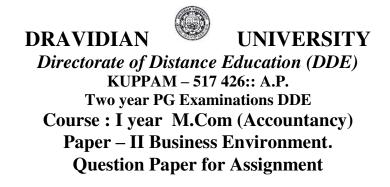


DRAVIDIAN UNIVERSITY Directorate of Distance Education (DDE) KUPPAM – 517 426:: A.P. Two year PG Examinations DDE Course: I year M.Com (Accountancy) Paper – I Perspective of Management Question Paper for Assignment

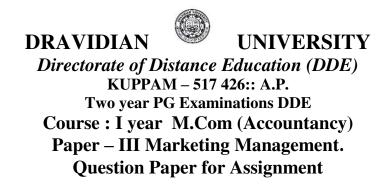
Answer any **<u>THREE</u>** of the following FIVE Questions.

- 1. Explain Management Vs Administration?
- 2. Explain Decision making process. Briefly?
- 3. Discuss Centralization Vs Decentralization?
- 4. Define leadership? What is the leadership style? Explain?
- 5. Explain about Reporting system for control?



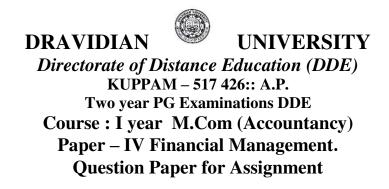
Answer any <u>**THREE</u>** of the following <u>**FIVE**</u> Questions.</u>

- 1. Explain the discuss about the scope and nature of Business Environment?
- 2. Discuss Economic planning in India? Briefly?
- 3. Explain monetary policy? Briefly?
- 4. Explain about EXIM Policy?
- 5. Discuss about Balance of Payments? Briefly?



Answer any **THREE** of the following **FIVE** Questions.

- 1. Explain about marketing orientation Vs Production orientation?
- 2. What is the difference between micro Environment Vs Macro Environment?
- 3. Define positioning? Explain types positioning strategies. Briefly?
- 4. Explaining about promotion tools. Briefly?
- 5. Define Marketing mix? Explain about skimming pricing and penetration pricing?



Answer any **<u>THREE</u>** of the following <u>**FIVE**</u> Questions.

- 1. What is financial management? Explain about objectives of financial management?
- 2. Explain briefly capital budgeting techniques?
- 3. What is the different between financial leverages and operating leverages?
- 4. Explain about
 - (a) Net Income approach
 - (b) Net operating approach
- 5. Discuss about cash management? Elaborately?



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Directorate of Distance Education (DDE) KUPPAM – 517 426:: A.P. Two year PG Examinations DDE Course : I year M.Com (Accountancy) Paper – V Human Resource Management. Question Paper for Assignment

Answer any <u>THREE</u> of the following <u>FIVE</u> Questions.

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- 1. Elucidate the evaluation of H.R.M. discuss its signification?
- 2. What is selection and Recruitment? Explain the relationship between selection and recruitment?
- 3. Explain briefly about performance evolution Techniques?
- 4. Write a short note on employee learning?
- 5. What is the difference between sensitivity training and T Group training?