and Management, Sultan chand & sons
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
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.
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.
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?