

DIRECTORATE OF DISTANCE EDUCATION
UNIVERSITY OF JAMMU

PGDBM 1st Semester (Session 2017-18)

Internal Assessment Assignments

Note:- Attempt all questions.

Paper I

IAA - I

What is communication. Discuss the barriers to effective communication .

IAA -- II

Define Co-ordination. Describe its process & techniques.

Paper II

IAA - I

What is indifference curve. Discuss its properties & also how
Equilibrium of consumer indifference curve is achieved.

IAA- II

Write a note on pricing under monopolistic competition.

Paper III

IAA- I

Discuss the factors affecting working capital requirements.

IAA- II

Distinguish between trial balance & balance sheet. How are
Assets & liabilities grouped & marshalled in Balance Sheet. Give examples.

Paper IV

IAA- I

Describe MOA .

IAA-II---- Discuss the consumer protection Act.

Submission of IAA is 30-10-2017 to 03-11-2017