

DIRECTORATE OF DISTANCE EDUCATION

UNIVERSITY OF JAMMU

PGDBM SEMESTER II [2018 -19]

INTERNAL ASSESSMENT ASSIGNMENTS (Attempt all)

Paper –I **HRM**

IAA- 1 Discuss the recruitment and selection process in a manufacturing company.

IAA-2 Write a short note on work life balance.

Paper-II **Marketing Management**

IAA-1 Discuss the various stages in buying decision.

IAA-2 How are surveys conducted on_line? Discuss.

Paper –III **Financial Management.**

IAA-1 “Profit maximization is not only the main objective of business”. Comment.

IAA-2 Write are the various factors influencing working capital. Discuss in detail.

Paper –IV **Quantitative Methods in Research Methodology.**

IAA- 1 Find Karl Pearson’s coefficient of correlation from the following series of marks secured by 10 students in a class test in Mathematics and statistics:-

Marks in Math’s:- 45 70 65 30 90 40 50 75 85 60

Marks in statistics:- 35 90 70 40 95 40 60 80 80 50

Assume 60 and 65 as working mean.

IAA-2 Below is given the annual production [in thousand tons] of a fertilizer factory.

Years: 1977 1978 1979 1980 1981 1982 1983

Production:-70 75 90 91 95 98 100

Fit a straight line trend by the method of least square method & tabulate the trend value.

Convert your annual trend equation into a monthly trend equation.

Please submit Assignments till 10th April 2019.

RS
Co-ordinator