

DIRECTORATE OF DISTANCE EDUCATION  
UNIVERSITY OF JAMMU

PGDBM SEMESTER II (2017 -18)

INTERNAL ASSESSMENT ASSIGNMENTS .....(Attempt all questions)

Paper – I H R M

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 I How are surveys conducted online. Discuss.

Paper – III Financial Management.

IAA – I "Profit maximization is not only the main objective of business'. Comment.

IAA– 2 What are the various factors influencing working capital. Discuss in detail .

Paper - IV Quantitative Methods in Research Methodology.

IAA- I 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 Maths: -	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 are 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 till 15<sup>th</sup> March 2018.