

**D 90**

**Reg. No. : .....**  
**Q.P. Code : [07 DBM 04]**

(For the candidates admitted during 2007 onwards)

**B.B.M. DEGREE EXAMINATION, DECEMBER 2009.**

Second Year

Part III — Business Management

**INDUSTRIAL PSYCHOLOGY**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

Each question carries 20 marks.

(5 × 20 = 100)

1. Discuss any two intelligence tests and state the measurement of intelligence.
2. Enumerate the personality tests and mention the uses.
3. Explain the concept of motivation and indicate the techniques of motivation.
4. Discuss how employee attitude and behaviour enhance productivity.

5. Write an essay on cohesiveness and cooperation in organisation.
6. Examine the supervision style and outline the training of supervision.
7. Elucidate the measures required for organisational development and effectiveness.
8. Explain the various types of organisational counselling and indicate the merits.

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**D 91**

**Q.P. Code : [07 DBM 05]**

(For the candidates admitted from 2007 onwards)

**B.B.M. DEGREE EXAMINATION, DECEMBER 2009.**

Second Year

Part III — Business Management

**FINANCIAL MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Why is the financial management function in a firm so important? Do you think that it is going to become more important in the future?
2. Ajanta Tubes Ltd. Is willing to buy a machine for Rs.2,00,000 having a life of 4 years and salvage value of Rs.40,000. It will increase sales by Rs. 4,00,000 per year. Cost of goods sold will be Rs. 3,00,000 per year and other cash operating expenses will be Rs. 20,000 per year. Should the company buy the machine? Assume the company's cost of capital as 10% and tax rate at 50%. The company follows a straight line method of depreciation.

3. What do you mean by cut-off rate? What part does cost of capital play in determining cut off rate?

4. What do you mean by value of a firm? Explain the valuation formula and its relevance.

5. What are the various approaches for financing current assets? Discuss merits and demerits of these approaches.

6. What do you mean by instrument? Discuss the pros and cons of the instruments of collection India.

7. Explain the variables of credit policy. How these variables framed?

8. Why is the cash flow concept important for capital budgeting? How would treat depreciation, working capital and salvage value in determine the cash flows?

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**Q.P. Code : [07 DBM 06]**

(For the candidates admitted from 2007 onwards)

**B.B.M. DEGREE EXAMINATION, DECEMBER 2009.**

Second Year

Part III — Business Management

**PRODUCTION AND MATERIALS MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

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1. Define method study and state the steps involved in implementing method study.
2. Discuss the duties and responsibilities of a purchasing department.
3. Describe the procedure for obtaining ISO.
4. Elaborate about breakdown maintenance and also list out its disadvantages.
5. State and explain the different methods of vendor rating.
6. What are the various functions of stores; also explain the different systems adapted in stores?
7. Explain the production planning system and the various stages involved.
8. Define TQM. What are the major steps in implementing a TQM programme?

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**D 94**

**Q.P. Code : [07 DBM 081]**

(For the candidates admitted from 2007 onwards)

**B.B.M. DEGREE EXAMINATION, DECEMBER 2009.**

Second Year

Part III — Business Management

**HUMAN RESOURCE MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Why do workers join a trade union? What are the objectives and functions of a trade union?
2. Write down the grievance handling procedure in small and large unionised company.
3. Describe the factors influencing wage and salary structure.
4. Explain the meaning and schemes of social security in India.

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5. Describe various methods of job evaluation.
6. Explain the concepts and significance of modern methods in performance appraisal.
7. Define Recruitment and techniques of recruitment.
8. What are the managerial and operative functions of personnel management?

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Reg. No. : .....  
**Q.P. Code : 107 DBM 071**

(For the candidates admitted from 2007 onwards)

**B.B.M. DEGREE EXAMINATION, DECEMBER 2009.**

Second Year

Part III — Business Management

**MARKETING MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Discuss the steps involved in marketing process.
2. Explain the stages involved in buying decision process.
3. Discuss the marketing strategies used by the market leader and challenger.
4. Explain the marketing strategies followed in the various stages of product life cycle for a consumer good.

5. Enumerate the bases for segmenting the business market.

6. (a) Explain the different types of packaging.

(b) Discuss the factors of packaging that influence in marketing.

7. Discuss the competitors and customers reaction for a price change.

8. Explain the brand strategies followed by a company when it comes out with a new product.

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**D 93**

**Q.P. Code : 107 DBM 071**

Reg. No. : .....

(For the candidates admitted from 2007 onwards)

**B.B.M. DEGREE EXAMINATION, DECEMBER 2009.**

Second Year

Part III — Business Management

**MARKETING MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

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