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TOPICS FOR INTERNAL ASSESSMENT ASSIGNMENTS (2009-10)
Course: P.G.Diploma in Business Administration

NOTE: Students are advised to read the separate enclosed instructions before beginning the writing of assignments.

Out of 20 Internal Assignment marks per paper, 5 marks will be awarded for regularity (attendance) to Counseling/ Contact Programme classes pertaining to the paper. Therefore, the topics given below are only for 15 marks each paper.

Paper-1: (PGDBA 101) Principles & Practice of Management

1. Explain the Types of Decisions & Decision Making Process. **5 Marks**
2. Discuss the Importance of Planning & Steps in Planning. **5 Marks**
3. Briefly Explain the Maslow's Hierarchy of needs & Motivational Differences across Cultures. **5 Marks**

Paper-2: (PGDBA 102) Business Communication

1. How does the grapevine operate in an organization? How can its harmful effects be controlled. **5 Marks**
2. Discuss the Psychological barriers to effective communication. **5 Marks**
3. What is a sales letter? What points are to kept in mind while drafting a sales letter. **5 Marks**

Paper-3: (PGDBA 103) Accounting and Financial Management

1. Types of Accounts and classification of Ledger accounts. **5 Marks**
2. Scope of Management Accounting and Financial Accounting. **5 Marks**
3. Difference between NPV and IRR methods and functions of a Stock Exchange. **5 Marks**

Paper-4: (PGDBA 104) Marketing Management

1. Explain the Concept of Marketing Mix & Components of Marketing Mix. **5 Marks**
2. Discuss the Marketing Environment & its Relevance for Effective Marketing. **5 Marks**
3. Make a brief note on Product Life Cycle & Pricing Strategy. **5 Marks**

Paper-5: (PGDBA 105) Human Resource Management

1. What are the Functions of HRM & Roles of Human Resource Manager? **5 Marks**
2. Explain the Importance of Human Resource Planning & Process of Recruitment. **5 Marks**
3. Discuss the Methods of Training & Contents of Wage Policy. **5 Marks**