

DIRECTORATE OF DISTANCE EDUCATION

UNIVERSITY OF JAMMU

PGDBM SEMESTER II (2019-20)

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 95 95 98 100

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

for each year. Also write the equation of the trend line.

For any further information visit www.jammuuniversity.edu.in online as will be notified.