



DIRECTORATE OF DISTANCE AND ONLINE EDUCATION
UNIVERSITY OF JAMMU
JAMMU

INTERNAL ASSESSMENT ASSIGNMENT (IAA) BOOKLET
PGDBM
SEMESTER-II
SESSION 2023-24

Instructions

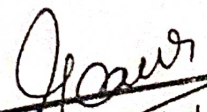
1. Attempt all questions (Assignment)
 - a) The length of the answers should range between 8-10 pages (1000 words).
2. Use A4 size practical sheet for writing Assignments. Write the questions on the lined page of the practical sheet. Leave the page when the question is over and start the next question from a fresh page.
3. You should not send printed articles as your answers. Use separate assignment file for each course and tag them properly. Ensure that you place assignment in correct file. Your assignment will not be evaluated if you interchange assignments and files.
4. Revaluation of assignments is not allowed.
5. Put your signature on each page of assignment. It is mandatory
6. Use Blue Pen Only (Ball/Ink).
7. IAA in different handwriting will be awarded zero marks.
8. Typed answers will be awarded zero marks.

Write the following particulars on the front side of each file cover

1. Name
2. Enrollment Number
3. Course Name
4. Course Number
5. Semester
6. Session
7. Personal Contact Number
8. Email Id

Note: Timely submission of Internal Assessment Assignments is an essential component which shall enable you to earn eligibility to sit in the examination. Date for submission of Internal Assessment Assignments shall commence w.e.f. 02-09-2024 to 05-09-2024 from 11 a.m. to 4 p.m. in Room No. 15. No IAAs shall be accepted after the last date of submission.

PGDBM Semester-II


Course Coordinator.....
Directorate of Distance & Online Education
University of Jammu
400006

PAPER 1 (Human Resource Management)

Maximum Marks: 20

AAI: How do the methods, design and evaluation of training and development programs contribute to career development? Discuss the various types of training methods and also explain how training programmes are evaluated. (10 Marks)

AAII: Explain the meaning and characteristics of industrial relations that influence the interactions between key parties. What are the primary causes of industrial disputes, along with the mechanisms available for their settlement? (10 Marks)

PAPER 2 (Marketing Management)

Maximum Marks: 20

AAI: What are the models of consumer behaviour? Explain in detail the factors influencing consumer behaviour. (10 Marks)

AAII: What is marketing research? What are the steps involved in marketing research process? Discuss with the help of suitable examples. (10 Marks)

PAPER 3 (Financial Management)

Maximum Marks: 20

AAI: Define working capital. Explain its different types, the factors that affect it and the various approaches to managing it. (10 Marks)

AAII: Explain the concept of the time value of money. How capital budgeting decisions are taken by using the methods of NPV, IRR, Payback Period and ARR? (10 Marks)

PAPER 4 (Quantitative Methods & Research Methodology)

Maximum Marks: 20

AAI: a) Discuss the various measures of central tendency. (10 Marks)

b) Calculate Mean and Median from the following data.

Marks	No. of Students
Less than 5	29
Less than 10	224
Less than 15	465
Less than 20	582
Less than 25	634
Less than 30	644
Less than 35	650
Less than 40	653
Less than 45	655

AAII: a) Differentiate between correlation and regression.

(10 Marks)

b) Calculate the coefficient of correlation between X and Y from the following data.

X:	78	89	99	60	59	79	68	61
Y:	125	137	156	112	107	136	123	108

Yours
Course Co-ordinator.....
Directorate of Distance & Online Education
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