

**DIRECTORATE OF DISTANCE EDUCATION  
UNIVERSITY OF JAMMU**

PGDBM SEM-II (2021-22)

**INTERNAL ASSESSMENT ASSIGNMENT**

**PAPER – I HUMAN RESOURCES AND MANAGEMENT**

I.A.A-I Explain the functional areas of HRM in detail.

I.A.A-II Discuss Maslow's Theory of hierarchy of needs. Also explain strategies of managing stress

**PAPER- II MARKETING MANAGEMENT**

I.A.A-I Explain the concept of PLC (Product Life Cycle) with self explanatory diagram. Taking example of any consumer product, discuss how the various strategies would vary during different stages of the PLC.

I.A.A.-II What do you understand by the term Sales Promotion? Discuss the various sales promotion schemes directed at consumers, giving suitable examples

**PAPER-III FINANCIAL MANAGEMENT**

I.A.A-I As a financial manager of a newly started joint-stock company of a large size, what various sources would you tap to raise funds required for its smooth running? Explain.

I.A.A-II What do you understand by dividend policy? Discuss the various options of dividend policy and also explain the various determinants which influence the dividend decision of a firm .

**PAPER-IV QUANTITATIVE METHODS**

I.A.A-I Discuss the concept of Research. What are the different steps involved in the process of Research ? Explain

I.A.A-I (a) A shopkeeper sold 10 different items on a particular day. Calculate the average sale.

No. of items	Sales of items
1	25
2	10
3	16
4	33
5	8
6	30
7	13
8	29
9	34
10	48

(b) Calculate the median for the following:

Size of items: 10 11 12 13 14 15 16

Frequency: 20 32 56 30 60 80 68

*Last Date of Submission 1.8.2022*